

SOLIDPROJECTS

HELPING YOU SUCCEED IN A DIGITAL WORLD



BUILDING BRANDS



ENHANCED WEBSITES



COMPELLING CONTENT



DIGITAL MARKETING

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OUR METHODOLOGY

Have you noticed that traditional marketing is working less effectively each year? Are you frustrated that each year, communication is taking up more of your time but seems to accomplish less?

Let's launch your brand and leverage your digital assets.



MEANINGFUL CONNECTIONS

Build a brand that will stand the test of time by clearly communicating your core message.

BRAND



BUILD YOUR PLATFORM

Create powerful digital platforms to facilitate effective engagement with your ideal clients.

BUILD



TELL YOUR STORY

Get your brand out into the world through great content and effective digital marketing.

BUZZ

ABOUT US

“ We are driven by adding value to people so they can add value to others ,, ”

We're not going to bore you with the generic use of vision and mission statements.

We simply love what we do and want to share it with as many people as we believe it will help them simplify the complexity of their industry.

HERE ARE 3-THINGS THAT ARE WORTH NOTING.



Customer Care

The core of our culture is to look out for the best of our customers, which ensures that we never offer a service or product that we wouldn't be happy to receive ourselves. We are proud of our work.

The driving passion behind what we do is to add value to people, so that they can make a more significant difference in their sphere of influence.



Love Leverage

Small incremental improvements are at the heart of our success.

After each project, we apply our 5% rule. Asking ourselves how the next project can be 5% more enjoyable for our customers, 5% more innovative and 5% more efficient by extending our leverage.

5% more leverage is our favourite - as it allows us to do more with less ... more or less.



Development Driven

We have a responsibility to give more than we take. To leave the world better off.

We believe the key to this, is to develop our people to flourish - not just professionally but personally too.

The world continually expects more from us. We strive to develop our people not to shy away from this challenge, but to deliver more than what is expected, however never at the expense of living their lives.

OUR APPROACH

“ How you present information is as important as the actual information ”

It's not just what we do, but **how** we do it, that makes all the difference.

Below we outline 3-keys to successful communication that have made a huge difference in our business and more importantly, propelled our client's brands upwards.



Target Practice

GET LEKKER* CLIENTS

Who is your favourite client?

Let's admit it - Some clients are just better than others. They contribute more to healthy profits and are a joy to work with.

Let us help you find more of these clients!

**LEKKER is a South Africa word meaning "good" or "pleasant"*



Sticky Messages

BE UNFORGETTABLE

Why is gossip and urban legends, easy to recall, even days later? Yet, most other information shared with us is tough to remember.

We believe in engineering messages to survive over time through the use of six powerful principals. Is your message: Simple; **UNEXPECTED**; Concrete; Credible; Emotional; and wrapped in a Story.



Drive Decisions

HELPING THEM CHOOSE YOU

There is a science behind decision making.

Instinctual decision making comes from the part of the brain that also drives: purpose, context, instinct and emotion.

Throwing stats and jargon around does not appeal to the brain rather it pushes the info into another part of the brain. Even though this info is important, you must first start by connecting with your audience and then make it simple to take action.

BUILDING BRANDS



BRAND CONSULTING

The brand is the personality of your business and it guides how your business grows. We have developed a series of workshops to help you build your brand using proven frameworks that consistently bring structure through clarity and simplicity. With each workshop we also provide you with templates to help you craft your core message to suit any situation.



LOGO DESIGN

A logo must be easy to recognise, clutter-free and have readable text. Whether you need a new logo or maybe a face-lift, we can help. We can also create 3D logos from most flat logos to help your brand stand out.



STATIONARY

Make a good first impression with stationary that is memorable. This is an expected part of any company and can often be very boring. Don't just tick-the-box, use this opportunity to tell your story. Business cards, letterheads, email signatures, presentation templates and more.



PROFILE

Capture the core message of your business in a beautifully designed profile. Don't try to communicate too much instead focus on the essential information accompanied by compelling imagery. This can then be distributed in a beautifully printed book, a classic album situated in your waiting room or in a digital version sent via email and available on your website.



