



**midnight**monkey.

**LAUNCH PLAN**



# READY, SET, LAUNCH...

The Formula for Rocket Success: Coalescing Essential Elements In The Right Order for Our Rocket To Soar Towards The Stars.



A key to getting the leads in is to have a clear defined **Business type and Industry**

## Why is this crucial.

To craft a precise, impactful, and legally sound online marketing strategy, one must possess an intimate grasp of the business domain and industry. Without this profound understanding, campaigns could be squandering resources on inconsequential interactions, and falling short of their true potential.

A strategic understanding of your business type and industry is the compass for effective and compliant online marketing. Without this directional knowledge, campaigns can easily veer off course, misspend budgets on irrelevant clicks, and never achieve their utmost potential.



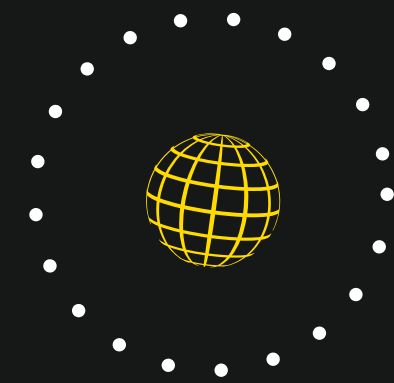
# OUR FLIGHT PLAN

At the heart of our Campaign Creation Process lies a carefully curated fusion of innovation, strategy, and technology. We blend cutting-edge digital trends with well-proven approaches to cultivate results that resonate with our target audience. Every component, from analytics to content, is handpicked with a specific intent, assuring that our digital endeavors are consistently engaging, effective, and tailored to our clients' unique tastes and objectives.



## Business Type

Business types include B2B services and products, and B2C services and products.



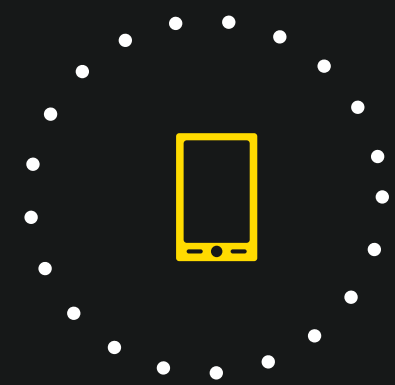
## Industry

Industry specific research



## Position

Positions: Sales, Marketing



## Platform

Platforms: Facebook, Instagram, YouTube, LinkedIn, Google, Email, Amazon, Pinterest, TikTok ads.



