

**Analytics
Advertising**

BUILDING BRANDS

**IMANI BRANDING
SOLUTIONS
MARKETING STRATEGY**

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Our STORY

- Analytics Advertising, founded by Talifhani Mamafha in 2017, is a multi-disciplinary advertising, an integration of Creative agency and Consulting firm in one house.
- Talifhani is an entrepreneur from a young age, established himself in the econometrics and Analytics sphere, He then realized the future of advertising will depend on analytics in the digital economy.
- We are now Africa's leading full-service Digital Marketing & Media buying agency, utilizing analytical specialists to provide full scale Project Management and execution of Digital Campaigns for Corporate, Retail and Personal brands
- Our company is growing simply because we apply basic principles for developing brands and tailor make brand stories according to each companies specific needs. We also utilize platforms that best fit for our clients.

Analytics Advertising **TEAM**

Managing Director

Talifhani Mamafha

Business Manager

Takalani Netshipale

Creative Designs

Trevor Mulindi
Naledi Sikwane

Production

Thabiso Seanego
Fulu Mashige

Social Media

Unarine
Mugogovhali

Business Development

Lerato Mohlala
Andani Maliage

Financial Management

Pabalelo Mamafha
Ntombi Ndlovhu

Company PROJECTION

2020

- A small unit of creative thinkers Applying Analytics in Advertising
- Building Relationships with Traditional Agencies
- Creating Best content to communicate brands stories

2021

- Establishing an Analytical & Tec team
- Becoming an In house Advertising & Consulting Agency
- Building a strong team for a specific service and categorizing work
- Getting a bigger office space

2022

- Become Africa's Leading Advertising & Consulting Agency
- Working with Global Clients
- Expanding In Africa
- Adding More services into the business

2023

- Expand Worldwide
- Become known a company globally
- Continue to provide the best services
- Encourage remote working worldwide

Our **VISION**, **MISSION** And **GOALS**



VISION

To become Africa's leading digital marketing, campaigning and brand building agency



MISSION

Provide unmatched quality content for digital platforms and provide maximum exposure and recognition for clients



GOALS

To provide successful full multi-disciplinary service to clients and retain renewal of services for completed projects

