

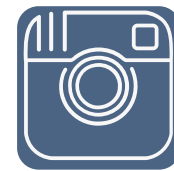
MARKETING ADVISORY PARTNERS & SERVICES

let us tell your story...



**A ONE STOP
SHOP TO ALL
YOUR
MARKETING
SOLUTIONS**

SERVICES



SOCIAL MEDIA MANAGEMENT



CONTENT CREATION



MARKETING STRATEGIES/ANALYTICS



BUSINESS SPECIALISTS



CONSULTANCY



OUR COMPANY MISSION

We are an International Marketing Advisory Firm focused on helping our clients and freelancers equally achieve great results. We build marketing strategies that make commercial and financial sense and have fun doing it all over the world.

PILLARS



CUSTOMER CENTRIC

A large part of our onboarding process involves one on one collaboration with the client. Content is designed with careful consideration of target audience, business model and company goals. Calendars and strategies are rolled out with enough time for client approval

INTEGRITY

As a company, we prioritize the skills of our freelancers to make sure you are getting the best in design, execution and results, to a world-class standard

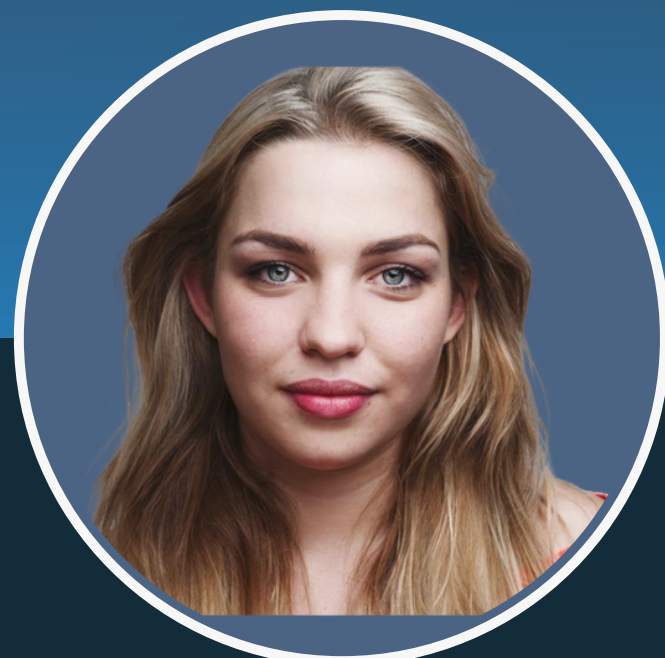
INNOVATION AND RELEVANCE

The online marketing scene is forever evolving. Whether it's a presence in the MetaVerse or making your mark on an emerging social platform. We monitor trends so that you don't have to

OUR TEAM



DAVID COLLETT
DIRECTOR



ROXY SWART
CHIEF OF OPERATIONS



BEN NORTON
HEAD OF WRITING
DEPARTMENT



AALIYAH PATEL
SOCIAL MEDIA
ASSOCIATE

OUR TEAM



MUDZI MUSHAMBA
GRAPHIC DESIGN,
VIDEO & TVC SOLUTIONS



PRERNA SHARMA
GRAPHIC DESIGN &
WEB CONTENT



GREY MPETEMOYA
GRAPHIC DESIGN &
ANIMATION



MYERS MADUBANSI
VIDEO & DESIGN

OUR PROCESS

RESULTS IN 5 SIMPLE STEPS



FREE CONSULTATION

Get in touch for a free consultation! A chance to share your business goals while we recommend the services you need to reach your targets



DISCOVERY CALL

The start of the onboarding process. A chance to meet our dynamic team and together come up with a strategy for your business.



