



create

strategies



we develop robust measurable online strategies

campaign plans

the right platforms to stage your messages across
requires thinking and understanding



websites, blogs, widgets, applications
and mobi sites

the right platform is created utilising latest trends
& functionality seamlessly, to achieve desired
results

onlinePR and reputation management
strategies

influence & control who you are online, what
people say and think, what your Google cv shows



deliver

online advertising

sms/mobile campaigns

search engine optimisation

pay per click marketing



Search Engine and Google Display Network Plan-
ning and Campaign Management

webPR & social media marketing

knowing how to engage and sustain a brand on
the relevant social media platform

web copywriting

reputation management & online moni-
toring with saidWot our bespoke appli-
cation



email marketing



manage

consulting

to create and deliver the DESIRED results online to
your objectives

analysis & reporting

on the performance of your website & campaigns

audits

website usability & WC3 compliance audit, SEO
audit, online competitor audit, online reputation
brand health audit

website & profile relevance

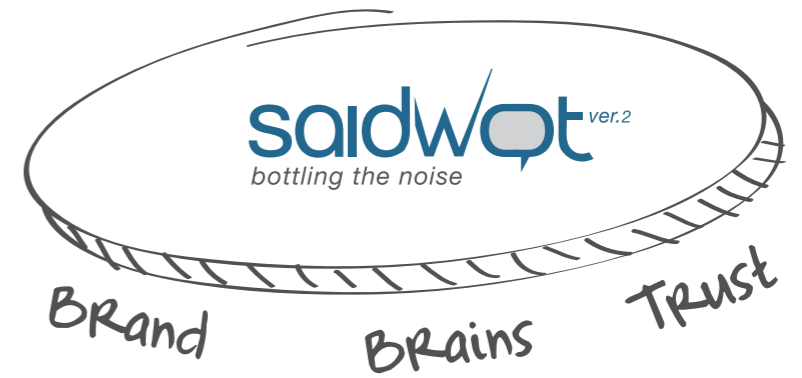
maintenance and updates are critical to your site/s
& online presence....that's how you generate &
retain traffic... gotta get them coming back for more

LET'S TALK ABOUT WHAT'S NEXT FOR YOU >

contact us: [t] +27 11 021 8740 [f] + 27 (0) 86 535 1504 info@virtuosa.co.za www.virtuosa.co.za



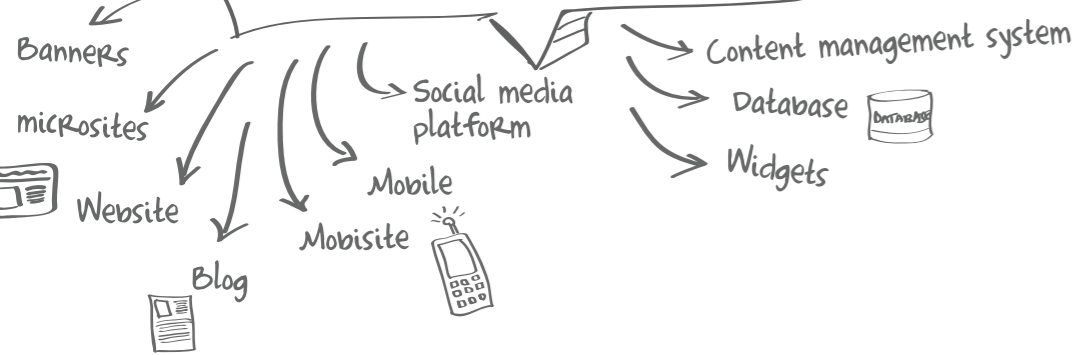
OUR GROUP OFFERING



D-Virtuosa

Design and Development

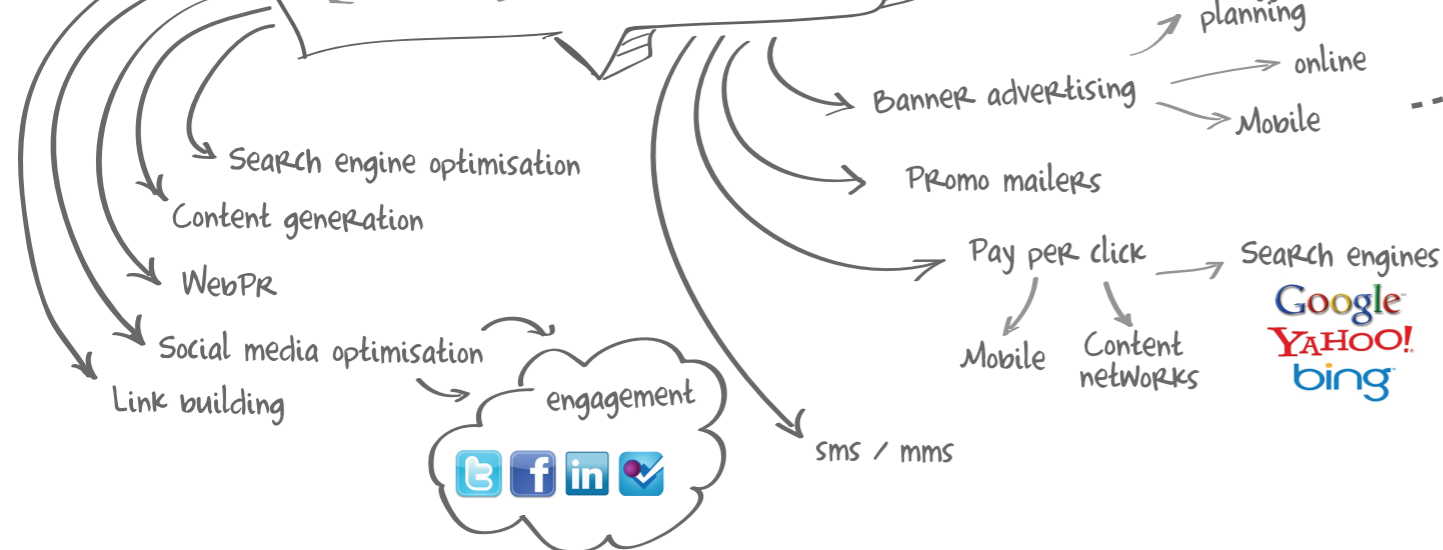
- Creative concept
- Creative execution
- Backend solution



E-Virtuosa

eMarketing

- [Ongoing maintenance]
- [Campaign Bursts]



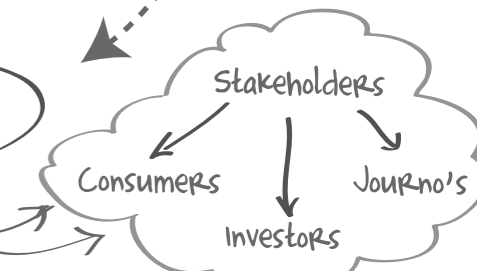
Planning

- Brand positioning
 - Campaign platform channels
 - Brand objectives
- Product launch
Database build

Strategy execution plan

Evaluating

- Listen
- Reputation sentiment
 - Media monitoring (News portals, social media)
 - Brand value audits



What platform

Reporting

- Brand value / Amplification
- Campaign performance
- Return on investment
- Reputation impact
 - Share price
 - Sales

What activation

Results

Results

Results