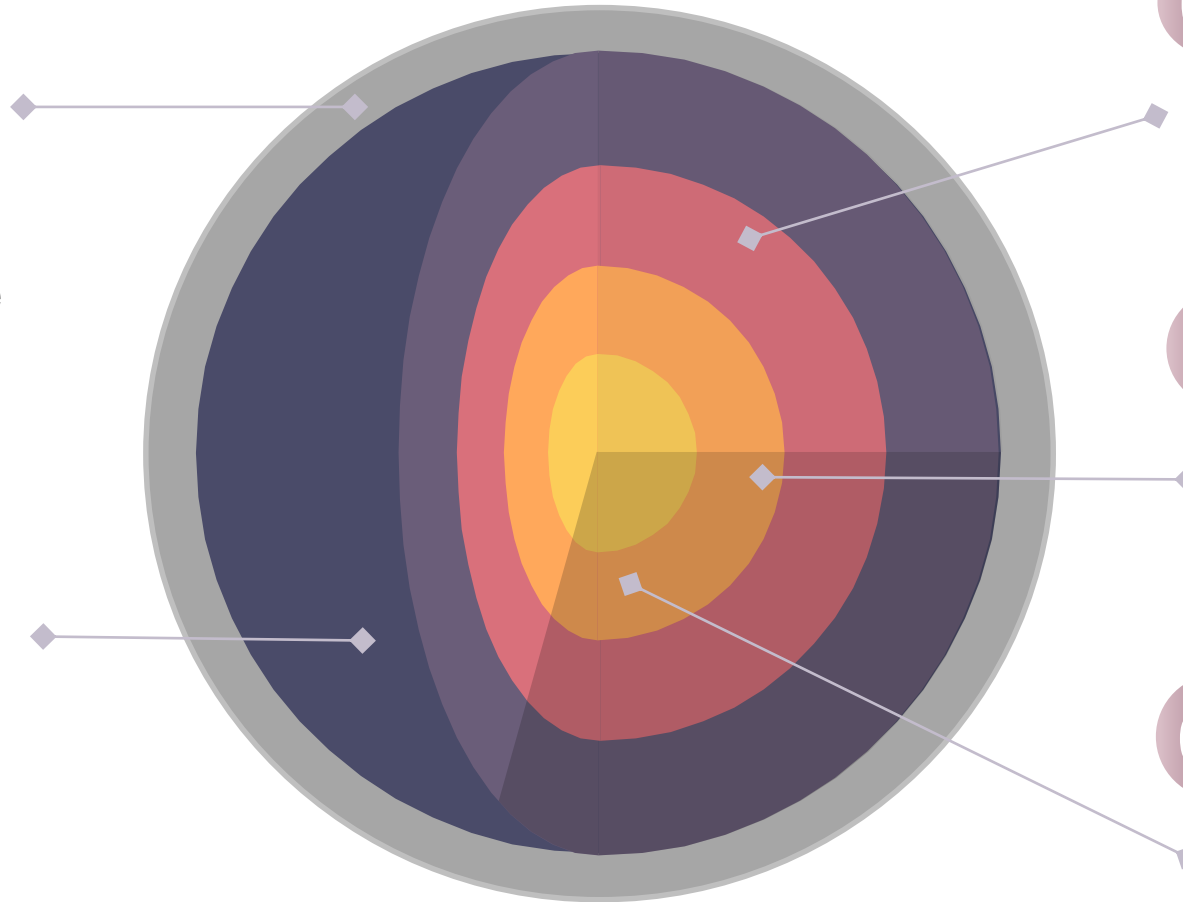
Brand **VALUES**

01 **Breaking boundaries**

Being at the forefront of trends and setting them to keep our clients up to date and ahead of their competitors

02 **Reinvention**

Providing clients a new version of their old advertising and campaigning content, also providing fresh-new ideas



03 **Availability**

To break the agency stigma and be available to our client base whenever they need us.

04 **Natural creativity**

To bring creativity to clients which comprises of South African authenticity and originality .

05 **Diversity and Integrity**

To provide honest and diverse solutions that are in line with the company vision and mission.

Analytics Advertising **SERVICES**

Key Account Management

We build the retail strategy for your business. This means building the relationship with the customer. This entails seeing the customer, negotiating trading terms, managing the operational side of the retail relationship with the distribution centers, handling administration of orders & delivery to the customers. Presenting new-listings and ensuring performance & growth of products.

Listing of Products

We present the product to the customer, negotiate space in store and on-shelf. We manage administration of listing the products from pricing, planograms & monitoring growth in the retailer. We do the hard work so you can stay close to the details that matter to you most.

Pricing Strategy

Retailers and suppliers look for mutually beneficial price points. We assist your business in tailor-making margins that are sustainable in the long-term growth of your business. We have insights into weekly pricing on all retail shelves, in that we design pricing ladders aligned with your product category goals. We also manage all pricing admin related to your account, promotional pricing, Every Day Low Price (EDLP) & price increase implementation with the customer.

Analytics Advertising **SERVICES**

Creative Design

Our strategic Designers are always waiting to connect with you and here what you have in mind so that they can bring it to reality for you. We have created some of the most amazing designs from thought to tangible look & Feel designs that turbo boosted the brand.

Web Development

We create Apps, Ecommerce site for different businesses. We are at a forefront for digital brand activations and creating the best look & Feel designs for our clients. We want your customer to trust your service and trust is built via quality service and amazing brand design

Campaign Management

We specialize in Campaign management, We have done some of the most amazing digital campaigns for brands, and our execution's set us apart from everyone else. We specialize in building brands and creating content that transcends to the right market. We use analytics to target the best customer for the brand

Analytics Advertising **SERVICES**

Analytics

This is our core service, we are driven by insights to make designs and create content that fit best to the targeted market. Because we are best in Analytics, We have become Africa's leading analytical advertising agency. We also consult in Analytics to corporates that need data management, data cleansing to analyst and present best reliable insights to their decision makers.

