



Crown
Commercial
Service

SERVICE DESCRIPTION

Cloudzone.uk

By Answers and Solutions Ltd
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Digital Marketing

A Service to enhance the visibility of your work among the potential users of your services.

Google

There are over a billion websites and if your website can't be found, it may as well not exist.

Google dominates the search market because it is accurate and intuitively knows what the user might be searching for and it achieves that through multiple means from knowing where the user lives and upwards. This service will assist you to get your offering ranked well increasing the effectiveness of your listing and your service.

Social Media

Google works very well when people who might use your services are searching for information, but there are many occasions where you may wish to promote your service to those who weren't looking, in much the same way as a radio advert reaches across all listeners regardless of what they were thinking about, advertising on social media will push your details out rather than relying on 'them' coming to you. Targeting tools at our disposal allow us to select a very precise audience; for instance, we can target the same people multiple times and/or people within specific social economic groups etc etc.

Statistic gathering

We can also assist you with statistical analysis of how your website/online service is performing. This might, for instance, be of value to you when demonstrating the impact your service is having when discussing your service with various stakeholders and budget holders.

The Service

CloudZone will assist you with maximizing the effectiveness of your service regardless of what that is or what you want to achieve.

Our consultants can discuss this with you and provide this service.

How to engage our services

- Please contact us by email on publicsector@cloudzone.uk
- This service is suitable for your existing services, ones that you manage in house or ones that you have outsourced.

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