CORPORATE VIDEO

More than 70% of Internet traffic is video. Today, it is essential to have a brief video explaining why your company exists, how you do business and what some of the key solutions that you offer are. This video should be short and possibly even split into a series of short videos that are fun to watch.



CORPORATE PHOTOGRAPHY

Your photos may be the first impression of yourself and your company. Capture the professional and friendly sides of your business in a way that makes potential clients want to meet with you and existing clients recall fond memories.

Branding is more than having a pretty logo and doing a bit of marketing. It is about creating a compelling story that is told every time your client engages with your business no matter who they interact with.

Make A Great First Impression

ENHANCED WEBSITES



DESIGN & LAYOUT

Elegant use of colour, text, graphics, photos and video in a clean and clutter-free design. Usability is important, and the layout must feel familiar and be easy to navigate. The brand must be well represented in a unique and creative way, without affecting usability.



CONTENT & COPYWRITING

Great content is at the heart of any prominent website and must be presented in a format that is jargon free and effortlessly understood. We don't just take what you give us and paste it onto a page. We also help by making suggestions regarding the types of content.



AUTOMATED LEAD NURTURING

Do you have a series of emails that are sent to your potential clients to: Connect with them; Give them relevant information including what differentiates you; and Drive action?



E-COMMERCE

Want to sell online? Whether you want to sell one product, a whole catalogue of products or perhaps sell your services. We can assist you in setting up your online store, connecting it to a payment platform and integration with a delivery network.



ENHANCED FUNCTIONALITY

A website should be a lot more than just beautiful. It can also have some great functionality built-in, engaging your audience more effectively. Adding these features can turn your site into a powerful tool for your business. Some of the features available are: Connected forms; Online document management; Secure pages; Analytics; Advertising banners; Memberships - to name a few.



OPTIMISATION & SECURITY

We optimise all our websites to be search engine friendly and to load super-fast. Advanced optimisation can also be done if required. At some point, your website will be attacked by bots crawling the Internet searching for vulnerabilities and then exploiting them. All our websites come with standard protection and enterprise level protection can be added if necessary.



TRAINING

We also offer the option to create a training video explaining how to update and manage the content on your website yourself. The benefit of training videos is that they can be watched on-demand and if the person that previously received training leaves you can just let their replacement watch the videos.



CUSTOM WEB & APP DEVELOPMENT

If your needs are a bit out of the norm, we can also do custom development (WEB APPs that run in the browser or an APP that can be installed on mobile devices).

A website should be a lot more than a glorified business card. It is an opportunity to engage your audience through beautiful design, easy to use interface and enhanced functionality - leveraging the power of interactive experiences.

Google Friendly & Mobile First

COMPELLING CONTENT



VIDEO PRODUCTIONS

VIDEO TYPES: Corporate • Product • Promotional • Event • Training • Animated • Explainer

Don't just tell them, show your customer what they can expect when doing business with you. Let them know why you exist, how passionate you are about delivering unrivalled service and what solution you have to their problems. Capture all of this and more in a video production.



PHOTOGRAPHY

PHOTOGRAPHY TYPES: Headshot • Team • Architecture/Construction • Product • Event • Location

We pay attention to every detail and ensure that all our photos represent our clients brand and its themes. From making sure that the subjects of our headshots have a catch light in their eyes, which makes them seem more vibrant, to editing out blemishes, whatever the need, you are in good hands.



SOCIAL MEDIA MANAGEMENT

POST TYPES: Social Media Posts • Video Posts • Page Setup & Management • Chat Bot

Social Media, if done right, will enhance your reputation, but a poorly maintained page will have the opposite effect. Increase your engagement and awareness of your brand's personality by posting regularly and engaging with your audience.



BLOG POSTS

POST TYPES: Website Blog Posts • Vlog Episodes • How-to Videos

Become a thought-leader by teaching the public on your industry and company, informing them so they can make better buying decisions. Blog posts written by your website will also increase your Google rankings funnelling more high quality leads to your website.