Media Management

Media Management is important and consistency is key when you are building a brand online. Many businesses are always busy with operations so they always seek a good creative agency to help them maintain brand relevance and constantly communicate with their customers.

Corporate Content

Corporate Content
We create content, corporate videos and adverts that helps you transcend your message to your customers. This special service helped so many brands that we have worked with attract business , When people know what you do they call you when they need your service not to ask your price.

Additional SERVICES

As a Africa's leading agency, our experience assist in making local & International clients meet and exceed their goals through:

- Analytics
- Creative designs
- Content creation
- Media monitoring
- Brand Strategy
- Campaign management



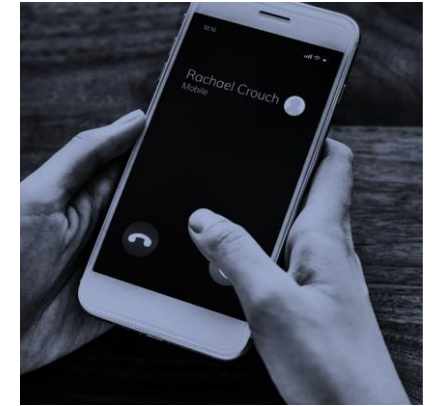
BUILDING BRANDS

- We build brands for corporates, products and people.
- We evaluate what the company/person represents, their niche and how your product will satisfy the market.
- We develop strategies to ensure efficient communication to your customers to make it easy for them to understand.



ANALYTICS

- We are a data-driven company, specialising in Data Analytics.
- Prior to campaigning/branding, it is crucial to understand what the target market it and what works.
- Thereafter, we track the market with our speciality, Media monitoring & Sentiment analysis.



INFLUENCER MARKETING

- We are the leading company in personal branding today, having developed successful personal brands such as Ntando Duma, The Funny Chef, Mohale and Makhadzi.
- Our aim is to utilise current influencers to campaign and brand products to create influenced interest from consumers for it.

- We also offer Consulting services for Data Management, Data Analysis, Data Monitoring, Data Organisation and Data Alterations

Our CLIENTS



Perfect. Every time.



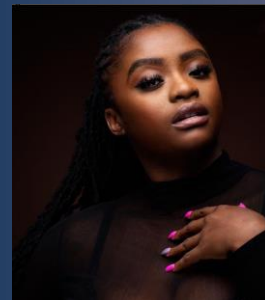
MPOOMY LEDWABA
ENTREPRENEUR
315K FOLLOWERS



PASI KOETLE
ACTRESS & MC
1.3 M FOLLOWERS



NTANDO DUMA
TV PERSONALITY
2.4M FOLLOWERS



SAMKELO
TV & FILM ACTRESS
1.2 M FOLLOWERS



LINDOUGH & VALDO
ACTOR & ARTIST
66.9K FOLLOWERS



BONNIE MBULI
ACTRESS & AUTHOR
318K FOLLOWERS

Our CAMPAIGNS

We offer a full-service Digital Marketing solution to our clients ensuring that KPI's are met timeously and continuing to challenge ourselves to ensure that no campaign becomes stagnant. By Collaboration we ensure fresh and innovative thinking and we adapt fast to keep the client ahead of it's competitors and away from the boredom of monotony.

ProNutro

Influencer marketing targeting mothers, Content creation and Media monitoring

Weet-bix

Influencer marketing targeting lifestyle influencers, Creating content and media monitoring

Bokomo

Influencer marketing using the brands target market, creating content and media monitoring

MTN MAKEOVER

Content creation using The Funny Chef as an Influencer, and Media Monitoring

VW T-CROSS

Influencer marketing, Creating social media content and media monitoring

Our PROJECTS

We offer a full-service Digital Marketing solution to our clients ensuring that KPI's are met timeously and continuing to challenge ourselves to ensure that no campaign becomes stagnant. By Collaboration we ensure fresh and innovative thinking and we adapt fast to keep the client ahead of it's competitors and away from the boredom of monotony.

