



**An all-in-one Marketing Resource  
for a growing business.**

[www.careeraccelerator.io](http://www.careeraccelerator.io)



## Overview

Career Accelerator is a youth organisation supporting young people - aged between 14 and 30 years - from diverse backgrounds to prepare for professional careers through employer support, whilst supporting business partners with employee volunteering, diversity initiatives and inter-company collaboration.

Career Accelerator currently works with 30 state schools across England, over 25 top tier global businesses such as Cisco, Vodafone, LinkedIn, Just Eat Take Away and Virgin Media O2 - and the UK's 3 leading LGBT+ career organisations.

## Sanzen Scope

Sanzen Digital was brought in on a monthly retainer to help Career Accelerator with a much-needed marketing resource to help guide and manage a complete overhaul of its marketing activity and be on hand for any new marketing needs. Over the course of a 12 month period, this included:

**Marketing management:** A dedicated marketing manager working as part of the Career Accelerator team:

- General guidance and advice on marketing planning and strategy when required
- Weekly and ad hoc meetings
- Liaising with third party agencies
- Carrying out the following tasks:

**Brand development:**

- A complete brand refresh and development of a brand guideline
- Logo design
- New images and graphics

**Content creation - a complete refresh of over 40 existing guides, decks and the development of new marketing collateral including for print:**

- Impact reports
- Training packs
- Annual reports
- Pitch decks and business presentations
- Posters and flyers

**Get in touch:**



[contact@sanzendigital.com](mailto:contact@sanzendigital.com)



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## Social media management and support:

- Development and publishing of timely posts on both Twitter and LinkedIn to help promote programmes and events.
- Setting up a social media campaign to increase brand advocacy with the deployment of timely personalised social cards for mentees and mentors to share on LinkedIn.

## New Website design & development, with ongoing maintenance:

- Improved navigation and user experience (UX)
- Refreshed content
- Enhanced look and feel with updated branding, including imagery and graphics
- Functionality, including installation of plugins, email, online forms and weekly updates to Career Accelerator's LinkedIn feed.
- Ongoing website maintenance post launch

## The Impact

By hiring Sanzen Digital to oversee its key marketing activities, CA's CEO Mayur Gupta and his team have been able to save on valuable time and resources. Not only has it enabled them to focus on other areas of business development but also getting marketing campaigns off the ground that CA previously did not have time for.

Overall, the work carried out by Sanzen has helped build CA's brand credibility and authority. From feedback received from CA's team, network of partners and students, there has been:

- A marked increase in confidence cited by CA's Business Development team when presenting pitch decks to prospects
- Enhanced customer service - providing professionally designed impact reports for clients to share within their own organisations and training packs to mentors and mentees
- A vastly improved user experience of the website
- A notable increase in engagement and brand advocacy on LinkedIn





## New website design and development

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## Sanzen Scope

Due to feedback from partners and their student alumni around user experience of the website, the owners found it imperative to revamp the website, to improve navigation and the general look and feel. This overhaul also encompassed a revitalized logo, fresh imagery, and updated content.

### Challenges:

How to improve navigation and ensure that each of its target groups (students, schools and partners) could easily navigate the site and were clear about Career Accelerator's programmes and services.

### Project scope:

Improve navigation, user experience (UX) and on page SEO, refreshed content, updated imagery, functionality and weekly updates to their LinkedIn feed. Ongoing maintenance post launch.

This would be achieved by clear and regular communication, meticulous planning, and a proactive approach to problem-solving together with clear expectations and a well-defined process helped manage these challenges and ultimately lead to a successful website development project.

### Result:

- A refreshed look and feel of the website
- We ensured that the website followed best practice for Search Engine Optimisation (SEO).
- Improved UX with a more targeted navigation and a clear messaging of the programmes.
- Since launching the new website -Career Accelerator has received positive feedback from business partners, students and mentors.

The website was delivered within budget, and expectations exceeded - a professionally designed website that is fully responsive and has enhanced user experience and functionality.

We continue to help maintain the website - including uploads of any new content and change requests and ensuring the website's continued integrity.

*"We have been working with Umbreen at Sanzen Digital for a number of years and appreciate the personal approach and attention to detail that she brings to her broad range of marketing capabilities and knowledge. She has really understood our product and target audience and will go the extra mile to research methods and opportunities where required, enabling the rest of the team to concentrate on other business areas. A great support!"*

Mayur Gupta - CEO, Career Accelerator