## Offer

Unique enticing high converting offers



## Funnel

Click funnel



# POSITION

## Deciphering the Elements of a Winning Market Position

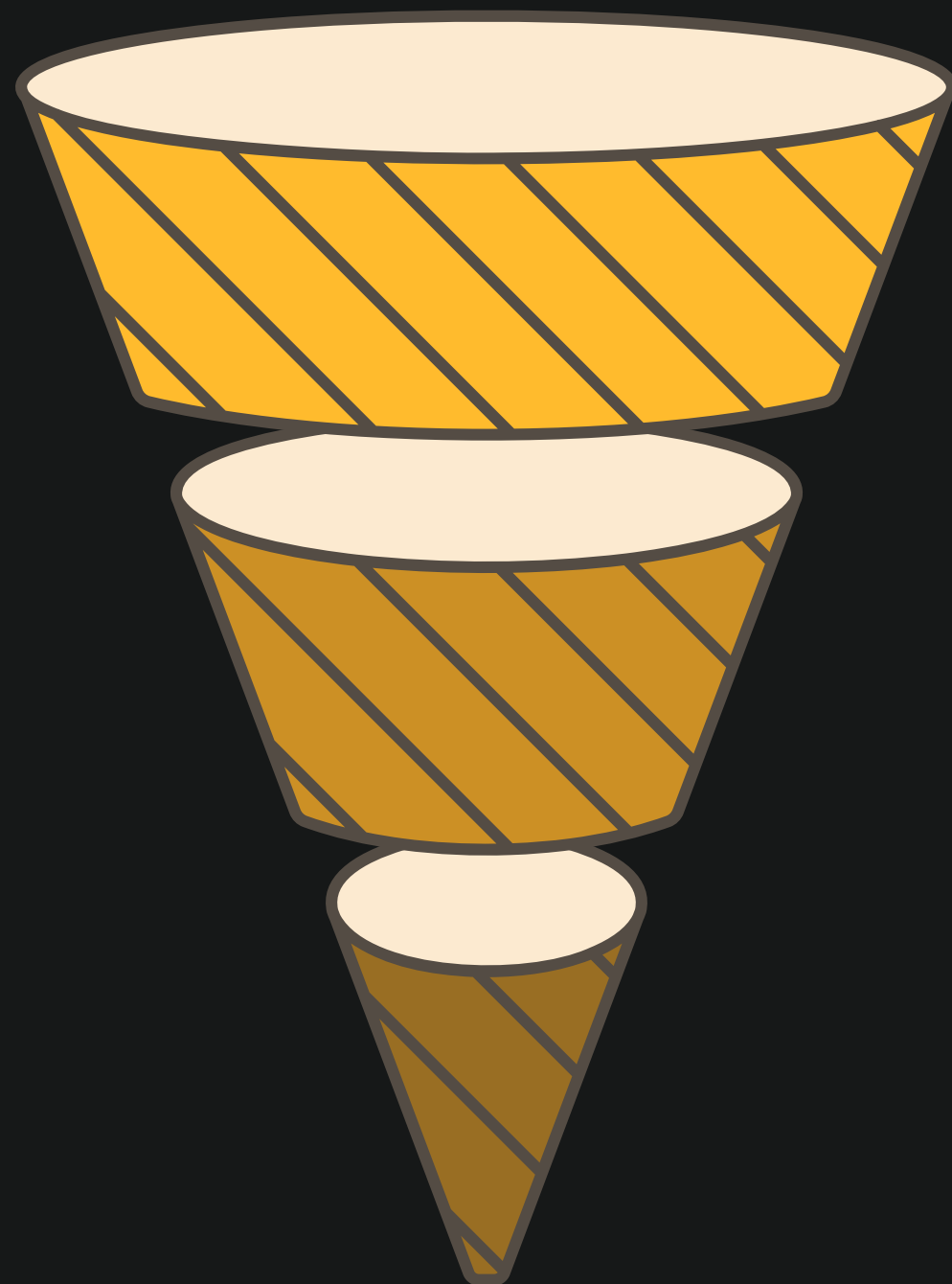
- 🧘 Utilize the 80/20 Rule for Multiple Positions
- 🧘 Avoid Over-Niching for Cost Efficiency
- 🧘 Consider Churn Rate in Position Selection

One of the most critical tips for positioning in PPC ads is the concept of "**Ad Rank.**" Ad Rank determines the position of your ad on the search results page.

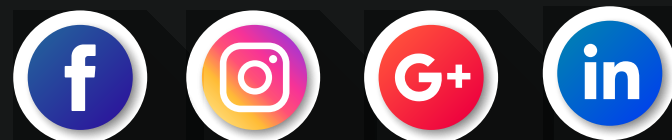


# PLATFORM

The art of choosing a Digital Marketing platform isn't just about extending your reach; it's about the finesse of reaching the correct audience at the right moment with the most suitable format all while adhering to your budget. Ongoing analysis and adaptable platform choices are the keys to enhancing strategy and maximizing ROI.



## Unaware



## Consideration



## Problem aware





# THE OFFER





The Secrets to a Winning Online Marketing Offer: It Should Deliver Value, Clarity, Relevance, and a Simple Redemption Process, Fortified by a Persuasive CTA and Seamless Landing Page Experience..

