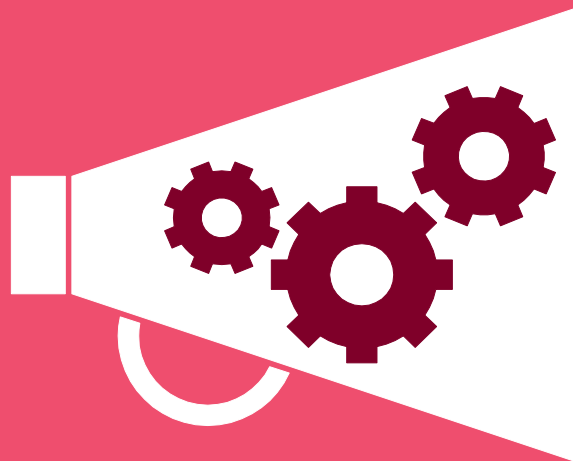

Want to find new customers? *Know how.*

We helped Zedem Media, a creative animation and film production studio in Cyprus, to design a new digital marketing strategy, reach new international customers and increase their sales by 60 per cent.



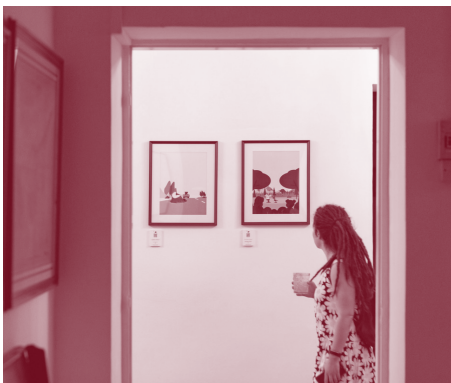
Creative animation and film production studio, Cyprus

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The company had been growing steadily since its foundation in 2008.

By 2015 Zedem Media employed seven people and delivered creative production services to various renowned local and international organisations. A significant part of their revenue came from creative work and audio-visual support for a UK-based training organisation for large corporations.

Zedem Media built a strong reputation because of the high quality of their work, creativity, competitive fees and the testimony of many satisfied clients. However, further growth was impeded because of the low budgets of existing clients for education and corporate trainings (an area they wanted to expand into), as well as limited direct access to larger overseas clients.



We helped Zedem Media to increase sales through expanded sales geography.

In addition, there was increased competition from low-cost video/animation providers who had entered the market for customers looking for very cost-efficient alternatives.

Zedem Media therefore decided to start generating leads from abroad, primarily from the UK, where clients would be willing to pay a good price for quality custom-made animation and film production.

We connected Zedem Media with a local consultant who worked with them to:

- Develop a digital marketing strategy and its implementation plan
- Create landing pages for specific campaigns, maximising the user experience across all devices (phones, tablets, and so on)
- Integrate the landing pages with their Customer Relationship Management (CRM) system
- Organise digital campaigns, design advertising materials/banners, and so on.

As a result, with an effective digital marketing strategy and digital infrastructure, Zedem Media managed to enhance its visibility among clients in their target market and successfully expand its international client portfolio.

One year after the project's completion, the company has increased its sales volume by 10 per cent which resulted in a 60 per cent increase in turnover.

www.ebrd.com/knowhow

Turnover
+60%

Sales volume
+10%

Web-site visitors
+7,500

Total project value
€12,912

Client contribution
€5,859