

FULL TRANSPARENCY OF LEAD GENERATION CAMPAIGNS FOR RECOGNITION CREATIVE



ABOUT RECOGNITION CREATIVE

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.

RESULTS

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

For Recognition, using Veracity has confirmed what Emma already instinctively knew through her own experience working within a marketing and design agency. But it also provides her with the evidence she can use to take to clients and show 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. But with evidence from Veracity Trust Network I can show for example that yes, Twitter’s a great awareness platform, but it’s not the one that’s generating a client’s leads.”

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

Emma Blunt, Director



“I can use Veracity Trust Network to prove that it’s down to integrated marketing campaigns and show them why that works. It gives me an armoury of useful evidence.”

Emma Blunt, Director at Recognition Creative



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