- 👉 The Art of Designing Your Client's Digital Portrait
- 👉 Decoding the Competition For A Competitive Edge
- 👉 Crafting a One-of-a-Kind Advertising Proposition - (Not Available To Everyone)
- 👉 Crafting Persuasive Marketing Perspectives
- 👉 Creating Content That Spreads Like Wildfire



# FUNNEL

## Deciphering the Anatomy of an Effective Funnel for 10x Better Conversions

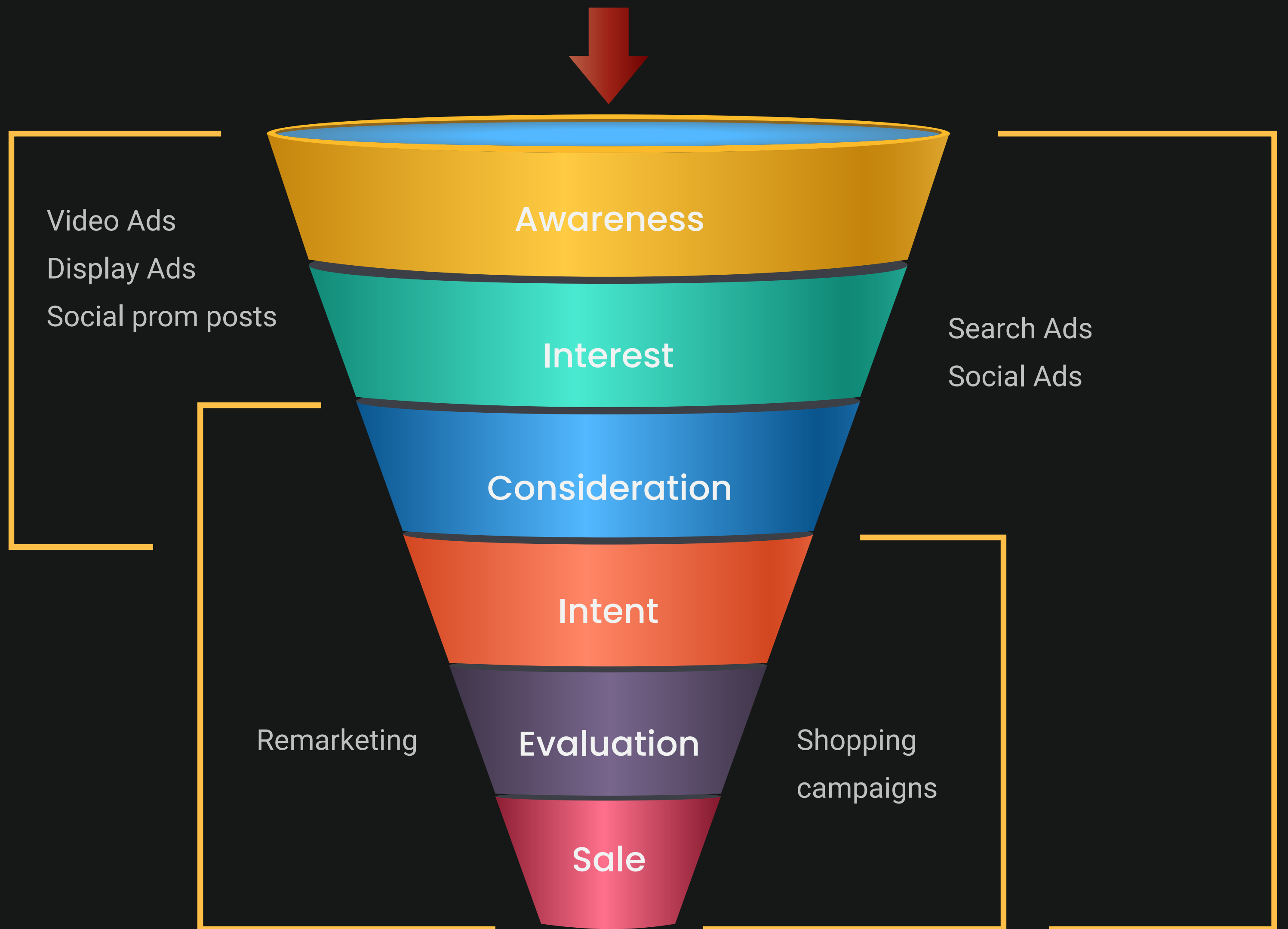
-  Unraveling the Components of a High-Performing Funnel
-  Mastering the Art of Funnel Design for Dramatic Conversion Improvements
-  Tailoring Contextual Journeys to Market Your Service
-  The Dynamic Duo: Funnel and Website Working in Harmony

The funnel approach is advantageous for PPC ads because it mirrors the customer's buying journey, allowing advertisers to deliver the right message at the right time.



