



# DIGITAL MARKETING PROSPECTUS

2025

OWN YOUR DIGITAL WEALTH

[www.nonocommunications.com](http://www.nonocommunications.com)  
Rosebank, Johannesburg, Gauteng

PROPOSED BY:  
Nono Communications



# About Company



Nono Communications specialises in selling compelling stories that not only captivate your audience but also fill your company's pockets with success. Our strategic growth approach involves aligning the latest market and brand communication practices with vibrant and trendy digital media tools. This synergy requires that your brand not only stands out but also resonates with your target audience leading to engagement, and fostering financial success in the landscape of digital storytelling.

## Housed By Nono Communications

Our custom-fit service plans are meticulously designed to structure your digital brand presence. Aligning with long-term goals while capturing your ideal client at a single glance, our holistic approach goes beyond surface-level branding. It elevates your brand to new heights and we ensure that it resonates deeply, creating not only financial success but also lasting loyalty and advocacy.



# Goals & Objectives

2025

01 Increase sales & awareness

02 Grow online community

03 Grow brand visibility and distinct positioning

Housed by Nono Communications strives on three spring-boards: **strategic brand growth**, **brand management**, **brand communications**. These help us competitively innovate your needs and equip your brand performance at its ultimate best on the digital media platforms. often we will go exceedingly beyond what's required to meet your objectives because of the rapid speed and innovation required in the digital era.

## > (1) Research

Research the brand archetype, market segments, trends and competitive risks and opportunities.

This includes:

- Brand positioning uniquely made for the long-lasting impressions and relationship building.
- Building onto the brand promise
- Strategic brand growth

## > (2) Implement & Experiment

When we have solidified the marketing & brand communication plan which includes objectives, experimenting on our findings over a stretched three months timeline, the approach is to organically change to accommodate three driving partners:

- Your mission over the course of the year (lead generation, sales)
- Your community,
- Industry trends

## > (3) Optimize

We optimise on the best results according to the performance feedback in:

- Campaigns, communication strategy, and visual aspirations
- Use data and insights
- Trends



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**01** Increase sales & awareness

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## 01 [Campaign Month 1]

PHASE

Brand research includes:

- Historical metrics, insights on performance (the successes and the loses)
- Identifying the Unique brand positioning
- Creating marketing funnel across all digital marketing channels
- Project planning brand intentions over the next month

## 02 [Campaign Month 2]

PHASE

- Implementing strategy towards agreeable outcomes and desires
- Set up future campaigns for the different service offerings
- Optimise services by managing their unique offering and how they appear on the website
- Applying trends, testing and refocusing
- Offer new insights and additions

## 03 [Campaign Month 3]

PHASE

- Move to the next cycle of campaigns, content marketing and sharing
- Keep community engaged
- Discover new insights

## 04 [Campaign Month 4]

PHASE

- Review + report on performance for the first quarter
- Read achievements
- introduce new social trends aiming to fulfil the year's strategic goals and objectives



# Service Package

Housed by Nono Communications

## Tailored Platforms

**Social Media:** LinkedIn / Tik Tok / Facebook / Instagram / Youtube / Twitter / Pinterest

**Digital Channels:** Website maintenance / Google Business Page Maintenance / App management

### Brand and Media Management

Coordinate your content to drive business goals

Brand Building and management (including brand research and curatorship)

Searching for content and keeping folder of images

Media management of products and services

Social Media channel audit

Social Media posts, stories, highlights, reels, and adhoc-posts

Increase in organic following

Extra perks Media Management. Find out from service department

### Strategic Brand Communication

Research, building and maintaining niche community

Create, build and maintain stakeholder and investor relationships

Yearly communications strategy & strategic partners research

Implementation and management of brand strategy

Event communications strategy (if applicable)

Consultation (workshop on brand information and resources)

Extra perks: Digital Advertising. Find out from service department

### Brand Communication Channels

Search Engine Optimisation (SEO) for digital media copywriting

Owned PR Marketing through blog channel

Copy editing

Community engagement & management

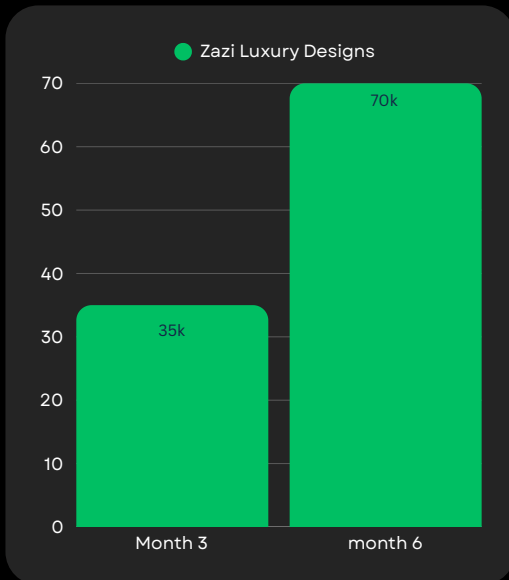
Tailored marketing and brand guide document & consultation

Influencer marketing management consultation



# Solution – Goals

## Housed by Nono Communications Client Wealth Successes



*“Nono Communications has been amazing to work with... they comes with new perspectives. Their strategy is simple yet very effective because of their consistency and thorough research on topics/ideas pertaining the brand. It's been a joy to work with an agency that has common goals and completely puts their all into finding new ways to push the brand forward.” - Zazi Luxury Designs*



*“The founders service performance demonstrated professionalism in their duties and application of skills. The SWIFT brand and identity continue to be enhanced in the social public platforms to encourage and grow membership. The overall performance is rated as highly effective.” - SWIFT*



### 100%

**Your own** digital marketing and brand communications team curating trends meaningfully for your wealth.

### 100%

**Guaranteed Growth** in digital marketing & brand communications activities

### 100%

**Guaranteed Increase** in online activity & community engagement

### 100%

**Guaranteed risk reduction** of losing an audience segment and content given in chunks instead of **consistent outputs** throughout the year.

### 100%

Monthly report: on insights, focuses, and what the following month looks like  
Bi-monthly meeting with Operations

# Our Ideas are Like Cats - They Always Land on Their Feet

The team at Nono Communications is made of passionate, innovative and forward thinking geeks. We love digital technology, learning and adapting to new market shifts yet also aim to be the first to ever do it, competitively.

## Digital Marketing & Media Management Team



**Noluthando Mnguni**  
Founder + CEO  
Head of client marketing



**Zinwe Saula**  
Digital Brand & Marketing Assist



**Anele Gina**  
Web designer & photographer



**Vusi sibanda**  
Photographer & Videographer



Graphic Designer



# Thank You



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Making digital wealth accessible  
in your future.