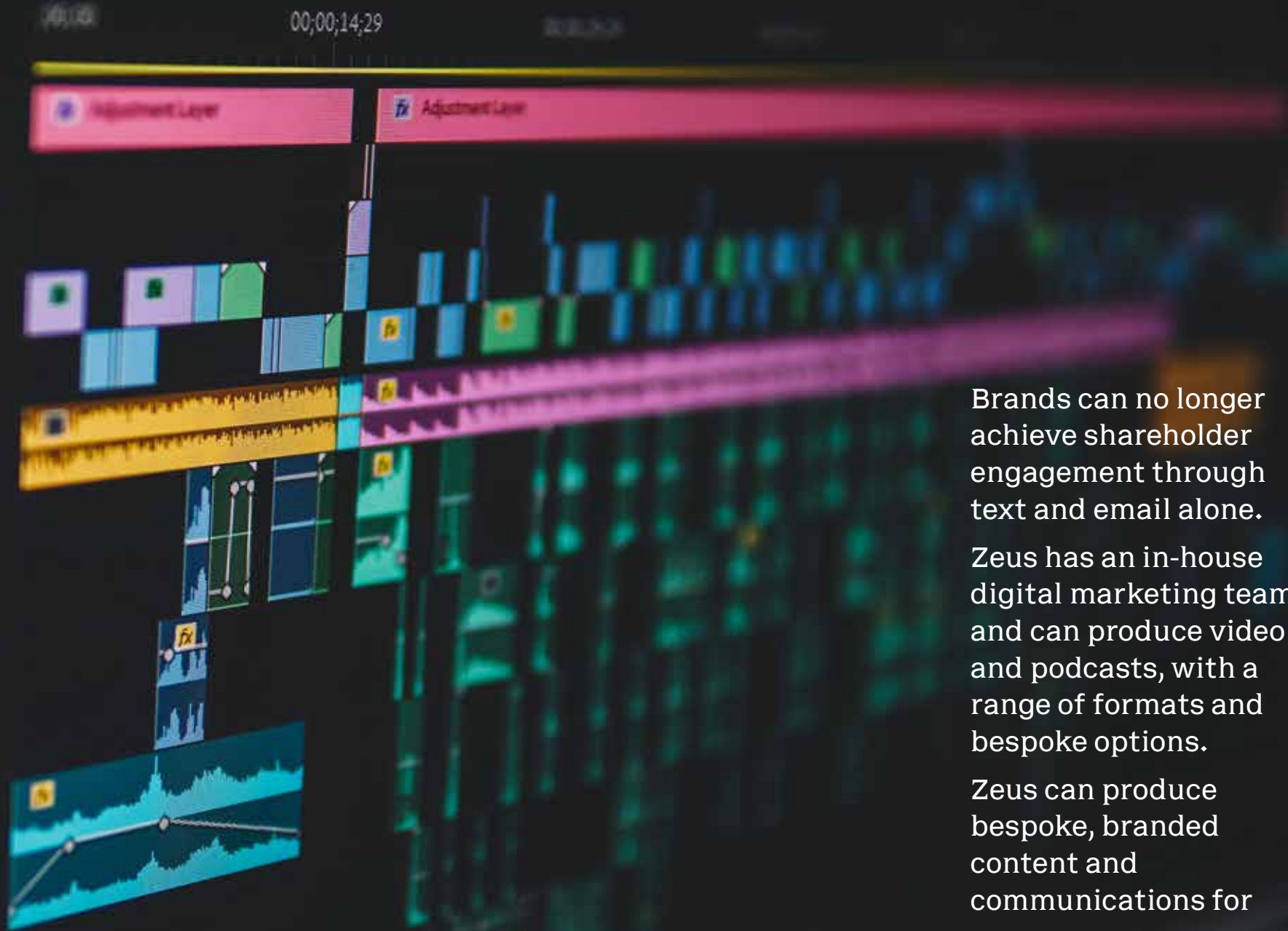


Digital Services

# ZEUS

[www.zeuscapital.co.uk](http://www.zeuscapital.co.uk)



Brands can no longer achieve shareholder engagement through text and email alone.

Zeus has an in-house digital marketing team and can produce video and podcasts, with a range of formats and bespoke options.

Zeus can produce bespoke, branded content and communications for your company.

