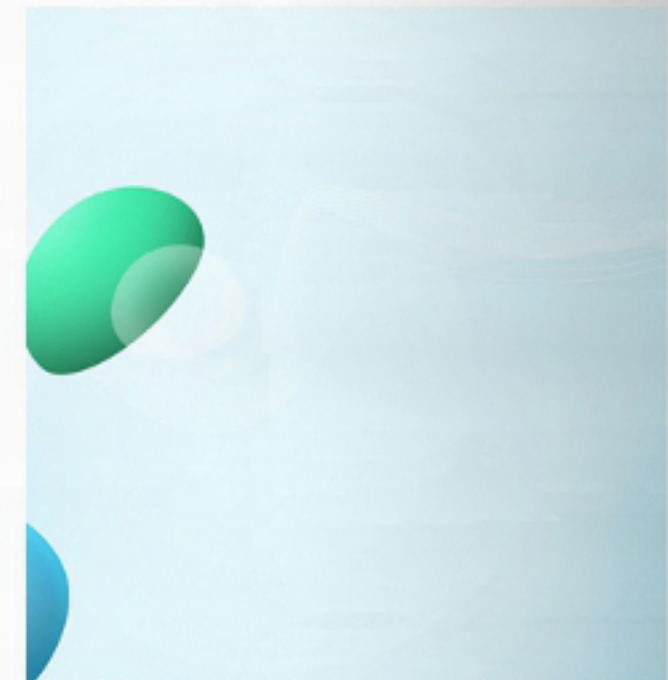




Design



Integrate



Brand



VARAZO

Smart Digital Marketing



About Varazo

Enough talk – successful marketing is about walking the walk. That's exactly what we've been doing since starting out as a small Silicon Valley software provider in 2004. Our goal was simple: simpler, more efficient PPC management.

But as we worked with clients, we realized that PPC was only part of a strong internet marketing campaign. Incorporating new platforms and solutions like Google Analytics, the mobile web, and sales tracking technologies, we got to work developing new marketing and lead management tools to bridge the gaps between technology and marketing, online reputation and off, and advertising and branding.

Got a brand to build?

We have the custom-built software tools, experience, and good old human ingenuity to make it happen.

building brand

ad	<p>With our strategic positioning, you can put your advertising dollars where you'll see the highest returns.</p> <ul style="list-style-type: none">* PPC+Bid Management* SEO* Mobile Marketing (SMS, MMS, Rich media)* Display Marketing* Media Planning/Procurement* Campaign Implementation/Management* Buzz/Viral Marketing* Blog Advertising* Franchisee/Location Based Marketing
software	<p>Tired of multiple log-ins and tedious data aggregation?</p> <ul style="list-style-type: none">* Tracking and Optimization* Advertising Reports and Audits* Automated Ad Copy Review* Analytics* Customized Storefront Integration* Performance Measurement and Reporting
PR	<p>Bridge the gap between the controllability of traditional PR and the speed of social media.</p> <ul style="list-style-type: none">* Brand Repositioning* Product/Service Launches* Image Building* Industry/Market Conversation* Lead Generation* Article Marketing* Blog/Forum Relations* Press Management* Blog & Social Media Execution* Reputation Management* Webinar & Video Creation and Serving
design	<p>The perfect combination of image, video, and text is its own type of magic.</p> <ul style="list-style-type: none">* Creative Design* Consumer Experience Profiling* Engagement* Design Testing* Rich Media, Landing Page Design* Online and Offline Display Design* Campaign Organization & Execution
strategy	<p>Have you been struggling to pull all the pieces of your marketing together into a cohesive whole?</p> <ul style="list-style-type: none">* Brand Analysis* Online+Offline Brand Integration* Target Market selection* SWOT Analysis* Brand Loyalty and Acquisition* Brand+Reputation Standards* Industry Guidance and Edge* Multivariate and A/B Testing



www.Varazo.com



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What our Clients are Saying

"Can't thank you enough. What a great service you've been providing." - Mark Van Wye COO Zoom Room

"Cool. Very Happy." - Barry Freeman RitzPix

"Varazo expanded our visibility 4 to 5 times. Unheard of." - Farah Payan WHT

RITZPIX.com Ritz & Wolf Camera & Image

offers one of the world's largest inventories of photo-related products and services. In August of 2010, it approached Varazo with one simple task: grow PPC conversions. Its many products, keywords, and target locations called for a large yet focused PPC campaign – and sophisticated automated tools to manage it as it grew. Partnering with Varazo brought PPC consulting, the entire arsenal of ClickSweeper's tools, integration of PPC advertising platforms, and new, effective strategies for continued growth.

case study

some of our clients