Project name	Project Scope	Project Timeframe
ProNutro	Influencer marketing targeting mothers, Content creation and Media monitoring (@pronutro_sa) • Instagram photos and videos	9 months Campaign
DSTV Awards	Influencer marketing targeting lifestyle influencers	3 Months campaign
Bokomo	Influencer marketing with Khabonina, Understanding target market, Nation-wide physical marketing and creating content.	3 Months campaign
MTN Takeover	Content creation using The Funny Chef as an Influencer, and Media Monitoring (12 Adverts)	6 months campaign
VW T-cross	Influencer marketing, Creating social media content and media monitoring	1 month Campaign
PPC	Content creation and social media monitoring PPC Africa (@ppc.africa) • Instagram photos and videos	12 months Campaign
SAASTA Exhibition	Exhibition Stand Graphics Design and Social Media Management	2 months Campaign
Influencers	Here are the personal brands we managed Moonchild Sanelly (@moonchildsanelly) • Instagram photos and videos Mohale Tebogo Motaung (@mohale_77) • Instagram photos and videos The Funny Chef (@the_funnychef) • Instagram photos and videos M A K H A D Z I (@makhadzisa) • Instagram photos and videos	Varying durations
Other companies	Nature's Source (@naturesourcesa) • Instagram photos and videos Ndalamo Group za (@ndalamogroup) • Instagram photos and videos K & Co Inc (@kcinc_sa) • Instagram photos and videos	Varying durations

Proposal for Imani Branding Solutions



Objectives



1

Analytics Advertising aims to implement the 3 stage digital brand growth methodology

DIGITAL ACTIVATION

Increase Imani Branding Solutions visibility in the digital space amongst the relevant audiences.

DIGITAL RECOGNITION

Imani Branding Solutions digital platforms should also educate customers and users on their services.

DIGITAL MEDIA CONTROL

Leveraging useful information that will appeal to the target market of Imani Branding Solutions and place Imani Branding Solutions in the top digitally.

Procedure

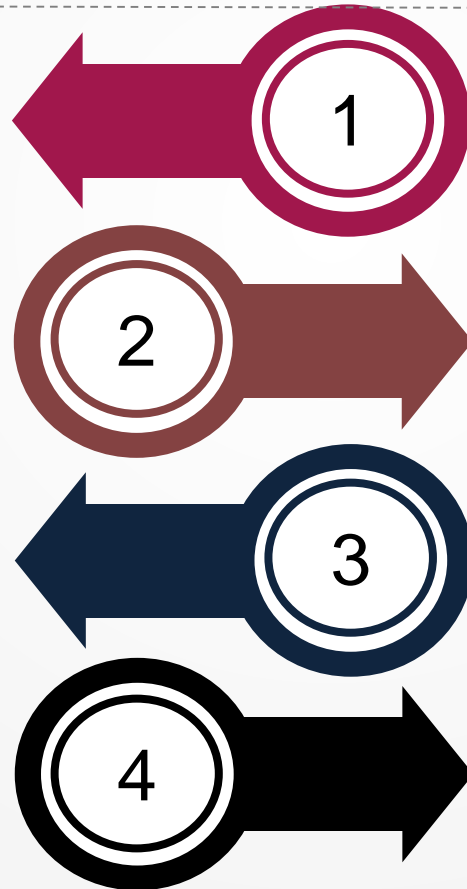


2

Analytics Advertising aims to follow the strategic plan below to grow Imani Branding Solutions.

Talk to the value that Imani Branding Solutions provides to large clients and how efficient the services are.

Highlight the intention to emphasise the success of Imani Branding Solutions.



Create awareness of platform being opened for client enquiries and information sessions.