# OUR MARKETING FUNNEL

Engineer a symphony of pages that thoughtfully guide potential customers through the intricate phases of their buying odyssey. From the first glimmer of product awareness to the victorious moment of purchase, our experts shine in the orchestration of audience segmentation and precision targeting. This methodical artistry assures an elevated chance of converting visitors into esteemed, paying clients, ultimately magnifying the return on your advertising investments.





# OUR TEAM MEMBERS

It would cost you a whopping **R250K** in wages per month to bring our service in-house



## Business Consultant

They analyze current strategies and market trends, offering insights and recommendations. Their expertise aids in crafting effective business plans and ensuring the agency remains competitive and sustainable in a dynamic marketplace.



## Digital Strategist

They analyze current strategies and market trends, offering insights and recommendations. Their expertise aids in crafting effective business plans and ensuring the agency remains competitive and sustainable in a dynamic marketplace.



## Copywriter

Their primary goal is to persuade, inform, or entertain the audience while reflecting the brand's voice and objectives. Through a combination of creativity and research, copywriters produce copy that resonates with the target audience, drives actions, and enhances brand messaging.



## Videographer

A videographer captures, edits, and produces videos for various purposes, such as events, commercials, documentaries, and more. Utilizing a combination of technical expertise and artistic vision, they transform ideas into visual stories.



## Graphic Designer

A graphic designer creates visual content to convey messages in an effective and aesthetically pleasing manner. Utilizing a combination of typography, illustrations, colors, and layout techniques, they produce a wide range of materials, from logos and branding assets to websites, posters, and advertisements.



## Paid Specialist

They are responsible for planning, setting up, optimizing, and analyzing paid campaigns to ensure maximum return on investment. Utilizing their deep knowledge of ad platforms and targeting techniques, they ensure ads reach the desired audience with precision.



## Web Developer

Web developers craft and refine websites for optimal user experience and performance, ensuring functionality and responsive design across devices. They employ their technical skills to analyze and enhance the site for better user engagement and conversion rates.

# OUR PACKAGES

Our packages are thoughtfully curated to cater to diverse needs and aspirations. Ranging from basic solutions for startups to comprehensive bundles for established enterprises, each package is designed with precision and a keen understanding of market dynamics. They offer a mix of tools, services, and consultations, ensuring that every client finds a fit that not only meets but exceeds their expectations. With our packages, businesses can seamlessly elevate their operations, tapping into opportunities and maximizing their potential in the digital landscape.



## Pilot – R9 999

Ideal for Start-Ups

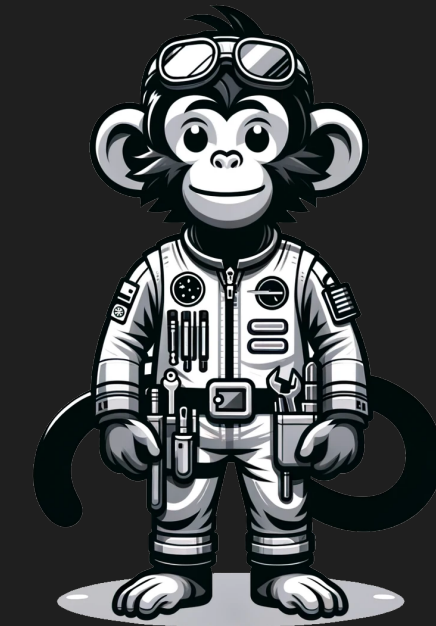
- Free Logo or Company Profile Design
- Up to 5 Page Website
- Articles and Blog Page
- Social Media Integration
- Whatsapp Integration



## Commander – R14 999

Ideal for SME's & Larger Companies

- R2,000 Graphic Design Voucher
- Up to 15 Page Website
- Articles and Blog Page
- Social Media Integration
- Whatsapp Integration
- Advanced on page SEO
- Google Integration



## Engineer – R19 999

Ideal for Online Stores

- R3 000 Graphic Design Voucher
- Payment Gateway Integration
- Courier Integration
- Advanced SEO
- Google API Merchant Feed
- Google Integration
- Post Launch Training