

Ars Media

● Presentation

Marketing Presentation

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Headlines

● Generative AI

● Campaigns

● Conversion Optimisation

● Customer Experience

● Data & Analytics

● MarTech

● KPI's & OKR's

Generative AI

Generative AI uses advanced machine learning to create new content, designs, and solutions. Whether crafting compelling copy or generating unique product visuals, this technology is helping businesses redefine how they connect with customers. It's not just about automation—it's about creating experiences that are smarter, faster, and more personal.

Enhanced Efficiency

With AI content creation, you can automate these repetitive tasks while maintaining a high level of quality. The result? Your team has more time to focus on strategic growth.

Improved CX

Personalization is no longer a luxury; it's an expectation. With generative AI applications, businesses can offer hyper-relevant content, ensuring customers feel valued and understood.

Cost Savings

Adopting AI can significantly reduce operational costs. From automating routine tasks to minimizing errors, generative AI allows businesses to allocate resources more efficiently.

Ref1: Generative AI in Digital Commerce

Ref2: AI in SEO

Ref3: The Ultimate Guide to AI Tools



Campaigns

Campaign management is the process of planning, executing, monitoring, and optimizing marketing campaigns to achieve specific business objectives. From building product awareness to driving customer retention, effective campaign management ensures that every marketing effort delivers measurable results.

BY PURPOSE	BY CHANNEL	BY MARKET	BY DURATION	BY REGION
EX: 1 - PRODUCT AWARENESS CAMPAIGNS	SEO	B2C	SHORT TERM	LOCAL
EX: 2 - USER ACQUISITION CAMPAIGNS	CONTENT MARKETING	B2C	LONG TERM	GLOBAL
EX: 3 - UPSELLING AND CROSS-SELLING	PAID SEARCH	B2B	SHORT TERM	EMEA



[Click here for whole list](#)

Conversion Optimisation

1 - Start with Data Collection

2 - Conduct A/B Testing

3. High-Impact Changes

4 - Leverage Personalisation

5 - Automate Where Possible

Conversion optimisation is the process of improving your website or digital product to increase the percentage of visitors who complete a desired action, such as making a purchase, signing up for a newsletter, or downloading a resource. It's not just about driving traffic; it's about making that traffic count.



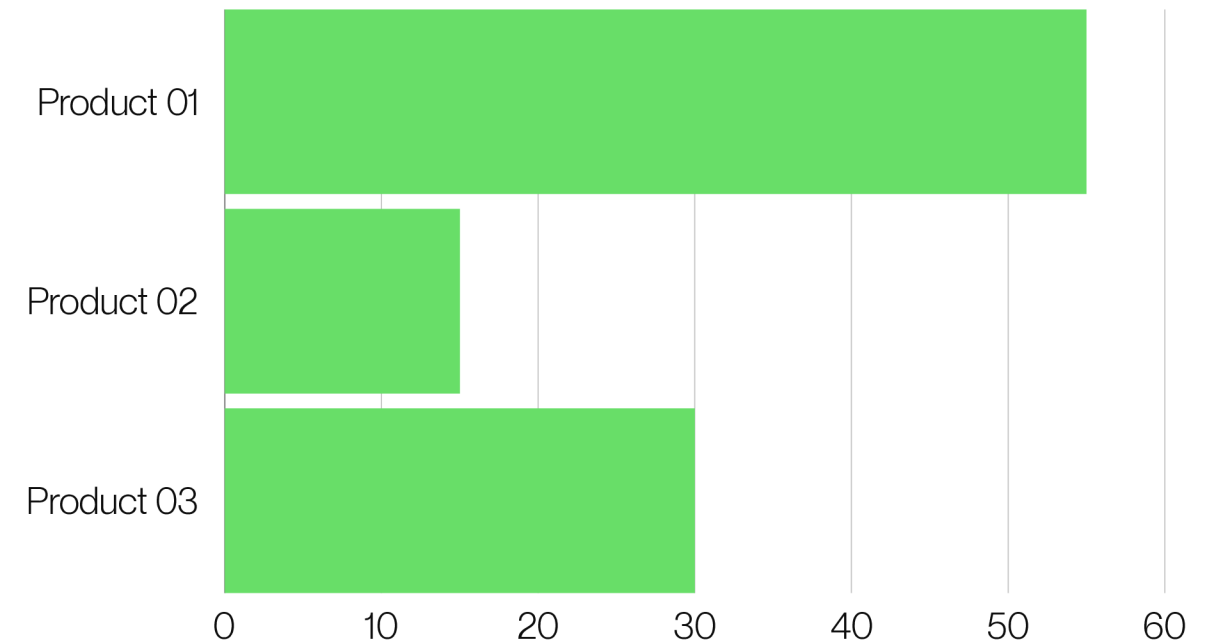
**Ref1: Mastering Conversion Optimisation:
Strategies, Tools, and Measurement**

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Data & Analytics



Ref1: Data & Analytics for Effective Measurement



Incorporating a robust data and analytics strategy is no longer optional—it's essential for staying competitive. By focusing on key areas like ROI, KPIs, omni-channel measurement, and leveraging advanced analytics tools, businesses can unlock deeper insights and drive meaningful growth.

