



WHAT WE DO

What's our elevator speech?

We help companies **communicate**
with the decade's most important consumers **the 50-plus**
with the decade's most important digital innovation **Web video**

Three things make us unique

- ▶ We **really** understand about marketing to older consumers
- ▶ We are digital marketing professionals
- ▶ We are experts in creating Web video

Being a start-up we don't have hours of show reels but our work with i-to-i, the volunteering company and part of First Choice, illustrates what we can do. It shows how Web video is a perfect way of removing buying barriers.

We thought it worked well. So did i-to-i.



InTwoFocus helped us translate our marketing objectives into Web video that will work with our older customers. They took the time to understand the business and our unique challenges. Their combined experience in marketing, branding and rich media also helped us to turn the project around extremely quickly. *Deirdre Bounds - Founder of i-to-i*

If you want to make a quantum jump in your digital marketing to older customers then InTwoFocus is the company for you.

Our partner company, 20plus30, publishes Europe's most popular blog about [50-plus marketing](#)

We manage the UK's most read blog about [Web video marketing](#)

How about contacting us and arranging to meet:

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