

BUSINESS PROFILE

2018



Growing our business by helping our customers grow their business

PREBODIGITAL®
Partners in growing your business

-GROWTH-



“**GROWTH** IS NEVER BY
MERE CHANCE; IT IS
THE RESULT OF FORCES
WORKING **TOGETHER.**”

JAMES CASH - PENNEY, FOUNDER OF JCPENNEY

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WHO WE ARE

Prebo Digital is a digital marketing agency made up of a team of thinkers who understand the influence of digital media on brand and **business growth**. We pride ourselves on our ability to blend innovation and efficiency, into producing first-rate services for our clients. Our team is made up of experienced strategists, designers, web architects, marketers and copywriters who are qualified to give your company a competitive advantage.

Your business goals are the driving force behind ours. Our team of digital specialists consistently delivers outstanding results combining creative ideas with our vast experience. we can help you build a sustainable, meaningful relationship with your clients by engaging them with your brand.

Our expertise reaches further than South Africa as we service both local and international brands on domestic and global business growth. One such way is through business and technology sector partnerships in Sub-Saharan Africa. This broadens our market insight to also help other businesses entrench the untapped African market.

At the same time our business model allows developed economies such as Europe and North America to tap into an experienced team in a cost-effective way.

“Experience the Prebo Difference for yourself”

Richard Mincer - TechExchange, CEO

WHAT WE DO

At the heart of everything we do is a clear understanding of your business objectives.



WEB DEVELOPMENT

Our approach is marked by simplicity with a strong mobile first strategy to all web development. We design the website that meets your objectives.



DIGITAL STRATEGY

A comprehensive strategy for marketing your products or services on proven digital platforms for your business success.



SEO

Optimising your online presence to deliver on sustainable brand presence and growth through sales.



GOOGLE ADVERTISING

Herein lies our speciality. Using the best search engine worldwide we give presence to your brand for the full customer buying journey



SOCIAL MEDIA MARKETING

Engage and connect with customers on relevant social media platforms.



GRAPHICS DESIGN

Pairing visual design with a carefully crafted message introduces your products or services, reinforces your brand image and encourages action.



EMAIL & SMS MARKETING

We'll help you create, test, and flawlessly execute expert email strategies. We're so passionate about generating results, we track every single email and sms we send.



CONTENT MARKETING

In digital, content is king. We help you create varied and meaningful content that adds value to your customers and helps form a connection with your brand.

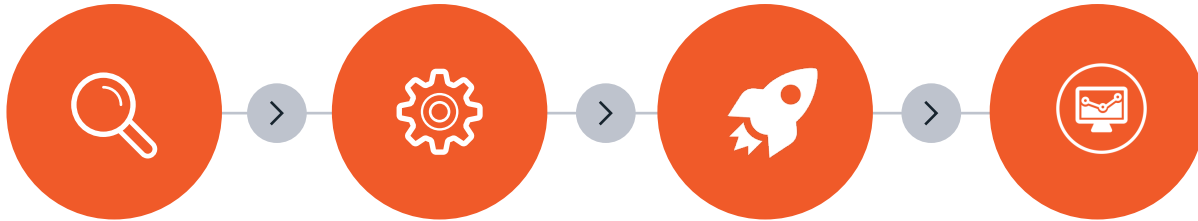


DIGITAL TRAINING

We have developed the best digital marketing material to help accelerate organisations of all sizes. We give you the edge by delivering the latest thinking in internet marketing, best practice in online publishing and the right way to harness digital business strategy for your firm.

OUR PROCESS

At Prebo Digital our processes are set up to be aligned with your business goals and appropriate success metrics to measure progress



RESEARCH

A great digital solution begins with in-depth research. We leave no stone unturned in our search for insightful data.

STRATEGY

With the newfound Insights, a strategic plan aligned with business objectives is devised to meet clients business goals.

EXECUTION

Finally the plan comes to life through highly engaging digital platforms built for optimal communication and experience

ANALYSIS & REPORTING

Once executed, continued analysis takes place to ensure optimisation and heightened performance through necessary adaptations & comprehensive reporting with actionable insights.

"We partner with Prebo digital as they are cutting edge for maximising ROI on facebook and google when it comes to PPC"

Keith Kingston - Weddingsonline Global Technical Director

THE DIGITAL LANDSCAPE

The South African digital landscape continues to grow substantially, proving its success and importance for any budding or thriving business. The exponential growth is slowed down by the lack of understanding of the opportunities that lie within the digital space.



WHY DIGITAL?

The current digital landscape continues to transform lives in an unprecedented manner to the extent that established businesses are disrupted by new digital business models that better service today's consumer.

As this trend is now transforming into behaviour, businesses & brands need to thoughtfully and rapidly adjust and innovate to stay relevant to their target markets and adjust product development, internal process and even business culture to be successful.

The internet has proven to have a substantial impact on overall economic growth, something we at Prebo Digital passionately support as we work with small & medium-sized businesses that we see transform by the power of digital technology & increasing skill levels, and hence we would, quoting Eric Schmidt, the ex Chairman of Google, recommend that "every business would be(come) a digital business"

Wherever you are in your journey to becoming such a digital business, we are excited to partner with you and truly set you

SOLUTIONS STORYLINE

The key elements in building a dream house are strikingly relevant for building a strong digital brand. The combination creates an altogether unique experience leaving an indelible impression.



PLANNING AND BUILDING

Technical Web Development, Responsive Design, Mobile App Development, Website Design, Website Audit (SEO, Speed Test, UX, Analytics), Strategy & Road mapping, Measurement Plan.



