



•• **Digital Marketing**  
**2023**

Marketing solutions  
for your business



# MARKETING EXPERTS

We are an Integrated Digital Marketing, Content Creating, Social Media and Consultancy agency.



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# ABOUT.



Alvin Rautenbach  
Marketing Expert

## DIGITAL MARKETING

### SOCIAL MEDIA MANAGEMENT

We can help your business with creating and implementing social media marketing strategies, developing and curating content, managing and scheduling posts, monitoring social media analytics and performance.

### DIGITAL ADVERTISING

It is our primary objective to create engaging and informative content that builds brand awareness, establishes thought leadership, and drives engagement and conversions over time.

### BRAND STRATEGY

With a well developed brand strategy, we aim to establish a strong and differentiated brand that resonates with target audience and builds brand loyalty over time.

### GRAPHIC DESIGN

A consistent visual identity across all marketing channels can help establish a strong and recognizable brand, which can lead to increased brand loyalty and customer retention.

### PROFESSIONAL PHOTOGRAPHY

High-quality photography is a crucial component in presenting your brand professionally and attracting prospective clients.

### PROFESSIONAL VIDEOGRAPHY

We offer a variety of video services, including corporate videos, product demos, explainer videos, event coverage, social media videos, and more.

### WEBSITE DESIGN

Our team of expert designers specializes in creating modern and aesthetically pleasing websites that are optimized for intuitive navigation and maximum visitor conversions.

Creating **captivating digital** content.



Digital Studio

We are a fully integrated digital marketing agency that has set our sights on disrupting the fields of marketing, advertising and content creation in Africa and the rest of the world.

Our team conducts research and analysis to understand the competitive landscape and trends in the industry, and use these insights to develop a content plan that sets your business apart from its competitors.

We establish guidelines and standards for content creation and distribution, including tone of voice, visual elements, and messaging, to ensure brand consistency across all channels and touchpoints.

We offer our services to individuals, businesses and companies who see the need to embrace social media as an imperative part of their brand's longevity.

We understand digital marketing and realise it's importance as being at the core of any marketing strategy for enterprises today. With professional content that represents their brand creatively and engagingly, we aim to grow any business to help it reach it's full potential.

Having extensive experience in creating content for some of the best brands in Namibia, our goal is to build brands and business strategies that would have a lasting impression.





# OUR PORTFOLIO PHOTOGRAPHY PROJECTS

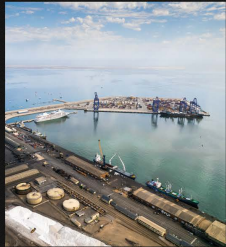
Creating high-quality and eye catching content is vital for any brand or business to thoroughly present themselves online with digital marketing. We've been able to build up extensive experience and skills in creating visuals tailored for all online platforms. In starting of as a content creating agency, from photography to videography and design, we are capable of delivering a high-end product, enabling us to produce the best content for our clients at affordable rates.



## PHOTOGRAPHY

ERONGO RED  
WALVIS BAY

We're tasked to create images for the board of directors and executive management. The concept was to capture images that would compliment Erongo Reds brand colors, and can be used for digital adverts when needed. city outfits.



## PHOTOGRAPHY

GRINDROD LIMITED  
WALVIS BAY

Grindrod Limited in Walvis Bay needed aerial images from their stored stockpile of DPMT copper concentrate, at Namport Walvis Bay. The images was created for a report needed, as well their social media platforms to announce the successful acquisition of a new client.



## PHOTOGRAPHY

STRAND HOTEL  
SWAKOPMUND

The team at O&L Brand X asked us to capture curated images from a selection of products to help launch a new brochure to their newly launched room drop service for guests, as well as for their social media platforms. We also captured selected items in their gift shop for their online presence.

# VIDEOGRAPHY PROJECTS

We have almost 5-6 years experience in creating video content for a variety of industries as well as some of the most established and prestigious brands. From filming long-form videos to short-form video adverts tailored for social media. Visit [www.youtube.com/@vrtradingnamibia](http://www.youtube.com/@vrtradingnamibia)



SEPTEMBER 15, 2021

## BOURBON OFFSHORE

Bourbon Offshore, an international marine & logistics company contacted us to film a series of sequences for a video advert related to its newly launched fleet. In collaboration with NovaSud (a french based marketing agency) we helped to film and produce an amazing production for an international renowned brand.



SEPTEMBER 25, 2023

## NAMIBIA PORTS AUTHORITY

We have been granted the privilege to film and produce multiple video productions for this prestigious and established brand. From creating in-house adverts to filming their latest culture change video, we've been fostering well respected relationships with the team at Namibia Ports Authority (Namport).



JULY 8, 2022

## DEBMARINE NAMIBIA

Debmarine Namibia has built and established a well respected brand locally and internationally. We've had the opportunity to play our part in that, from filming the build of their latest vessel, as well as documenting the refurbishing of one of their oldest vessels to date.

“ Providing innovative marketing of high-quality and adding value to clients. ”



# EVENT COVERAGE



As a leading service provider of video services, our team of skilled videographers can help your business stay relevant and captivate your audience with stunning and **compelling video content**.

We offer a variety of video services, including corporate videos, social media video adverts, **event coverage**, documentaries, and more.

Our video services are designed to align with your **brand identity** and messaging, and we work closely with you to ensure that your video content meets your specific business objectives.

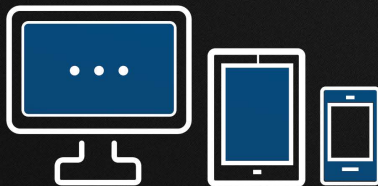
Our event coverage service's objective is to create content of high quality that will help communicate your brand identity. In covering your event(s) we use your brand identity as a guideline, enabling us to capture content usable for marketing purposes.



With our team, we have the skill, experience and resource to cover all events through photography and videography



We have been officially selected as the 2023 photography team for the Miss Namibia pageant hosted in Swakopmund.



# PHOTOGRAPHY VIDEOGRAPHY

Our event coverage services includes **photography and videography** services. We capture your full event, and create highlight cuts of every aspect of you corporate function. Our team has gained immense experience over the years, and has the ability to create the most captivating visuals from any event.

Over the past few years we've noticed the importance of having high quality video and photo content, required by clients, after spending a great deal of their budget on every detail surrounding their corporate events, they are left with unsatisfying visuals that's not standard and essence of their brand identity. We have built a team of skilled individuals to do just that, in creating visuals from your events that is marketable and speaks to your designated audience on who you are.

## PHOTO

Event photography has the ability to capture very important and memorable milestones of your business. These visuals can be used for editorial publication, website marketing as well as campaign driving on all your digital channels. Our photography team use marketing principles when covering your events, to not only capture memorable moments but also create visuals that emulate your brand, that enables you to use these photographic content for all future marketing campaigns.

## VIDEO

Event videography has the ability to capture very important and memorable milestones of your business. These visuals can be used for editorial publication, website marketing as well as campaign driving on all your digital channels. We capture all visuals, through video and audio documentation, ensuring that our final product to our clients is usable and scaled for all online platforms, and digital channels.

## EDITING

- We film all our events in 4K (Ultra HD) resolution, with a videography team of two skilled and experienced cinematographers.
- Using an ecosystem of Sony Alpha camera bodies, we deliver quality.
- Our post-production process is one of intricate detail to ensure every aspect of the events we capture is covered and included in your video.