



E-BIZ SOLUTIONS

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SOCIAL MEDIA MANAGEMENT, DESIGN AND  
LAYOUT, NEWSLETTERS,  
WEB DESIGN, CONTENT, VIDEO PRODUCTION,  
PRINT & DIGITAL PUBLISHING



# Who we are...

We are a family business and with our publishing, marketing and social media expertise, we are able to offer smart, creative consumer and business-to-business marketing solutions. We offer full social media management, design, newsletter or magazine design and editorial as well as website design and management.

We know that great work is created by great teams, so we also outsource to a team of strategists, artists, developers, photographers, proofreaders, online store managers, printers, and event planners to work together to craft seamless, idea-driven, integrated solutions that solve your challenges.

Times are changing, and instead of employing marketing managers and brand managers who don't understand a particular target market or exactly how a social media platform works, companies are now outsourcing to companies and individuals who have the experience and knowledge so that your time and money isn't wasted. With a vast portfolio, we specialise in the pet care, health and wellness, medical, home and lifestyle, technology, and beauty industries.

Partnering with the right team is a sure-fire way to reach your goals more quickly, more effectively, and with greater impact.

Headed up by Sharon Dale who has over 20 years of experience in public relations, marketing and publishing, we offer as much or as little marketing support as you need. Short or long term. Major undertakings or simple projects.



## Outsourcing works!

At E-Biz Solutions, not only do we provide personalised service, but we pride ourselves on our relationships with our clients. In essence, your business becomes our business and our only aim is to see your company grow and prosper.

Outsourcing more often works out far cheaper for a company than employing an in-house marketing team. With outsourcing you are getting a professional service with no additional office costs.

In a profession where relationships - with clients, the community and your staff - are the lifeblood of a successful business, social media and digital marketing can be a powerful way to forge and nurture these connections. In fact, they should all reflect a memorable experience that supports your brand.

Whether your marketing needs are large or small, we approach each challenge in a strategic manner, and then develop specific tactics and tools for implementation. The idea is to help you achieve your goals as efficiently as possible. That's done by ensuring that everything you do reflects your brand and is consistent with your other marketing efforts. So, we listen and learn long before we recommend.





# Why work with us...



- Social media marketing has changed a lot over the last few years and it's vitally important for your social media manager to understand how to achieve the best results with consistent, interesting content and well placed boosts. Social media apps and algorithms change constantly and we do regular Meta courses to keep updated.
- Boosts have become essential in social media marketing but the reach that social media advertising receives, as well as the highly measurable results, make it the best way to advertise any company or brand.
- Marketing is vitally important but companies are spending huge amounts of money on marketing campaigns that don't work and that aren't necessary. We can ensure that each of our clients have unique campaigns, tailored to your specific requirements and budgets.
- We offer cost effective retainer rates on a 6, 12, and 24 month contract. Our social media marketing retainer rates depend on our clients requirements and budgets.
- Keeping a company's audience informed and focusing on delivering the right message at the right time is vitally important. With people on their laptops, phones and tablets consuming online content, demand for online advertising and e-commerce is likely to grow. If you want to make an impact on your online presence using digital marketing, now is the time to gain market share.
- Companies large, medium and small, need to take advantage of their website and digital newsletters to generate new content which can be reused on social media, thereby making their digital presence stand out with useful content that gives value and solves problems.
- Content marketing is a type of digital marketing in which brands develop an on-going relationship with customers through content that is non-promotional and provides value at every touch. Over the years, content marketing has evolved from being just blog posts and editorial strategies to a holistic approach that relies on a broad range of digital marketing tactics such as email, social media, newsletters, magazines, YouTube channels and paid distribution to reach a target audience. Unlike advertising, content marketing is not overtly promotional. Your customers and prospects seek out content that entertains, inspires, educates, and informs.
- Social media advertising, a boost budget, and an extensive knowledge of Meta is essential.
- Social media advertising reach these days is far exceeding advertising results from other media including television, radio, cinema and print. Results are much more measurable too.



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# Our services include...



## SOCIAL MEDIA CONTENT, DESIGN & MANAGEMENT

We define digital marketing as any form of marketing that exists online - which, if you want to reach customers and clients, is where you need to be. Why? Because online is where most people go to shop, buy and get information. Connecting with your prospects and clients means you need to meet them where they're spending time: on the Internet. But like all other tactics, it must be strategic and integrated with your other outreach activities. Just sharing other company's and people's posts may keep your social media pages busy but are you getting your message out? You also need well researched, designed, branded, consistent and interesting posts in order to market your company and brand. We focus on Facebook, Instagram, Twitter, YouTube, and Google as well as digital newsletters. Services include -

- Set up
- Grow your online community
- Overall Management including boosts and communication
- Creation of media including design of branded posts and memes
- Posting and scheduling
- Competition and competition management
- Query response
- Market Research
- Monthly in-depth reports



## COPYWRITING, CONTENT & DESIGN

- Monthly newsletters - digital and printed
- Press releases and competition campaigns
- Advertising/leaflets
- Web content
- Advertorial in magazines
- Proofreading
- Media and advertising management

## WEBSITE MANAGEMENT

Website management and content is vitally important to any business. In addition, with more brands fighting for space in retail stores, most companies now also offer an online store to their customers.

- Website design
- Website updating and maintenance
- Website proof reading
- Online store set up
- Online store management



## DESIGN, PHOTOGRAPHY & PRINTING

With a team of highly skilled copy writers, graphic designers, and print/production management experts, we have the resources to create and produce –

- Design and layout
- Advertisements and advertorial
- Newsletters
- Brochures, training manuals and flyers
- Infographics
- Posters
- Point of Sale
- Social media advertisements and branding
- Print quotations and print management
- Photography quotations and management
- Animal wrangler bookings and management



## DIRECT MARKETING

- Email marketing
- Writing of copy
- Campaign management
- Education material for stockists and staff members about your brand, via newsletters and pamphlets/brochures as well as educational and team building events

## EVENT MANAGEMENT

In a market where relationships – with clients, suppliers, the community and your staff – are the lifeblood of a successful brand, special events can be a powerful way to forge and nurture these connections. In fact, they should all reflect a memorable ‘experience’ that supports your brand.

- Event concepts and planning
- Event management
- Outsourcing management – stands, flooring, decor, PA systems etc.
- Promotional staff procurement and training
- Gift bag procurement and management
- In-store promotion management



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FOLLOW

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