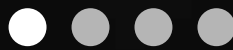




HOLOGY VISUAL

A DIVISION OF WHP GROUP

MAKE YOUR MARK



TURNKEY MARKETING SOLUTIONS

FOR SMALL TO MEDIUM BUSINESSES

WELCOME

A BUSINESS BORN FROM THE AFTERMATH OF LOCK-DOWN, HOLOGY VISUAL HAS GROWN FROM STRENGTH TO STRENGTH OVER THE PAST YEAR. WE SERVICES SME'S LOOKING TO BREAK INTO THE DIGITAL WORLD OF SOCIAL MEDIA, WEBSITES AND CONTENT DEVELOPMENT.

OUR GOAL IS TO BECOME "THE GO TO GUY" FROM SME'S ACROSS THE COUNTRY. SMALL BUSINESSES ARE THE BACKBONE OF OUR COUNTRY AND WE BELIEVE THE ONLY WAY TO RESTORE OUR ECONOMY.

ITS FOR THIS REASON THAT WE FOCUS ON THIS VITAL SEGMENT!



Adam Penn
Dir. Design & Marketing



Shanel De Stefanis
Dir. Business Development



SERVICES

WE FOCUS ON THE KEY AREAS OF YOUR DIGITAL MARKETING EFFORTS. SPECIFICALLY, SOCIAL MEDIA MARKETING, PAY PER CLICK (PPC) & ADWORDS AND FINALLY WEBSITE DEVELOPMENT.

OUR SERVICES:



GRAPHIC DESIGN SERVICES

WE OFFER MANAGED MONTHLY SUBSCRIPTIONS. IMAGINE HAVING A QUALIFIED GRAPHIC ARTIST WHEN YOU NEED ONE THE MOST.



GOOGLE ADS & PPC

LET US MANAGE YOUR ONLINE ADVERTISING EFFORTS. OUR SKILLED TEAM OF ONLINE GURU'S TAKE PRIDE IN MAKING THE VIRTUAL WHEEL TURN.

SEO & AUDITS

WE OFFER MANAGED MONTHLY SUBSCRIPTIONS. IMAGINE HAVING A QUALIFIED GRAPHIC ARTIST WHEN YOU NEED ONE THE MOST.



SOCIAL MEDIA MARKETING (SMM)

FULL SMM MANAGEMENT SERVICES RIGHT HERE! WE CREATE CONTENT THAT'S NOT ONLY ENGAGING BUT DRAWS YOUR AUDIENCE IN.



WORDPRESS DEVELOPMENT

OUR WP DEVELOPER IS THE FINEST SA HAS TO OFFER. WE CREATE SEO COMPLIANT AND FUNCTIONAL WEBSITES THAT DON'T JUST LOOK PRETTY, BUT WORK AS HARD AS YOU DO.



WEBSITE & EMAIL HOSTING

FULL WEBSITE AND EMAIL HOSTING ARE AVAILABLE.



GROW YOUR BUSINESS



DIGITAL MARKETING, ALSO CALLED ONLINE MARKETING, IS THE PROMOTION OF BRANDS TO CONNECT WITH POTENTIAL CUSTOMERS USING THE INTERNET AND OTHER FORMS OF DIGITAL COMMUNICATION. THIS INCLUDES, SOCIAL MEDIA, AND WEB-BASED ADVERTISING, BUT ALSO TEXT AND MULTIMEDIA MESSAGES AS A MARKETING CHANNEL.

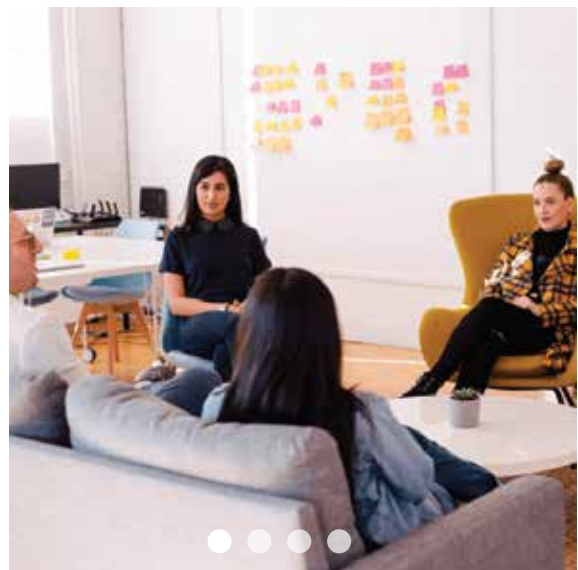
SOCIAL MEDIA MARKETING MEANS DRIVING TRAFFIC AND BRAND AWARENESS BY ENGAGING PEOPLE IN DISCUSSION ONLINE. THE MOST POPULAR PLATFORMS FOR SOCIAL MEDIA MARKETING ARE FACEBOOK, TWITTER, AND INSTAGRAM, WITH LINKEDIN AND YOUTUBE NOT FAR BEHIND.

BECAUSE SOCIAL MEDIA MARKETING INVOLVES ACTIVE AUDIENCE PARTICIPATION, IT HAS BECOME A POPULAR WAY OF GETTING ATTENTION. IT'S THE MOST POPULAR CONTENT MEDIUM FOR B2C MARKETERS AT 96%, AND IT'S GAINING GROUND IN THE B2B SPHERE AS WELL. ACCORDING TO THE CONTENT MARKETING INSTITUTE, 61% OF B2B CONTENT MARKETERS INCREASED THEIR USE OF SOCIAL MEDIA THIS YEAR.

SOCIAL MEDIA MARKETING OFFERS BUILT-IN ENGAGEMENT METRICS, WHICH ARE EXTREMELY USEFUL IN HELPING YOU TO UNDERSTAND HOW WELL YOU'RE

REACHING YOUR AUDIENCE. YOU GET TO DECIDE WHICH TYPES OF INTERACTIONS MEAN THE MOST TO YOU, WHETHER THAT MEANS THE NUMBER OF SHARES, COMMENTS, OR TOTAL CLICKS TO YOUR WEBSITE.

DIRECT PURCHASE MAY NOT EVEN BE A GOAL OF YOUR SOCIAL MEDIA MARKETING STRATEGY. MANY BRANDS USE SOCIAL MEDIA MARKETING TO START DIALOGUE WITH AUDIENCES RATHER THAN ENCOURAGE THEM TO SPEND MONEY RIGHT AWAY. THIS IS ESPECIALLY COMMON IN BRANDS THAT TARGET OLDER AUDIENCES OR OFFER PRODUCTS AND SERVICES NOT APPROPRIATE FOR IMPULSE BUYS. IT ALL DEPENDS ON YOUR COMPANY'S GOALS.



THE PROCESS




INITIAL CLIENT MEETING
VIA SKYPE, TEAMS OR ZOOM

NEEDS ASSESSMENT




SOCIAL MEDIA AUDIT
- COMPETITOR RESEARCH
- STATISTICAL ANALYSIS
- CONTENT AUDIT




SOCIAL STRATEGY
- CONTENT STRATEGY
- SOCIAL MEDIA CALENDAR
- DIGITAL ROAD-MAP

CLIENT PRESENTATION



CONTENT CREATION
- VIDEO CONTENT
- IMAGES
- POST COPY & LINKS



COMMENCEMENT
- ADMINISTRATIVE HANDOVER
- STATS RECORDED
- MANAGEMENT COMMENCES



OUR CLIENTS





MAKE YOUR MARK

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