

# THE FORMULA

intuitive | imaginative | integrated

An experience worth returning to...

## WHO WE ARE

We are "fanatical digital marketers" and therefore helping people and their organisations optimise business opportunities through the implementation of intuitive, imaginative and integrated traditional & digital marketing strategies is only a pleasure.

WE PRIDE OURSELVES ON PROVIDING PERSONALISED ATTENTION AND AN **INDIVIDUALISED DIGITAL MARKETING SOLUTION** THAT IS SPECIFICALLY GEARED TO ACHIEVING OUR CLIENT'S GOALS.

THE FOCUS IS ON **OPTIMISING RETURNS ON ALL YOUR MARKETING AND ADVERTISING SPEND**, WHILE CREATING AN EXPERIENCE WORTH RETURNING TO.

## WHAT WE DO

Strategy **Social Media** Web Design  
**Web Development** SEO  
App Design & Development **SEM**  
**Content Marketing** Online Advertising  
Email **Mobi Development**  
Mobi Design...

THE FORMULA (EST.1995 IN CAPE TOWN) IS A FULL SERVICE **DIGITAL MARKETING AGENCY** BRINGING ALL YOUR MARKETING NEEDS TOGETHER

## HOW WE DO IT

IT IS FOLLY TO ENGAGE ON A JOURNEY WITH AN OUTDATED MAP AND INAPPROPRIATE GEAR - OR WITH NONE AT ALL. **HOW WOULD YOU KNOW HOW TO REACH YOUR DESTINATION** AND HOW WOULD YOU BE ABLE TO CALCULATE WHAT IT WOULD COST TO GET THERE?

**A Strategic understanding and a Marketing Plan** of how you intend to reach your marketing destination will ensure a smoother journey where your Return on Investment (ROI) can be calculated and understood.

Our Online Marketing Strategy and Management service is the foundation upon which we advise the digital and traditional marketing service that we provide.

1

Strategic Consultation

2

Viability Assessment

3

Marketing Analysis

4

Content & Communication Strategy

5

Marketing Plan

6

Implementaion

7

Measurement & Sustainability