



Everestmedia

**YOUR DIGITAL
SUCCESS PARTNER.**

Give your clients more, they deserve it!

Value vs Cost



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COST

- Very visible to clients
- Easy to quantify
- Easy to argue about.

VALUE

- Often intangible
- Sometimes tricky to establish
- Imperative to show it clearly!

Clearly demonstrating value



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Early Stages

Include your
process in
your proposal

Place a value
on discovery

Agree SOW

Agree success
criteria

Delivery Phase

Automate
delivery

Iterate

Regularly
highlight
value

Post go-live

Refer back to
success
criteria

Prepare a
benefit
statement

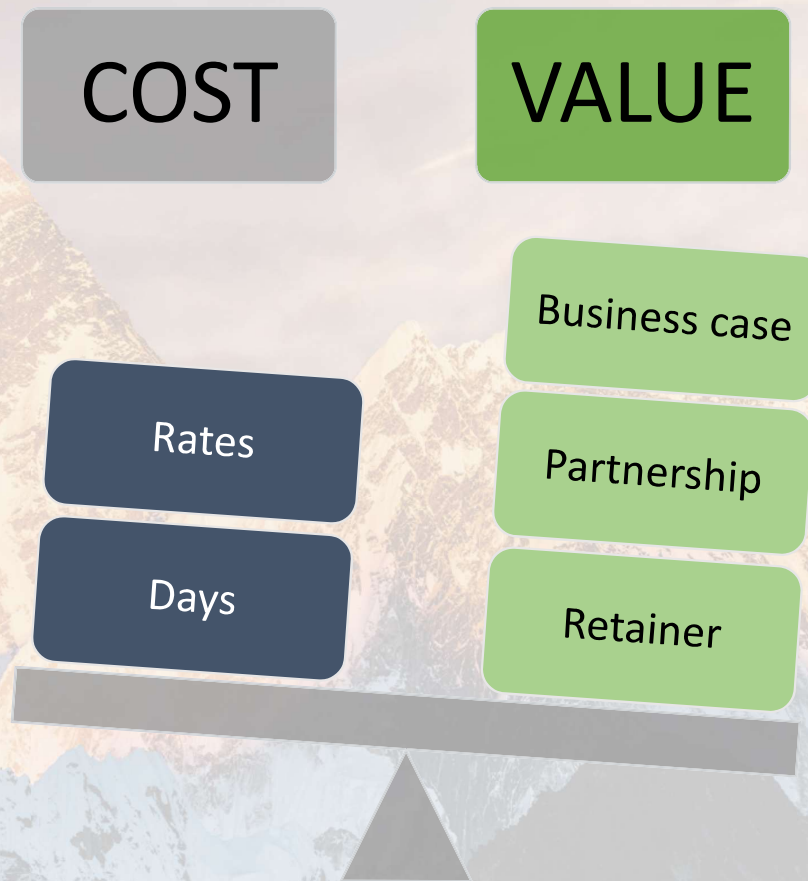
Write a case
study

Learn from it.

The results



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UX

ANALYTICS

SEO

CRO

SOFTWARE
DEVELOPMENT

STRATEGY

INTEGRATION

Thank you.
www.everest-media.co.uk