AERIAL FILMING & PHOTOGRAPHY

AERIAL PRODUCTION TYPES: Building/Construction Shoot • Cinematography Shoot • Location Survey/Scouting • Product/Equipment Shoot • Development Progress Shoot

Our aerial productions are a lot more than flat images and boring videos. We enhance the details and can add visual effects to communicate essential information creatively.

We can also create 3D point cloud models for surveying projects, and it is a stunning format to use when reporting back to stakeholders as they can view the project from any angle.

Use compelling content to stay top-of-mind and convert sceptics into brand advocates. Using dated content makes your brand seem irrelevant and stale.

Tell Your Story Right

DIGITAL MARKETING



ENGAGEMENT STRATEGY

We can assist you in creating a comprehensive long-term strategy for increasing engagement through your Client Relationship Management (CRM) Software.



SEO

SEO is the process of optimising a website so that it performs well in organic search. This is an excellent way to quickly gain traction and match your platform (Website) with the search results that people are looking for. Social Media platforms, such as Facebook, have limited organic post reach over the last few years which is why SEO is so important today.



SEM & SMM

A form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages like Google primarily through paid advertising. This is an excellent way to quickly gain traction and match your platform (Website) with what people are looking for. You only pay for clicks, and we can help you find your ideal daily budget. Social Media platforms such as Facebook have over the last few years limited organic post reach. This is not necessarily a bad thing. It does force you to use paid promotion, but at the same time, it lessens the number of posts users get exposed to, helping your posts to stand out more.



CONTENT MARKETING

A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to educate and stimulate interest in its products or services.



EMAIL MARKETING

Marketing is the new sales and the latest studies have shown that 70% of the clients buying decision is made before they ever come in contact with a salesperson. That is why e-mail marketing is so essential, you need to sell yourself and your product long before the client ever meets you or comes in contact with your product.



LEAD CAPTURE, CONTACT MANAGEMENT & TIMELINE VIEW

Imagine losing all your contacts. Capture your client's details in a secure database that you can quickly access, ensuring that your leads don't walk out the door when a salesperson leaves. Use the timeline feature to view all interactions with a specific client or lead by viewing their timeline (Emails, Tasks, Notes, Appointments, Web Visits, Deals, Documents and more).



ENGINEERING AS MARKETING

Using engineering resources to develop complementary tools, products or services that provide value to your current target audience and helps promote or demonstrate your primary product or company.

Examples of this would be evaluation tools, pricing calculators, embeddable widgets, simple apps and microsites that act as another potential acquisition funnel.

There are two different approaches to marketing: Outbound or Inbound. Inbound marketing is the key to long-term success as it centred around building relationships whereas outbound marketing focuses on pushing your message onto people and is often seen as an unwelcomed interruption.

Captivate Don't Manipulate

OUR PROCESS



Solutions Strategy

START WITH THE END IN MIND

Imagine you could know what questions your potential customers are asking ... well, you can! Great planning is at the heart of our successful process. We don't just create a design or website and hope that it works. We leverage big data to direct your brand more effectively than ever.



Create

BRAND & BUILD

We don't just take the information you provide then copy and paste. We help you enhance the content and give recommendations for additional information that might still be lacking. We then build your solution adding compelling content, making sure that it's targeted towards accomplishing your strategy.



Implement

IT IS TIME TO EXECUTE

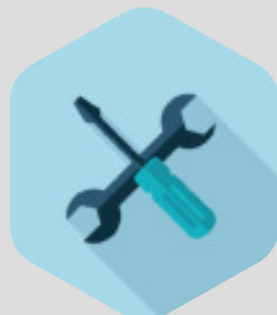
It's important to get your brand out there quickly and then iterate. Companies that spend months tweaking the smallest insignificant details, never break into the market. By the time they launch, their value proposition is irrelevant as the market has evolved. Instead - launch and then iterate.



