



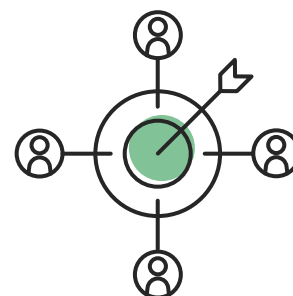
# Small business marketing and communication service.

*Reach your target audience group*

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Reach your target audience group

If you're using more than one communication channel to connect with your audience and have limited marketing personnel or resources, this service is for you! We are a medium sized enterprise ourselves, and we know exactly what the marketing and communication challenges are, that you face. You have limited time, a budget that needs to work for you, and you need results from marketing, not just an expense line. Your goal must be to create messaging that reaches your target audience group.



Let *DevCom* act as your marketing and communication department. All we need is one meeting per month, and a weekly 30-minute sign-off slot. Your marketing messages, social media plans, logo and social media messages will be targeted. You will look like a rock-star. If this is done, delivering your business' products and services will be your only priority!

## Why do you need this?

- To centralise marketing channels and messages
- To measure your return on investment (ROI)
- To understand your audience
- To analyse your external environment
- To create consistent messaging (Message map)

## Case Study



We used an integrated communication strategy, co-developed and implemented by DevCom and Afrivet. We implemented a media plan over 7 months, and generated AVE (Advertising Value Equivalent) 5 times greater than our contract value. This resulted in a positive brand reputation, the successful replacement of 90% of the previous product range in one year, and a stable turnover during a year of meaningful change.

## Steps

- 1 Research your required business results
- 2 Data collection to develop strategy
- 3 Co-design strategy
- 4 Develop an action plan
- 5 DevCom to do the work (Implementation)
- 6 Client sign off
- 7 Report on results



## Take this action **NOW:**

- Is marketing and communication something that you do when your cashflow is under pressure?
- Does it scare you to do marketing?
- Does marketing feel like a waste of time?
- Do you have a message map?
- Do you know who you want to talk to?
- Do you have time to do marketing like an expert?

If you answered no to the above, email or call **DevCom** today! We take a brief in 48 hours, provide an analysis of your social media, communication, and messaging channels in an audited format.



### Timeframe

At least 6 months for positive engagement.



### Pricing

R15 000 – R25 000 per month.

\*Pricing provided are estimate guidelines from previous projects. Each project is scoped with your customised requirements, and costs worked out accordingly.

# DevCom

Communication means everything



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