CREATIVE PROCESS

Leave it up to us. We will set you up with creative and on-brand content using our talented team of graphic designers and animators



ROLL OUT

Sign off on a content calendar and watch as your marketing goals are implemented and achieved



METRICS

We will monitor everything from conversions to demographic to give you conclusive monthly insights into your targeted audience and marketing efforts

YOUR SOCIAL MEDIA STRATEGY

COMPETITOR ANALYSIS

Competitor research and analysis to help you stand out from the rest

SOCIAL AUDIT REPORTS

A fully comprehensible monthly, online marketing report complete with advanced marketing analytics to help you better understand your client and business

PAID AD CAMPAIGNS

Reach and engage with targeted customers on a large scale through paid ad campaigns

SOCIAL STRATEGY

Translate your business goals into an online platform. Set monthly or quarterly KPI's to stay on track of progress and be able to strategize your creative content to tell your business story

CONTENT CALENDARS

Be in the loop every step of the way, we will outline your company content a month in advance for your approval

METRICS

Monitor engagement, reach, demographic and conversions

YOUR COMPANY CONTENT

TVCS

Video has taken a storm in the digital world, live, capturing commercials are the way forward in modern advertisement

GRAPHIC DESIGN

Convey key information through Graphic Design posters and Ads.

ANIMATED LOGOS

Bring your brand to life with motion graphics and animated logos

HIGH QUALITY IMAGES AND VIDEOS

Achieve a professional aesthetic straight away, by using licensed, innovative and high-quality videography and images



OUR MONTHLY SERVICES

BRONZE

CONTENT CALENDER to be provided weekly
Content supplied and approved 3 days later

PLATFORMS:

- Instagram
- Facebook

ACTUAL POST CONTENT:

- 16 posts per calendar month
- 4 Posts a week

GRAPHIC POSTS: 14 p/m structured into

- Industry evergreen
- Technology
- Promotion
- Call to action

MOVING MESSAGES: 2 Per month

- 1 x GIF
- 1 x REEL

Total cost USD\$550 net of bank charges.
Terms strictly 7 days from invoice.

T&Cs client to provide:

- Product photos (Dropbox)
- Video content (Dropbox)
- Guidance on industry knowledge
- Competitors provided

HELPFUL (not essential)

- Executive summary
- SM Goals/objectives

SILVER

CONTENT CALENDER to be provided for 2 weeks
Content supplied for approval 5 days later
2 weeks content in advance for approval

PLATFORMS:

- Instagram
- Facebook

ACTUAL POST CONTENT:

- 20 posts per calendar month
- 5 Posts a week

GRAPHIC POSTS: 16 p/m structured into

- Industry evergreen
- Technology
- Promotion
- Call to action
- Company values/education

MOVING MESSAGES: 4 Per month

- 2 x GIFs
- 1 x REEL
- 1 x Video

- 1 company commercial per year (in addition to the
moving messages above).
1 minute in duration.

Total cost USD\$650 net of bank charges.
Terms strictly 7 days from invoice.

T&Cs client to provide:

- Product photos (Dropbox)
- Video content (Dropbox)
- Guidance on industry knowledge
- Competitors provided

HELPFUL (not essential)

- Executive summary
- SM Goals/objectives

GOLD

CONTENT CALENDER to be provided for 3 weeks in
advance
Content supplied for approval (5 days later) 3 weeks
content in advance for approval

PLATFORMS:

- Instagram
- Facebook

ACTUAL POST CONTENT:

- 24 posts per calendar month
- 6 Posts a week

GRAPHIC POSTS: 18 p/m structured into

- Industry evergreen
- Technology
- Promotion
- Call to action
- Company values/education

MOVING MESSAGES: 6 Per month

- 2 x GIFs
- 2 x REELS
- 2 x Videos

- 2 company commercial per year (in addition to the
moving messages above).
1 minute in duration.

- 2 photo/Video shoots per year at no cost to the client.

Total cost USD\$775 net of bank charges.
Terms strictly 7 days from invoice.

T&Cs client to provide:

- Product photos (Dropbox)
- Video content (Dropbox)
- Guidance on industry knowledge
- Competitors provided

HELPFUL (not essential)

- Executive summary
- SM Goals/objectives



GET IN TOUCH

DAVID@MARKETINGADVISORY.CO

@MAPADVISORY

 **INSTAGRAM**

 **FACEBOOK**

 **LINKEDIN**