Marketing Technology



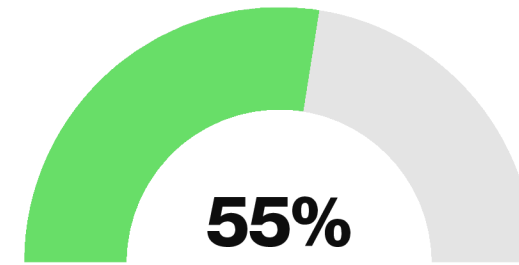
Ref1: The Future of Marketing Technology: Tools, Trends, and Insights

Ref2: The Ultimate Guide to AI Tools

CATEGORY	EXAMPLES
CRM	HUBSPOT, SALESFORCE
MARKETING AUTOMATION	MARKETO, PARDOT
ANALYTICS	GOOGLE ANALYTICS, TABLEAU
SOCIAL MEDIA MANAGEMENT	HOOTSUITE, BUFFER
CMS	WORDPRESS, GHOST, CONTENTFUL
PERSONALISATION	DYNAMIC YIELD, OPTIMIZELY

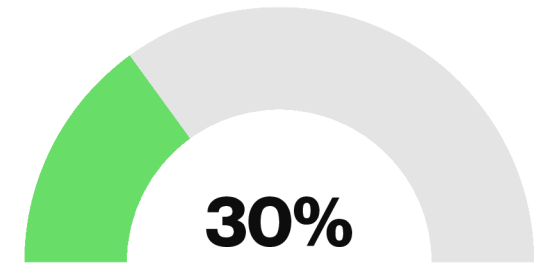
Marketing Technology, commonly referred to as MarTech, encompasses the tools and platforms marketers use to plan, execute, and measure marketing campaigns. In a digital-first world, where customer expectations are higher than ever, MarTech plays a crucial role in streamlining operations, improving targeting, and driving measurable results.

KPI's & OKR's



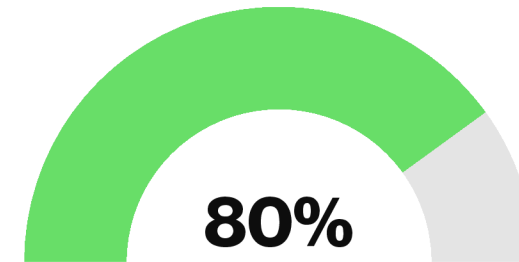
KPI 01

Monthly recurring revenue (MRR)



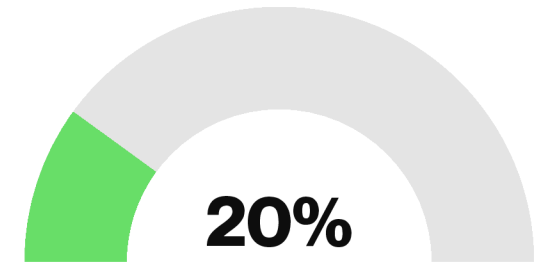
KPI 02

Customer satisfaction score (CSAT)



OKR 01

Increase NPS (Net Promoter Score) from 70 to 85



OKR 02

Reduce churn rate from 10% to 5% within six months.

KPIs and OKRs are not mutually exclusive—they are complementary tools that, when used effectively, can drive significant organizational success. By understanding their unique purposes, aligning them with strategic goals, and addressing employee concerns, businesses can foster a performance-driven culture that prioritizes growth, innovation, and collaboration.



[Ref1: Understanding KPI's & OKR's](#)



London-based digital marketer empowering brands with data-driven strategies for online success. Let's navigate your digital journey together.

With a decade of hands-on experience in the digital marketing landscape, I've navigated various sectors including Global Travel, Media, Retail, and Financial Products. This journey has armed me with a profound understanding of industry dynamics and a knack for crafting creative marketing solutions that truly resonate.

At Ars Media, data isn't just a buzzword – it's our guiding light. With a penchant for precision, I rely on data-driven strategies to ensure your brand's voice reaches the right ears at the right time. Investing wisely in media and meticulously measuring outcomes isn't just a strategy, it's a promise for your sustainable growth.

Collaboration is key, and that's why I prioritize transparent and open partnerships. Your brand's success isn't just a checkbox; it's a shared victory. Whether you're seeking to redefine your online identity, boost customer engagement, or expand your digital footprint, I'm here to serve as your strategic compass.



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Digital Marketing

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