



## **Press Release: Digital Visual Communications appoints Klaxon for Digital Marketing Services**

LONDON, ENGLAND - March 19, 2014 - Today, Klaxon announces it has been appointed by Digital Visual Communications to provide search engine optimisation (SEO) and digital marketing services. The campaign objectives and success measures are clear: to increase the volume of inbound sales enquiries generated via the website.

Klaxon was approached by Carys Strong, Business Development Manager, Digital Visual Communications, to adapt their online marketing efforts and perform search engine optimisation. Carys said "I have been impressed by the level of expertise Klaxon has shown and the time they have taken to help us understand the core principles of SEO. I'm looking forward to working with the Klaxon team to ramp up our website's performance."

Klaxon has completed an initial site optimisation phase to provide a better experience for users of Digital Visual Communications' online services and to create a foundation for ongoing work. Search engine optimisation will continue in upcoming months, with content production, a focus on search engine factors and ongoing strategy to improve search rankings. Alongside the technical aspects of optimising the website, Klaxon will educate Digital Visual Communications' in-house marketing team to ensure the hard work in driving traffic to the website successfully converts into sales leads.

Andy Bargery, CEO of Klaxon said "Carys and the team at Digital Visual Communications understand the importance of a high performing website. Our expert team, led by Yiannis Pelekanos, will focus on getting the technical aspects of the website optimised first, then look to drive targeted web traffic and leads into the business through content marketing and social media."

Klaxon looks forward to a long and mutually beneficial working relationship with Digital Visual Communications as it continues to expand its b2b digital marketing team.

### **About Digital Visual Communications:**

Digital Visual Communications is a division of IDN specialising in collaborative, interactive technologies and digital signage. Digital Visual Communications' objective is to enhance business productivity, collaboration and communications in organisations' by integrating and supporting the adoption of technology. IDN currently has an annual turnover of around £3.5m and employs 42 Staff.

To learn more, please visit: [www.digitalvisualcomms.co.uk](http://www.digitalvisualcomms.co.uk)

**About Klaxon Marketing:**

Klaxon is a business to business marketing agency and has grown through work with large brands alongside niche clients and campaigns since 2006. Klaxon's offices are located in London from where team members specialising in traditional and digital marketing are managed. It is committed to providing quality, tailored marketing through an expanding team of experienced professionals who are client and results focused.

To learn more, please visit: [www.klaxonmarketing.co.uk](http://www.klaxonmarketing.co.uk)

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