

EZMarketing launches official integrated digital marketing agency

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- New approach will measure the concrete impact of EZMarketing schemes on businesses
- Targeted towards small to medium-sized businesses in Australia
- Developed by one of the leading Marketo consultants in the APAC region

Heading: Bob Croft, formerly the Head of Marketing Technology at Howatson+ Company, launches official integrated digital marketing agency

Subheading: The agency's goal is to revolutionise how marketing agencies work with businesses

[DATE] - EZMarketing today announced that it will be launching its first official integrated digital marketing agency. The launch will provide valuable measurable marketing results to small and medium-sized businesses in Australia. Bob Croft, formerly the Head of Marketing Technology at Howatson+ Company, left the team after one year to found his own agency.

His team has since developed an approach that will do away with measuring vague impact. Instead, they will put themselves in the shoes of business owners, delivering clear and evaluative statistics of how many sales their strategies have brought into the business and how they can continue to help businesses grow in the future.

The goal of the agency is to implement tolerant digital marketing strategies with measurable results. Unlike typical digital marketing agencies offering traditional services, the EZMarketing agency will take into account the industry-wide lack of clear measurements in business.

A company spokesperson for EZMarketing expressed their gratitude and enthusiasm about the launch in a statement, which said: "The launch for this new integrated agency approach represents an exciting and anticipatory moment. This launch could revolutionise the way marketing agencies work with and help businesses to grow."

As one of the leading Marketo consultants in the APAC region and with comprehensive Adobe Campaign experience, Bob Croft is the trailblazer behind the launch.

He became the judge for the Australia Marketing Institute (AMI) and has also been a mentor since 2018. As a Salesforce champion since 2021, Bob Croft is a trailblazer mentor for the salesforce marketing cloud.

The spokesperson added: "At EZMarketing, lead generation, sales conversion, and user experience doesn't have to be difficult. We make it EZ."

For more information about the agency launch by EZMarketing, visit their website at: <https://www.ezmarketing.sydney/>. There you can also order their solutions, ranging from digital transformation, data solutions, lead generation, sales conversion and user experience