

# Beacon Client Case Study

## Whitwam - video production company



### About the company

Whitwam Limited ([www.whitwam.ltd.uk](http://www.whitwam.ltd.uk)) is a family business with a long heritage. Originally a retailer of pianos, sheet music, Edwardian reproducing machines and speech and music recordings. Over the years, they have developed from a retail company into a group of 3 companies, providing a specialist provision service for substantial installations of audio visual to private and public buildings, as well as delivering event production solutions to companies of all sizes.

There are 3 companies within the Whitwam Group:

[www.whitwamavi.co.uk](http://www.whitwamavi.co.uk), [www.designedeventproduction.co.uk](http://www.designedeventproduction.co.uk), [www.videofrog.tv](http://www.videofrog.tv)



### The challenge facing Alice

Alice Bloor joined in summer 2016 and is Marketing Manager for the entire group.

Alice was tasked with leading social media promotion for one of the group companies - Videofrog, the specialist video production division of Whitwam Group.

Videofrog was formed from the years of building knowledge and expertise in filming the live events the group produced for clients. Over the past twenty-five years they have producing a wide range of corporate videos for a wide range of national and international brands.

Alice explains: "I wanted to solve the problem of quantifying social media traffic to our website from social media posts and understanding how valuable that traffic was".

*"Beacon is very simple to use and understand."*

Alice Bloor  
Marketing Manager



## How Whitwam implemented Beacon

Beacon is used primarily for Videofrog, but Alice plans to expand usage across the entire group in 2019. Alice uses Beacon alongside Google Analytics. Google Analytics is used to measure organic and direct website traffic that isn't related to campaigns, and Beacon is used for all campaign traffic.

"Beacon and Google Analytics do everything between them. I keep the Beacon dashboard open all day and check in regularly to see how my campaigns are getting on. It's added a huge amount of value to me in my job." Alice says.



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## The results

Beacon allows Alice to understand where repeat visitors have come from and which messages and content (blogs & videos) are working and gives Alice the intelligence she needs to explain to her MD and to others in her team what has and hadn't worked and the right path to take with future activities.

Having tried out a number of platforms relating to social media and campaign intelligence, Alice is satisfied with how Beacon works and that the Beacon team are working hard for her. What she particularly likes is that with each upgrade, as well as adding useful features, Beacon becomes easier and easier to use.

"Beacon is very simple to use and understand. I like to be able to choose colours for campaigns and icons in channels, which was added in the last release: that allows me to more quickly see how well each channel is working."

*"It's added a huge amount of value to me in my job."*

"Beacon draws a line that is easy to understand between action and outcome. It just makes my life as marketing manager much simpler when managing digital campaigns."

Beacon is a digital campaign intelligence platform  
find out more at [www.thisisbeacon.com](http://www.thisisbeacon.com)