



We are "fanatical 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.

WHO WE ARE

The FORMULA (Est.1995) is a full service Digital and Traditional Marketing Agency bringing all your marketing needs together from Conceptualisation, Branding, Strategy, Social Media, Campaigns, Interactive Web & Mobi sites, Digital Apps, Mobile Marketing, eCommerce, SEO, SEM, Internet Marketing, Content Managed Solutions, CRM, to Traditional Marketing services like Corporate ID, DTP - brochures, flyers etc and Print by providing holistic solutions.



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



WHAT WE DO



HOW WE DO

It is folly to engage on a journey with an outdated map and inappropriate gear – or with none at all.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.

The same can be said of the marketing process. 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 Marketing Strategy and Management service is the foundation upon which we advise the digital and traditional marketing services that we provide.



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