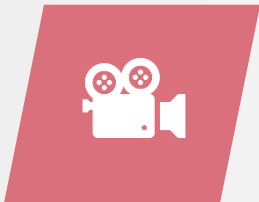
Develop initiatives like competitions and giveaways for corporate clients

Approach



3

Below are the 6 steps will be taking to grow Imani Branding Solutions' brand



VIDEO PRODUCTION & EDITING

We will capture content that is impactful which will attract Imani Branding Solutions target market.



SOCIAL MEDIA MANAGEMENT

We will continue building the Imani Branding Solutions brand on digital platforms. We will create/upgrade a LinkedIn account and communicate the Imani Branding Solutions brand to the right audience.



CREATIVE DESIGNS

We will create impactful designs containing information about Imani Branding Solutions. The designs will be captivating and illustrate cutting edge designs.



PAID MEDIA

To target as many companies as possible, paid media will be used to build the brand to focus on direct consumers by targeting their needs and wants.



SEO & WEBSITE CREATION

Search Engine Optimisation will be used to drive attention for Imani Branding Solutions when individuals or companies search for business leaders and game changers or enquiries.



INFORMATION ANIMATIONS

We will use Imani Branding Solutions information to create information animations to capture the relevant audience.

Social Media



4

Plan and coordinate social media campaigns across several platforms including Twitter, LinkedIn and Instagram.

Twitter



Twitter is a social media platform to engage with customers and create daily trends and headline news. We will use it for launching Imani Branding Solutions. We will utilize twitter impressions (4 million) to gain recognition as a trend.

Instagram



Instagram will be used as a communication channel, potential influencer marketing. We will also use video and graphical content to attract customers. Paid advertising will also boost Imani Branding Solutions targeting the 5 + LSM customers.

LinkedIn



LinkedIn is a platform for Professionals, used by mostly students, graduates seeking for jobs, dominated by Corporate workers and Business owners. The Target market on this platform is 4 +.