## Podcasts

Podcasts are an easy way of broadcasting a longer-form message to your audience.

Zeus can provide a host for your podcast, edit and provide jingles and artwork.

As of 2021, there were over 19.1 million podcast listeners in the United Kingdom (UK). The audience is growing steadily as the popularity of podcasts increases, with estimate of over 28 million listeners by 2026\*.



## Zeus Podcast

Guest on our in-house flag ship podcast - 'A Different Perspective.'

Hosted by Nick Searle, Equity Sales at Zeus, the podcast gives CEOs an opportunity to give a deep dive interview, and really explore their companies themes and questions.

The 'A Different Perspective' podcasts are distributed to our subscribers - retail and institutional investors.

Listen: [zeuscapital.co.uk/adp-podcast](https://zeuscapital.co.uk/adp-podcast)



“ Zeus’ podcast is a great platform for a company to discuss at length the business in an interesting and conversational way.

- Adam Bond, CEO of AFC Energy



# ZEUS

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## Video

Video is a great way to communicate a message visually, and is especially well-suited to site-visits while explaining complicated concepts or terminology.

Zeus can advise on how to balance clarity, relevance and duration as well as record and edit to create an effective video.

View: [zeuscapital.co.uk/exclusives/sifastrategy/](https://zeuscapital.co.uk/exclusives/sifastrategy/)

## Management

Recording video direct to camera can be a very effective way to convey your message. This can either be used to add commentary to site visit footage or to support Capital Markets Day with 'key takeaways'.



## Site visits

Zeus can send a videographer to your site to capture footage. This can help your shareholders to visualise the scale of your business, and understand complex processes and technologies, without the necessity to visit the site in person.

# ZEUS

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## Virtual events

Webinars are a direct route to engage with shareholders. They can take several forms:

- Fireside chat
- Pre-recorded presentations
- Capital Markets Day

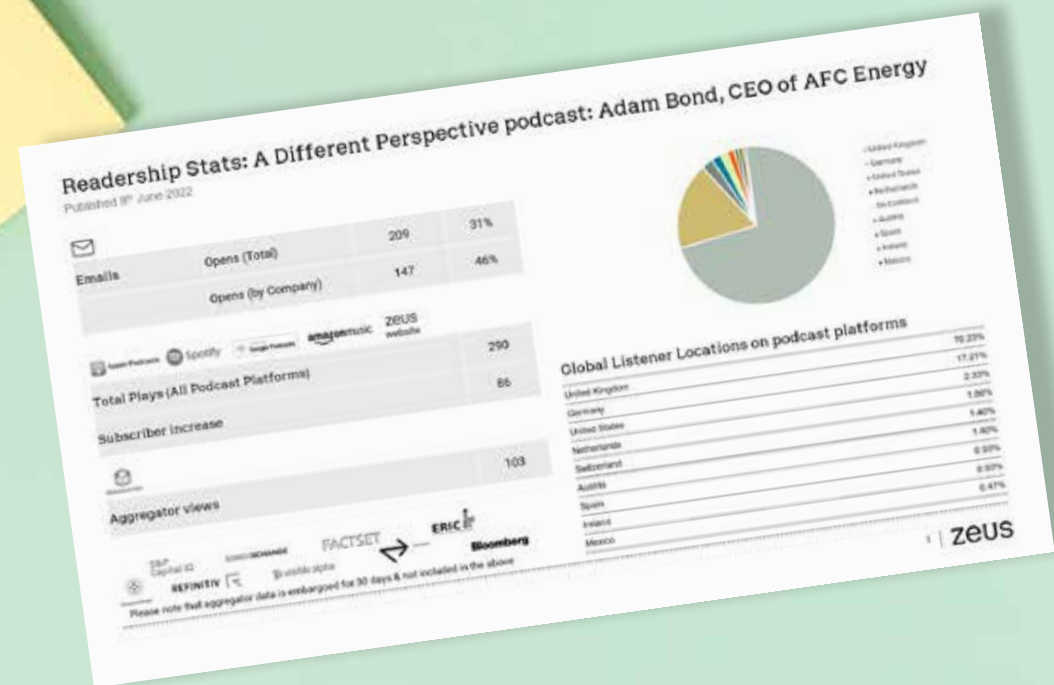
Zeus can provide a host, run the webinar via Zoom and field questions to your team.



