



WELCOME TO THE NEW WORLD

...it's about results

I don't need to give you stats to tell you that the world has changed; simply look at the way you live. More than likely you look at your phone first thing when you wake up and last thing before you go to sleep. When you're looking for something, you search online. When you visit a website, you most likely find that their adverts 'follow you' around onto other sites. If that's not enough, look at the % of messages in relation to phone calls you make or receive on any given day. If that isn't enough to convince you, then here are some stats;

- Consumers now spend more than five hours a day on their smartphones, and a recent [AdWeek survey](#) found **88%** growth year over year in time spent watching videos on a smartphone
- Mobile searches for "best" have grown over **80%** in the past 2 years (Google, 2017)
- **80%** of B2B executives research products or services on a tablet in the evening ([IDG Global Solutions](#))
- **53%** of mobile website visits are abandoned if a mobile site takes longer than three seconds to load. For every one second delay in site load time, conversions fall by **12%** ([Google](#), 2018)
- Nearly **1/3** of all mobile searches are related to location ([Google](#), 2016)
- Google drives **96%** of mobile search traffic, followed by Yahoo at 2% and Bing at 1%. Google Search is also one of the most popular mobile apps in the United ([NetMarketShare](#))

THE GOAL

I don't believe in advertising but I do believe in connecting people and brands authentically. The Connected Economy is not about data. It's about people but it's the utilisation of data that creates a seamless customer experience and ultimately commercial viability and results. *The goal is more brands making a difference to their customers lives.*

5 ESSENTIALS OF NEW WORLD STRATEGY

Any marketer worth their salt will focus on these elements of what I term a new world strategy.

1. Social Media ad spend
2. Search engine marketing through Google
3. Content Marketing and digital PR
4. Reviews and net promoter score
5. Email marketing

What I bring to these elements is a brand authentic approach that creates connection with customers and sustainable results for brands.

PACKAGES

	Once off	Gold monthly	Platinum monthly
Brand audit*	Min R7 500	✗	✗
Strategy **	Min R7 500	✓	✓
Social media organic & Ad spend	✗	✓	✓
Search engine marketing and ad spend	✗	✓	✓
Email marketing weekly	✗	✓	✓
Content marketing incl YouTube & press releases x 2 per month	✗	✓	✓
Metrics dashboard & Google analytics	✗	✓	✓
Company R250k+pa		R4 500	R3 500 + 0.01% rev
Company R1m+pa		R8 500	R7 500 + 0.01% rev
Company R10m+pa		R15 000	R13 500 + 0.01% rev

*Site speed, customer sentiment, fullstory.com, analytics report, keyword list

**SWOT, personas, customer journey, content strategy, deliverables, competitor analysis

Excludes design & development

TECHNOLOGY



MailChimp



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