Instructive content production and editing



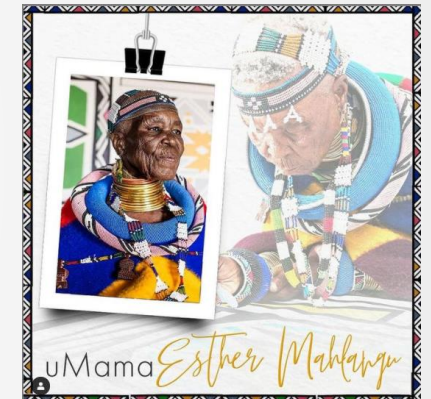
Packaging design



Information graphics



Photo editing



Instagram Mock-ups

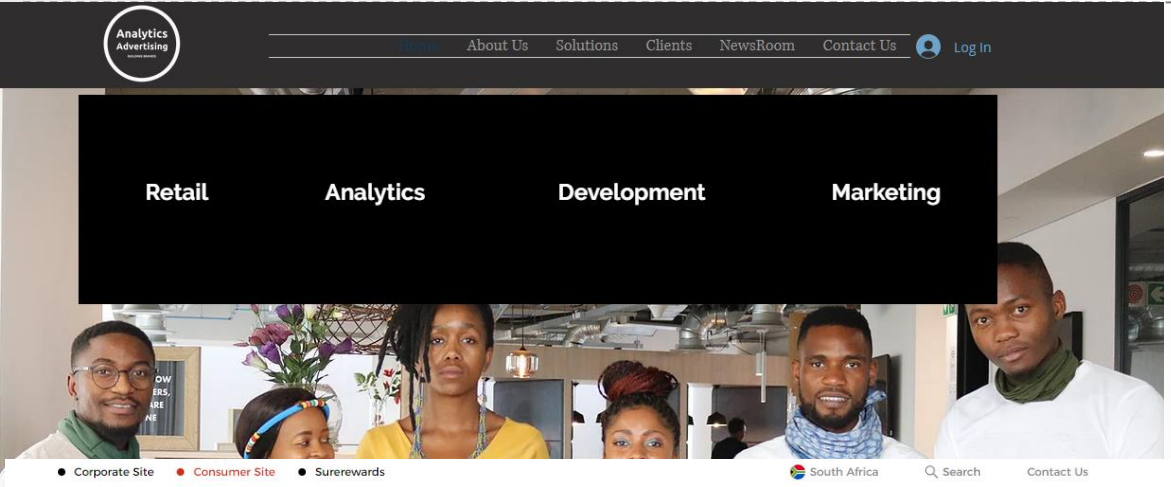


Website Creation



5

Develop and create an ecommerce website for Imani Branding Solutions with captivating content



Below are examples of websites we have created and/or were involved in their development.

Normal sites

- www.analyticsadvert.com
- www.ppc.africa

Ecommerce sites

- www.naturalsbeauty.co.za
- www.skinnycow.online
- www.ecomstock.co.za

SEO Approach

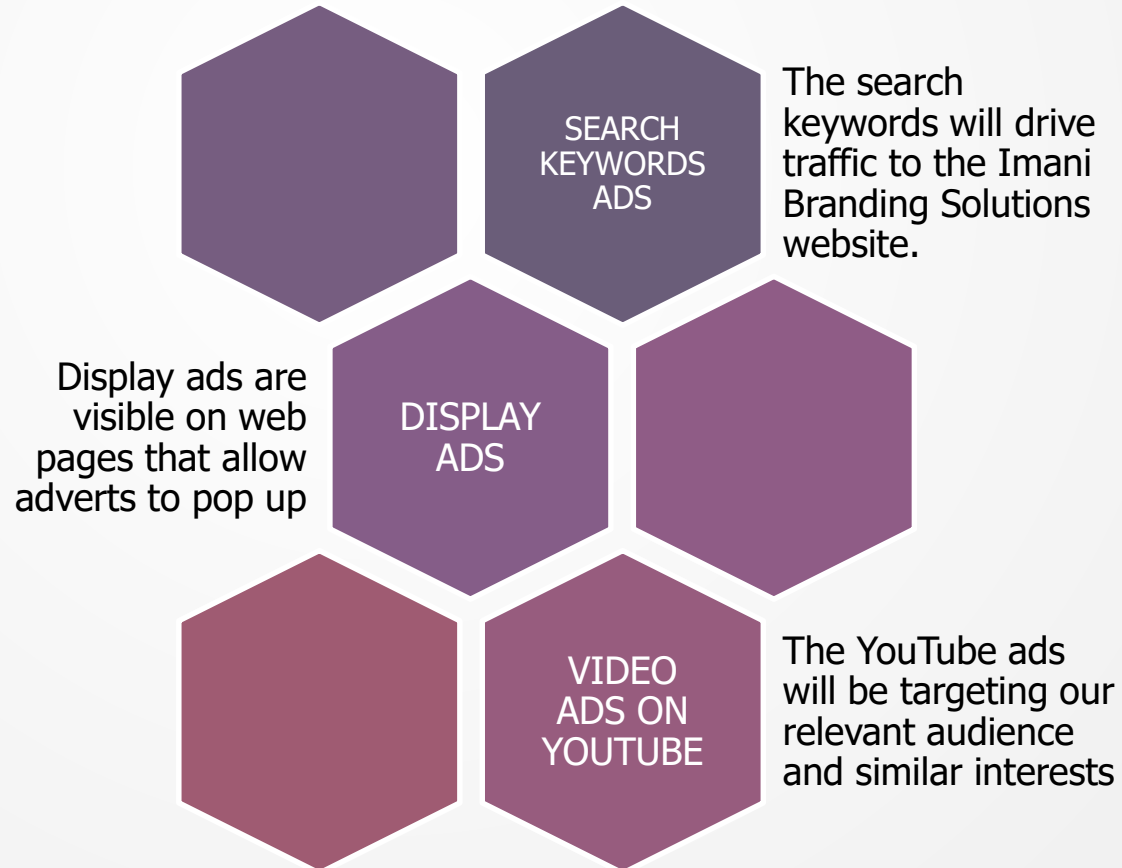


6

Plan and coordinate social media campaigns across several platforms including Twitter, LinkedIn and Instagram.