Digital Marketing

MARKET & MEASURE

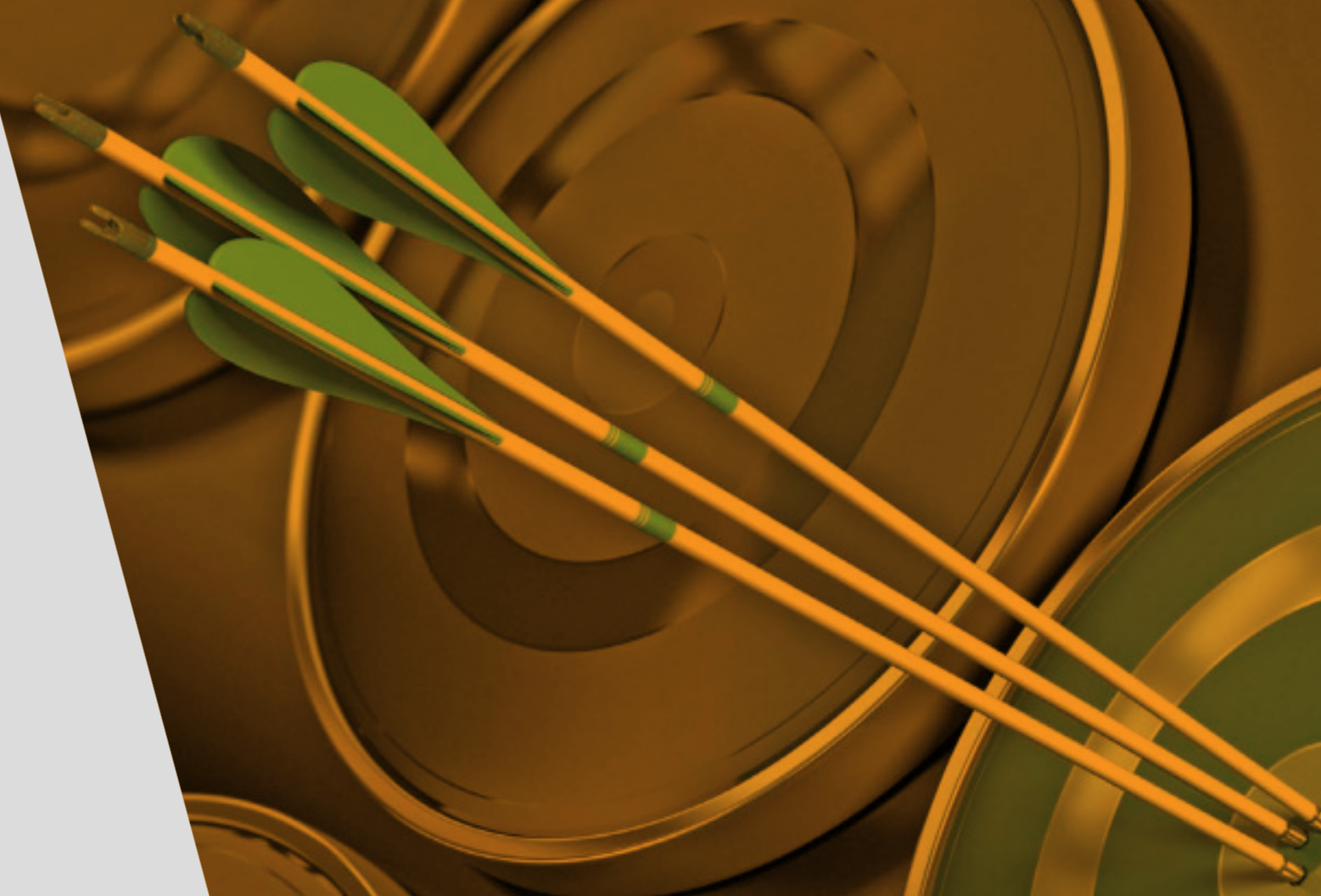
As important as the previous steps are, they mean nothing if no-one knows about it. The reason we love digital marketing is that you can measure how effectively it is working. Track how many people see your brand, interact with it and ultimately take action. This data allows you to feed the campaigns that are working and starve the rest.



Optimise

MAINTAIN & MAXIMISE

This important step is largely underutilised. If you want to continue to gain traction the best step is to optimise what was created and maintain your digital marketing. This includes continually engaging your current audience through proactive communication and great customer service.



“ In everything we do - we believe in: Finding the clarity that emerges when beautiful design meets powerful functionality. ”

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