

# INTRODUCING NAVIGATOR

A digital marketing agency offering 360-degree solutions for luxury brands.

---

LONDON, United Kingdom - In February, 2024, Navigator will launch. A digital marketing and content agency with an expert team of 20, focused primarily on the hospitality and luxury lifestyle industries.

The new business is a merging of the marketing teams of two successful existing companies – Matter Of Form (Diffusion Digital) and Perowne International. The new company will be powered by Perowne International and Matter Of Form but run as a completely independent entity.

Inspired by stories and driven by data, Navigator combines compelling storytelling with incisive digital marketing. Our team has a deep understanding of the luxury market, with an end-to-end approach that combines editorial, content and SEO with paid media, organic social and web.

Navigator joins the dots, creatively helping brands reach their customers at every touch-point, driving short-term commercial results and long-term growth. Services include:

## **Brand Storytelling**

- Tone of voice
- Content strategy
- Content planning
- Copywriting
- Style sheets
- Content audits

## **SEO**

- SEO strategy
- Technical SEO
- SEO content
- Digital PR

## **Paid Media**

- Paid search
- Paid social
- Programmatic

## **Social Media**

- Social strategy
- Content Creation
- Community management
- Influencer marketing

## **Production**

- Design
- Photography
- Videography
- Print Collateral

enquiries@navigatorinternational.com

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