OPENING THE HOUSE

Search Engine Optimisation (SEO), Pay Per Click Advertising (PPC), AdWords, Social Media Marketing, SMS & Email Marketing, Mobile & App Marketing, Video Advertising,



CONTINUOUSLY IMPROVING

UI/UX Design Optimisation & Consulting, Online Reputation Management, Advanced PPC Strategies, Conversion Rate Optimization, Digital Marketing Strategy, Competitive Brand Review



CASE STUDY

Prebo have had a huge impact on the effectiveness & ROI of our digital spend. A professional team who care a pleasure to work with....thanks

Dillon Serreta - RNR CMO



ADVANCED GOOGLE ADWORDS



MOBILE UX OPTIMIZATION



WEBSITE SPEED OPTIMIZATION



We know a place!

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RELENTLESS FOCUS ON ROI HELPS RNR COME BACK TO PROFITABILITY AFTER RADICAL REBRAND

GOAL

- Introduction of new website caused significant loss in quality score and higher cost per lead.
- Improve overall conversion rate
- Improve mobile user experience & transaction speed
- Bring back cost per lead at pre-rebrand levels.

APPROACH

- Implement Automation & Machine Learning on campaigns through bid strategies
- Analyse mobile website data to identify bottlenecks
- Reduce steps for mobile user to enquire
- Audit website speed compared to best-in-class

RESULTS

- 40% increase in mobile conversion rate
- 30% faster website
- Overall decrease of 39% in cost per inquiry

CASE STUDY

We saw an estimated 3-fold increase in Leads generated through AdWords. We now have to start looking for additional Sales staff

Daniel Viviers - Shoprider CEO



DIGITAL MARKETING PARTNERSHIP RECOVERS SHOPRIDER'S MARKET SHARE AND PREPARES IT FOR A DIGITAL FUTURE

GOAL

- Maximum reach to relevant audience
- Increase online inquiries and revenue
- Improve User Experience
- Increase Brand Awareness

APPROACH

- Targeted Display Banners
- Tailored AdWords strategy- optimizing towards inquiries
- Website user experience optimizations to increase online conversion Rate
- Ensure 100% Brand ownership on Google Search
- Rebuild of web platform to e-commerce, future proof 'Magento 2' platform.

RESULTS

- Highest number of Impressions and unique Clicks ever
- 3-fold increase in Leads (form submissions)
- Significant Lead Quality Improvement
- Increased web engagement
- 100% ownership of brand searches and increased
- brand search terms









OUR PARTNERS

A few of our happy clients across all industries.



WE PURSUE RELATIONSHIPS BASED ON TRANSPARENCY, PERSISTENCE, MUTUAL TRUST, AND INTEGRITY WITH OUR CLIENTS.

MEET OUR TEAM

The key focus for the Prebo Digital team is to become as passionate as you are about your brand, with great emphasis on our relationship. We partner with you in growing your business.

**TEAMWORK
ALWAYS WINS**



DAVID DELANEY
CONTENT & SOCIAL MEDIA
MANAGER

Originally from Waterford, Ireland. David plays an everyday role in creating content and oversees clients' social media accounts.



BAZILIO SANDE
PPC CAMPAIGN MANAGER

Bazilio is a PPC Campaign Manager managing a range of clients from different industry sectors. He is a graduate of Monash university where he attained a marketing degree.



JENNIFER DE ALMEIDA
SOCIAL MEDIA SPECIALIST

A natural leader who is also a team player. Jennifer is responsible for social media campaigns focusing on implementation, management and client relations.



EBERT DU PLEISIS
SEO & WEB SPECIALIST

A self taught SEO and Web specialist. Ebert is responsible for managing all our SEO clients and the health of our clients websites.



MATTHEW JULIUS
DIGITAL MARKETING INTERN

A graduate in Marketing. Matthew is an intern learning all things Digital from the team. His area of focus in Google Advertising and Social Media.



RICARDO BANDA
DESIGN, SOCIAL & PPC SPECIALIST

Ricardo is a young, passionate and enthusiastic individual. He holds a Diploma in Marketing and is currently studying his Marketing Degree. He is responsible for our Graphics Design, Social Media and Google Advertising campaigns.

BOARD OF DIRECTORS



LEBOGANG THUNDU
DIRECTOR

Lebo is passionate about digital marketing and customer service. Having worked in big telecoms and automotive corporates as well as agency. She boasts strategic experience coupled with campaign management.



PRECIOUS THUNDU
MANAGING DIRECTOR

Precious is a Director of Prebo Digital with an unmatched skill set both in the Digital and Tech Industry. This well rounded skill set has been pivotal in the launch of brands, accelerated sales growth for businesses.



TIMO DINKELMAN
MANAGING DIRECTOR

Timo is a Director and Former Googler gone Entrepreneur! Timo thoroughly enjoys growing businesses. With a passion & experience in business development and (digital) marketing he has proven to grow businesses.

"PREBO HAVE HAD A HUGE IMPACT ON THE EFFECTIVENESS & ROI OF OUR DIGITAL SPEND. A PROFESSIONAL TEAM WHO ARE A PLEASURE TO WORK WITH.....THANKS!"

**DILLON SERRETTA - RNR
PRODUCT & MARKETING DIRECTOR**

**OFFERING
DIGITAL
SOLUTIONS**

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Partners in growing your business

BUSINESS PROFILE

CONTACT US

Growing your business starts today, weather you are big or small, starting up or wanting to grow. Let's partner.

2018



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