Evolved Digital Work Shadowing

Katie Greenwood
Company Roles

Digital Marketing Organisation
- Natural search: search engine optimisation strategies
- PPC Paid Search
- Training: assistance to senior management
- Content Marketing: creative content for customers
PPC Pay-Per-Click

Internet advertising campaigns to direct customers to websites.

What Evolved Digital Do?
• Aim to increase the ranking of clients website
• Prime location on the top positions which customers are more likely to click on their websites.
• Online battle to increase position promote site different times or the day/ seasonality.
• Facebook sponsored ads to specific target markets
Infographics Example

www.terrysfabrics.co.uk
‘Cat bed or your bed’ campaign
Visual representation of information
Manipulate search engines of people googling cat problems and link an infographic on their homeware website
My Experience

• Relaxed, creative, friendly environment and working conditions

• Infographics: Wedding dress research task from different countries for a hotel client. Evolved are converting into content marketing used for their website.

• What surprised me?
  David Watts (Digital Director) and team all working together in same room collaborative. High investment made regularly by companies.

• Taking forward:
  Digital industry is growing will be important aspect for businesses to consider in the future, insight relatively new career.