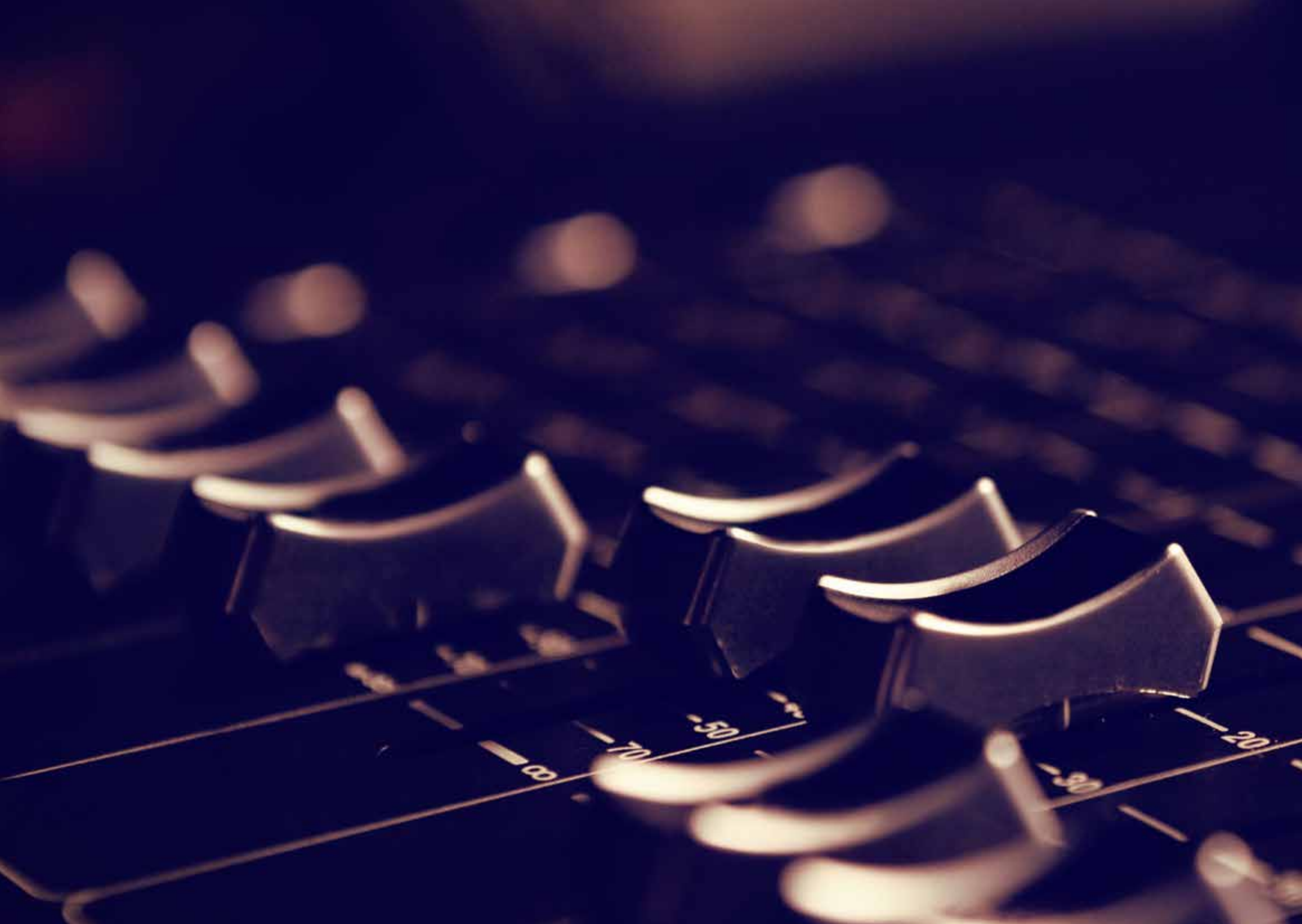
## Distribution & reports

Zeus can help you to distribute your content through your own channels, distribute via our channels, or a combination of both.

Analytics are important to understand the reach of your message. Zeus can help measure how well your video or audio has been received.



Contact the Zeus team to discuss how we can support you using digital marketing.







## Contact

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