

Beacon Client Case Study

Recognition Creative - Full service creative design and marketing agency



About the company

Recognition Creative was born in 2008. Based in the New Forest, Recognition has a skilled team of designers, marketers and website development specialists who offer a full marketing service working across all sectors, both locally and nationally, and with all client types from start-ups to big global names.

From the design of a one-off business card through to a full branding design exercise or devising a creative campaign and everything in between, Recognition offers a professional service for print and web, copywriting, event management and marketing services.



Why Recognition decided to implement Beacon

One of Recognition's clients is SETsquared, a unique enterprise partnership and a dynamic collaboration between the five leading research-led UK universities of Bath, Bristol, Exeter, Southampton and Surrey.

Emma: "Beacon is a member of the SETsquared partnership and through that I became aware of what the company was offering through working with them in that organisation. I was invited by Nigel Bridges, Beacon's Managing Director, to an event locally for marketing agencies and I became convinced of the benefits of using Beacon."



"Whilst I can do everything that Beacon does over time with different pieces of software, Beacon brings all that knowledge together in one place so I can see instantly how our lead generation campaigns are working."

Emma Blunt
Recognition Creative



How Recognition Uses Beacon

Recognition uses Beacon predominantly for the work the agency does with SETSquared, for marketing campaigns and for monitoring how each channel performs.

Emma uses the unique Beacon links so she can instantly see which channels are most effective for any given campaign.

The Value of Beacon to Recognition

For Recognition, using Beacon has confirmed what Emma already instinctively knew through her own experience working within a marketing and design agency.

But Beacon also provides her with the evidence she can use to take to clients and show them the effectiveness of a campaign.

"When it comes to marketing, many people have experience and preferences and therefore will have natural bias towards certain platforms."

"With evidence from the Beacon Platform I can show for example that yes, Twitter's a great awareness platform, but it's not the one that's generating their leads."

"I can use Beacon to prove that it's down to integrated marketing campaigns and show them why that works. It gives me an armoury of useful evidence to show using Beacon."

Beacon is a digital campaign intelligence platform
find out more at www.thisisbeacon.com