To tackle SEO, we run promotions, linked to your website and social media pages, by targeting the following

The campaigns are usually run for a week or two, depending on the required intensity of the promotions.



Value added benefits



6

Promoting always works best with targeting clients who are likely in need of Imani Branding Solutions' services.

Social Media Promotions

- ✓ We use paid media or sponsored ads to reach people beyond our community or followers
- ✓ We use paid media to be able track analytics of the users, engagers and interested people.
- ✓ Sponsored post or Paid media boost brand relevance, associations and value.
- ✓ We are able to target customers regionally based on who we are specifically targeting.
- ✓ Facebook does ask and track users interests and this is another channel we use to track your target audience.

- ✓ Paid media is used to appear first as people search for similar keywords matching the ones we used.
- ✓ Paid media increase reach, website viewers and people's interest in what we do.
- ✓ Paid media will allow us to dominate the market and out reach customers than competitors.
- ✓ Google has become so much saturated with content that if we do not do paid media we might not even be visible at all, we still have large amounts of people who access website through devices which means they have time to search we just need to be easily accessible.

Website Promotions

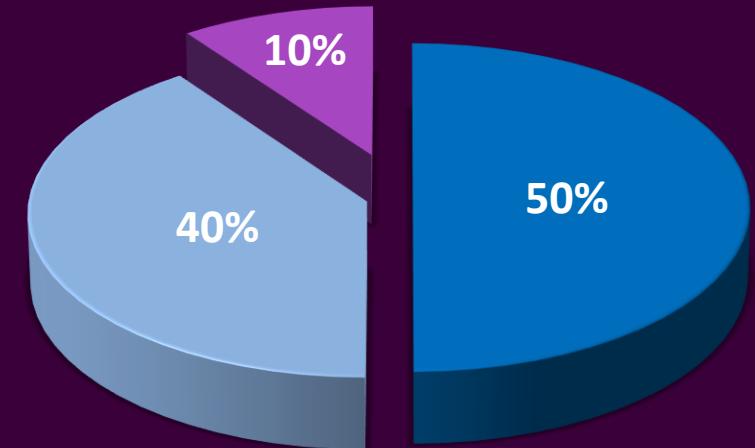
Service Package for Imani Branding Solutions



Analytics OFFERING

WE SPECIALISE IN:

- DEFINE AND IDENTIFY THE TARGET MARKET ONLINE
- CREATE BRAND STRATEGY
- QUALITY CREATIVE DESIGNS THAT BUILD ENGAGEMENTS
- CREATE CONTENT FOR A SPECIFIC TARGET MARKET
- DIGITAL MEDIA MANAGEMENT & MONITORING
- USE SOCIAL MEDIA PLATFORM TO COMMUNICATE COMPANY STORY AND DRIVE TRAFFIC TO SALES
- INFLUENCER MARKETING
- SEO AND PAID ADS
- REPORTING



- BUILDING BRANDS
- ANALYTICS
- INFLUENCER MARKETING

MONTHLY SERVICE PACKAGES 2021

SMALL BUSINESS PACKAGE FOR TWO MONTHS	
PLANNING AND PREPARATION, including a free customised brand strategy document	R 0
SOCIAL MEDIA MANAGEMENT on two - three platforms	R2 000
CREATIVE DESIGNS, VIDEO CAPTURING AND PRODUCTION including motion graphics	R12 000
WEBSITE DEVELOPMENT for an ecommerce site	R7 500
SEO, (Search Engine Optimisation) marketing	R8 500
TOTAL FOR TWO MONTHS	R30 000

Contact Us

For all enquiries 24 hours a day feel free to contact the team lead.



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**Analytics
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BUILDING BRANDS



Thank You.