

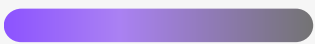


**search optimised**  
DIGITAL MARKETING AGENCY

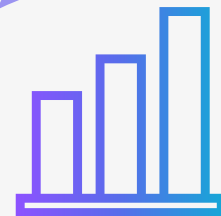


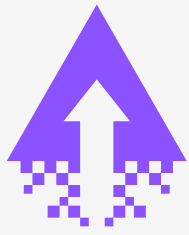
# Media Kit

## 2023



*Created by  
Search Optimised*



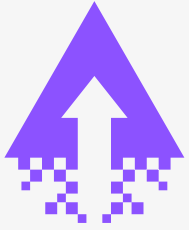


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# About Us

We are not just another digital marketing agency. We are your growth partners, your brand advocates, and your driving force towards success. We strive to exceed expectations and generate outcomes that turn heads and move hearts.

Combining cutting-edge marketing tech, extensive market research, and results-driven ad campaigns, we craft digital strategies that propel your business forward

Effective communication is at the core of our operations, ensuring seamless collaboration with our clients.





# Our Team

We're a vibrant team that stays ahead of the curve, so you don't have to. From startups seeking a headstart to established companies catching up, we're here to transform your digital game!



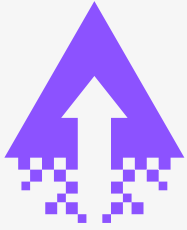
**Liam Marais**  
*Marketing Manager*

Project management /  
Optimising Professional



**Jessica Acaranza**  
*Content Creator*

Professional Photographer  
with over 8 years of  
product and portrait  
experience



# Experiences

We take immense pride in presenting to you our two longest-standing full-time clients, whom we are delighted to share with you.



## Social Media Full House, **Genesis Barbell**

[Instagram](#) | [Website](#)

Genesis Barbell is one of our first clients. We suggested the Full House Package, which included doing their website, SEO, Social Media Management and Creative. They are now have the biggest online presence in South Africa for Powerlifting Gyms.



## Web Project, **Hectic Brew Coffee Company**

[Instagram](#) | [Website](#)

Hectic Brew started with us in October, 2022 - Their main objective was to have a "Local, Capetonian Surfer feel" to their brand. We worked on their Brand Strategy, their Mission Statement and their Email Marketing subscriber list to ensure that they were ticking off all their boxes. They started with 5 email subscribers in 2022 and now they have 115.



# Services Overview



## Digital Marketing

“Master the topic, the message, and the delivery.” — Steve Jobs, Co-Founder, Apple

We get you results that matter. Share your mission and together we'll realize it.



## Tech

Technology is a vehicle to transform aspirations into impact.

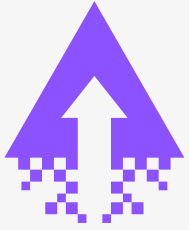
Our web and product development team are top notch. Security, performance, and usability are hallmarks of our builds.



## Design

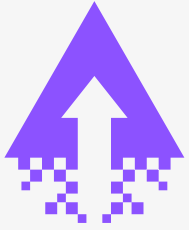
We keep it in-house.

Search Optimise's marketing, design, and development teams work in tandem daily to ensure fluid delivery to our clients. Whatever your branding needs may be, we got you covered.

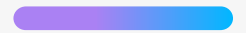


# Digital Marketing

- Social Media management
- Posting schedule setup
- Content creation
- Paid Ads
- Search Engine Optimisation (SEO)
- Marketing Analytics & Reporting
- Email list building
- Petition sign-ups
- Donations
- Subscribers
- Product sales
- App downloads
- Inquiry form conversion
- Meaningful web traffic



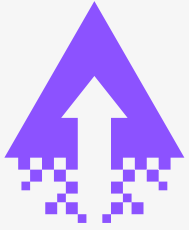
# Tech



- Web development
- Web Product development
- Applications infrastructure consulting
- Web reporting & optimisation
- Domain purchasing
- Email configuration & setup







# Design

UI/UX

Web design

App design

Logo & branding

Social media

Books & magazines

Pop-ups & banners

Film covers & posters

Email Signatures



# Contact Us

Take the first step, and contact us to discuss your marketing and business goals. Request a consultations and Let's Get You Optimised!



[www.seachoptimised.co.za](http://www.seachoptimised.co.za)

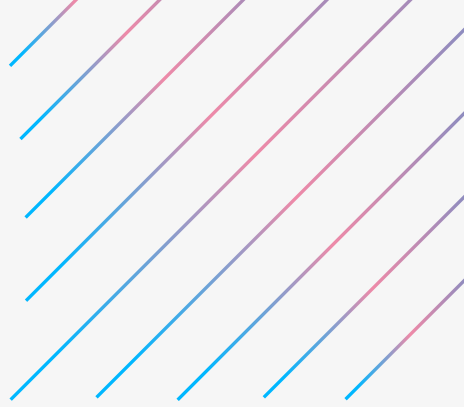
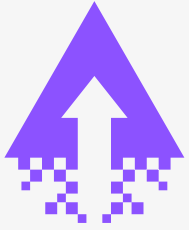


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# Thank You



Let's get you optimised!



[www.searchoptimised.co.za](http://www.searchoptimised.co.za)

