

Working with
VisualFizz

2020

We focus on

ROI & IIR

RETURN
ON
INVESTMENT

&

INVESTMENT
IN
RELATIONSHIP



VisualFizz



Client: **Rose Paving**

Largest US parking lot management company

Email Marketing

- Monthly e-newsletter- increased average open rate to 47%
- Email marketing- increased average open rate to 18.4%

Website Improvements

- Increased the site speed by 25%
- Increased average time on site by 27%
- Major overhaul of removal of dated multi-site functionality

PPC Advertising

- Increased form submissions by 263% Year over Year
- Created a more dynamic ppc strategy

National Growth

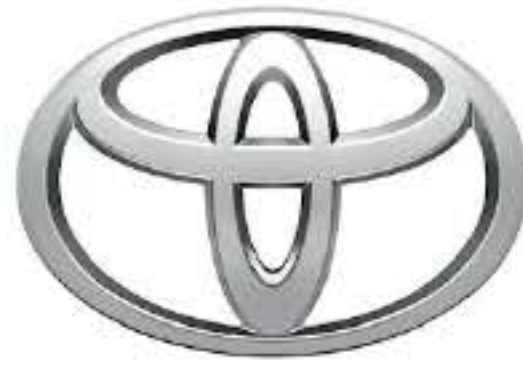
VisualFizz works closely with Rose Paving Headquarters and all branch sales leads at all Rose Paving locations. We play a critical role in driving online leads and supporting brand growth for Rose Paving.

Beyond the Campaigns

VisualFizz is proud of the close relationship maintained with the Rose Paving team, as a whole and on individual levels.



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TOYOTA

Client: **Toyota**

One of the largest auto brands in the world

Design and Branding

- Built presentation that would introduce the 2019 Avalon to dealership owners
- Created a deck that incorporated positive press, bold graphics and strong design.

Why Did Toyota Choose VisualFizz?

Toyota had access to an existing marketing agency through its corporate headquarters, but instead chose to work with the small, agile, and fast-moving team at VisualFizz. VisualFizz was able to outperform corporate agencies in efficiencies, turnaround times, communication styles, deliverables, and price.

The Results?

"The presentation went very well and we received several comments on how well it looks. We thank VisualFizz for their help."

- Regional Training Manager, Toyota



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Client: **Topco**

\$14 Billion CPG Food & Grocery Company

Branding Through Design

- New branding campaign to drive awareness and increase sales of their Culinary Tours sub-brand
- Numerous concepting phases complete with user-testing
- Full-fledged branding experience, including digital, physical, in-store, POP, and more

Creative Design and Messaging

- Creative design meant to inspire the shopper from the shelf.
- Messaging and concepts needed to invoke an emotional response in the viewer
- Messaging needed to remain powerful and effective on a variety of sizes and imagery types.

Want a Taste of What We Were Up To?



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Client: **One Hope United**

Non-Profit charity providing support to families

Website Improvements

- 300% increase in funds raised in Q4 after the new design was launched
- 200% increase in contributions on 'Giving Tuesday', the biggest day of the year for non-profits
- 30 new "Wishbook" sales (\$1,000+ donations each). Far more than ever before.

Our Commitment to Non-Profits

Since its founding, VisualFizz has had a soft spot for non-profits and their missions. It's crucial that we provide them with the service and quality that they need in order to ensure that they receive their funding.

We strongly emphasized gifts, donations, the wishbook, and of course, the positive feeling associated with giving in order to increase conversions on-site.



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How the best perform

Client: **Hu-Friedy**

110+ year world dental manufacturing leader

Social Media Management

- 400% increase in social media engagement
- 45% increase in follower-base amongst social channels
- 40% higher inbound traffic through optimized landing pages and retargeting campaigns.

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Additional Services Rendered

- Best practice documentation for team members and social sharing
- Branding direction and guidance
- Image creation for social strategies
- As needed SEO consulting
- Advanced reporting and PPT Creation



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Client: **The Yard KW**

International e-commerce and lifestyle company

Website Improvements

- 800% increase in website speed.
- Reduction in site weight by 66%
- 7.9% increase in session duration
- 9.5% decrease in bounce rate

Search Engine Optimization

- 24.7% increase in direct traffic attributed to guest blogging, backlink creation, and additional SEO tactics
- 15.5% increase in new users
- 7.7% increase in total traffic.

Paid & Organic Social Media

- 365% increase in international traffic
- 350% increase in social traffic
- 22% increase in product sales, due to paid social media

Fun Fact

The distance between our office and The Yard's office was approximately 6,755 miles away, yet an efficient and effective relationship was maintained.



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Get to know us.
Let us get to know you.

2016

Launch Date

10

**Average Years
Experience**

2-3x

Annual Growth

20+

Team Members

100's

**Passions realized
due to our flexibility**

Unlimited

Opportunities

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Thank you for your time.

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