

A strong  
Passion for all  
things Digital

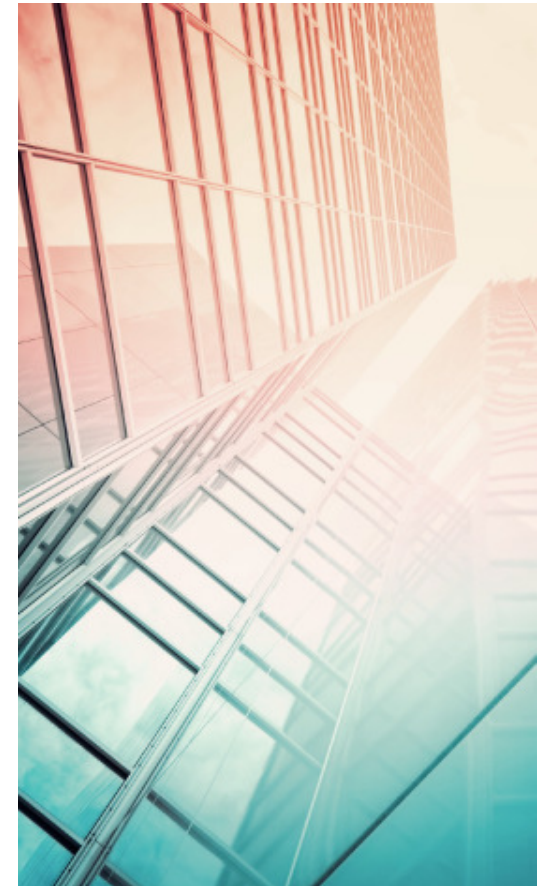
Digital Marketing  
Proficiency Expert



DIGITAL  
MARKETING  
INSTITUTE

# Kaycee Uzougbo

Digital Marketing Specialist





Kaycee is an expert in Digital Marketing and his knowledge is the most extensive that I have ever come across. What impresses me most is that he is right at the "cutting edge" of the very latest developments and is able to interpret straightaway their implications for the business. Kaycee is also not one of these experts who keeps his knowledge to himself as he is very keen that his colleagues learn from him even setting up regular learning sessions for his colleagues.

- Des Lynch (Level 3 Communications)

## Key Strength's

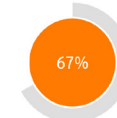
### STRATEGY



#### STRATEGY - 6 / 6

A digital marketing strategy encompasses a number of planning disciplines, from situational analysis, audience definition, objective setting and channel selection. It is crucial that a digital marketing strategy is iterative and adapts based on analysis and monitoring to enhance the campaign.

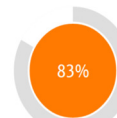
### MOBILE



#### MOBILE - 4 / 6

Mobile is an essential component of digital marketing today. Increasingly brand interaction takes place on tablets and smartphones. It is important to build both the technical and strategic knowledge to tailor a campaign to this specific medium.

### SOCIAL



#### SOCIAL - 10 / 12

It's important to be able to identify where your audiences socially interact online and communicate with them on these platforms. In social media the user is always connected posing equal opportunities and challenges to maintaining and optimising communication.

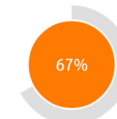
### EMAIL



#### EMAIL - 3 / 6

Email Marketing is still one of the most effective forms of digital marketing when carried out properly, increasing customer reach and sales. Understanding the content, timing and testing for campaigns is core to maximising this medium.

### DISPLAY



#### DISPLAY - 4 / 6

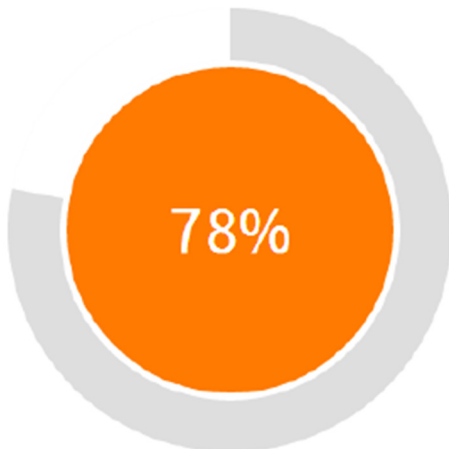
Display Advertising has three main purposes: to deliver brand messages; generate a direct response from consumers and to immerse consumers with interactive experiences. Understanding both contextual and behavioural targeting techniques is key to display advertising.

**DMI Contact: +19176365832**

Digital Marketing Institute  
 diagnostic@digitalmarketinginstitute.com

[www.digitalmarketinginstitute.com](http://www.digitalmarketinginstitute.com)

## YOUR SCORE

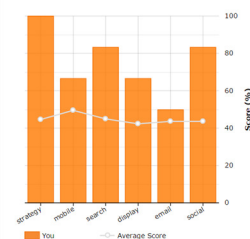


## Focus on What You Do Best

### HOW YOU COMPARE BY TOPIC

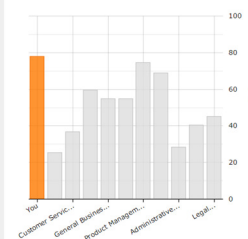
	Strategy	Mobile	Search	Display	Email	Social
<b>You</b>	100%	67%	83%	67%	50%	83%
Average	45%	49%	45%	42%	43%	44%

### COMPARISON BY TOPIC



You VS. Topic Averages

### COMPARISON BY ROLE



You VS. Other Roles