



# BE THE SOLUTION

**Communication Consultancy**

**A solutions driven company**

# experience

that makes a difference



**Whether it is an inbound or traditional marketing requirement that you need, we are able to assist, contact us today!**

Inbound marketing is described simply as promoting a company through blogs, podcasts, videos/vlogs, e-Books, e-newsletters, whitepapers, SEO, physical products, social media marketing, and other forms of content marketing which serve to attract customers. Traditional marketing, on the other hand, is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable type of marketing, which includes print, broadcast, direct mail, and telephonic marketing.

**Inbound marketing connects diverse audiences with useful content through organic means, ie.** search engines and sharing links with friends. The categories include topical blogs and vlogs; social media campaigns (Facebook, Twitter, LinkedIn, Instagram, Google Plus, Pinterest, etc), E-Books, Search Engine Optimisation (SEO), content management of website text, viral videos and web-based seminars (webinars).

**Traditional marketing incorporates numerous forms of advertising and marketing.** It's the most recognizable type of marketing and most strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

Print marketing is the oldest form of tradi-

tional marketing and usually refers to advertising space in newspapers, magazines, newsletters, and other printed materials intended for distribution.

Broadcast marketing includes radio and television commercials, as well as specialized forms like on-screen movie theater advertising.

Direct mail marketing includes flyers, postcards, brochures, letters, catalogues, and other printed material that is mailed directly.

Telephone marketing, or telemarketing involves communication messages over the phone to convince consumers to buy a product or service.

**Traditional marketing has always been defined by the 4P's, namely Product, Promotion, Price and Place.** These techniques focus on identifying the right audience segment, understanding their behaviour, and providing the proper incentive to encourage consumers to buy a product or service.

**Traditional marketing still has a role to play in today's world.** Anyone reading a newspaper, receiving printed mail, watching television or listening to the radio receives information regarding your business but it does come at a cost, printed brochures and flyers become outdated and get scrapped when they are no longer up-to-date. The same could be said with printed corporate stationery.

# a company

that cares about your success

**It is important to rather print smaller quantities of printed material which is expensive at the outset but in the long run will prove to be the most cost effective.** Be the Solution Communication Consultancy offers the following services.

Creating and designing presentations, corporate stationery - letterhead designs, business card designs, logo designs and other forms.

Internal and external communications - newsletters, in-house campaigns, client mailers, surveys, employee communications, PR and event organisation.

Design and adding of content in brochures, catalogues, technical sheets, reference lists, flyers, etc.

**Inbound marketing which includes all aspects of social media, SEO, website marketing, etc is here to stay and must be part of any company's marketing strategy.**

Implementing a successful inbound marketing strategy can be problematic if one does not focus on the correct content to be shared on the Internet and engaging

the right audience and receiving the call to action behaviour that one wants.

**Social media is the collective name for online communication channels dedicated to community-based input, interaction, content-sharing and collaboration.**

Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Facebook, Pinterest, Twitter, Google+, LinkedIn, Instagram, Reddit, Tumblr, YouTube are some of the more popular ones.

It is vitally important that a proper strategy is decided on and what social media channels are to be used to convey messages.

**Digital media consists of any media that are encoded in a machine-readable format and can be created, viewed, distributed, modified and preserved on computers.**

Computer programs and software; digital imagery, digital video; video games; web pages and websites, including social media; data and databases; digital audio, such as mp3s; and e-books are examples of digital media.

Digital media is becoming more and more popular especially in education at primary, secondary and tertiary levels.

**SEO and PPC - Search engine optimisation is the practice of making changes in different areas of your website and through your website presence.** Search engines are then able to find and deliver targeted visitors to your website.

**Pay-per-click advertising is based on keywords, which means that it is also considered a form of inbound marketing.** This is because the keywords match the intent of the search query. PPC is similar to SEO, the only difference is that in PPC, the keywords are paid for in order to guarantee that the ad is placed.

Website content is an important aspect of content marketing.

**Content marketing builds brands and establishes thought leadership.** It is important to design your messaging in content marketing campaigns to engage your target audience.

**According to a recent survey 88% of B2B respondents are using content marketing.** This is just a statistical percentage. It

gives no indication of the sheer volume of content that is being produced.

Whether it is content for your website, your social media campaigns, brochures, flyers or email marketing campaigns, it is extremely important to write the correct content for the audience in mind.

We're in an age of information overload and it appears that everyone is scrambling to grab their customers' attention and it is so easy for your efforts to get lost.

**The key is to provide value through your content - and provide it to the right people.**

Your different channels promote your business so publishing good content is an excellent way to stay ahead of your competitors.

Be the Solution is able to assist your company in writing the right content for your website, brochures or your email and social media campaigns.

A website with more (quality) content added to it will likely perform better in search engines. It is important though that organisations are aware of what a successful content marketing program is and it is not only ensuring that your website is kept up to date.

**There are a number of ways that content can be written to be more effective.**

# thinking

## out of the box solutions

**Also look at alternative ways of consuming content.** Content consumers are continually shifting in the way that they engage with content.

**Add more visual content.** Visual content is a powerful way to boost the engagement, effectiveness, and potency of your content.

**Live marketing methods are becoming increasingly important.** three live methods that can be used at a minimal cost and maximum effectiveness: Periscope, webinars, and Facebook Live.

**Stop regurgitating all the data that you've heard.** Using your own data, statistics, studies, and results is a powerful way to attract more interest.

Consumers still crave engagement and involvement in groups, especially exclusive places where the content is powerful, unique, and targeted.

**Don't just do content marketing ...** do content marketing with a focused objective.

**It is important that organisations define content marketing as a clear and practicable goal.** Generally speaking, most businesses want:

- More leads

- More revenue
- More customers
- More engagement

**Goals differ depending on the nature of the organisation and Be the Solution is able to help identify these goals and put the strategy together.**

Graphic design trends come and go, they emerge, some stay for years, others are more of a flash in the pan. They don't start one year and end the next, instead they shift until they fade out. Be the Solution Communication Consultancy ensures that it keeps up with the trends to offer you designs with fresh ideas.

**Whatever the design is that you require for your business, we work hard to design the logo that best typifies your company whilst keeping up with the latest trends in design.**

**In 2016, simplicity ruled the roost, and it still does.** Simple shapes, lines, type, and forms either converged or played solo to create solid, lasting marks that are easily interpreted. Stripes have appeared in massive abundance, being used in concentric circles, letterforms, and patterns to indicate movement, like chevrons, zig zags, and waves.

Geometry is really coming in to play. Geometric shapes and forms that create multidimensional logos, often using mono-lines, were prevalent.

The latest design trends together with various tools make the production of fonts more easy and inexpensive, which paves the way for dramatic and creative typography.

**Trends predicted for 2018 are big text sizes which increase accessibility in designs, is bold and eye-catching.** Geometric, fun, almost primary-school vibe adding a retro element to any design are a few examples. We ensure that there is a large library of fonts to choose which best suit your branding requirements.

**It is extremely important that before defining your logo and typography that some attention is given to the psychology of colours.**

**Logo and corporate stationery designs.** Whether it be a logo that you require, a new look for your business, or a complete set of corporate stationery we understand how businesses work and we know how to serve you with the quality you deserve.

**Website Design and Maintenance.** Whether it is designing a new website or updating an existing one with a new look or just maintaining the content on an existing website to enhance your brand's identity. We are committed to delivering a high-end service to clients.

**Design and content management of Marketing Collateral**

Whether it be designing a company profile, flyer, marketing brochure, e-mailer, news-

letter or an e-publication, we deliver quality and exceptional service.

### Infographics

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. Let us graphically transform your data to show it more visually and be understood more easily.

Scheduling Tweets and Facebook updates of blog posts etc, can save you time and free you up for real-time engagement with your customers. More than half of adults who are active online use two or more social media platforms

Social media studies show that 94 percent use LinkedIn, 80 percent use Facebook and 79 percent use Twitter.

Only 7 percent of those companies have a standalone social media policy, with just 20 percent having a social media plan and 34 percent having prepared a plan for online crisis management. Be the Solution Communication Consultancy can help you in writing a social media policy.

It is also extremely important that SEO is installed on any website so that measurements can be done on visitors to your site which gives you insight into whom is visiting your site. Be the Solution Communication Consultancy can assist in installing SEO tools on your website, writing of key words to ensure that the Google indexing is 100% and that search engines do find your site easily. Reports are sent to you either weekly, bi-weekly or monthly depending on your preference.

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Be the Solution Communication Consultancy is a solutions driven company aiding small and medium companies in the development and management of their various communication, marketing, digital programs and activities.

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