



IDEATION

Integrated Digital Marketing Solutions

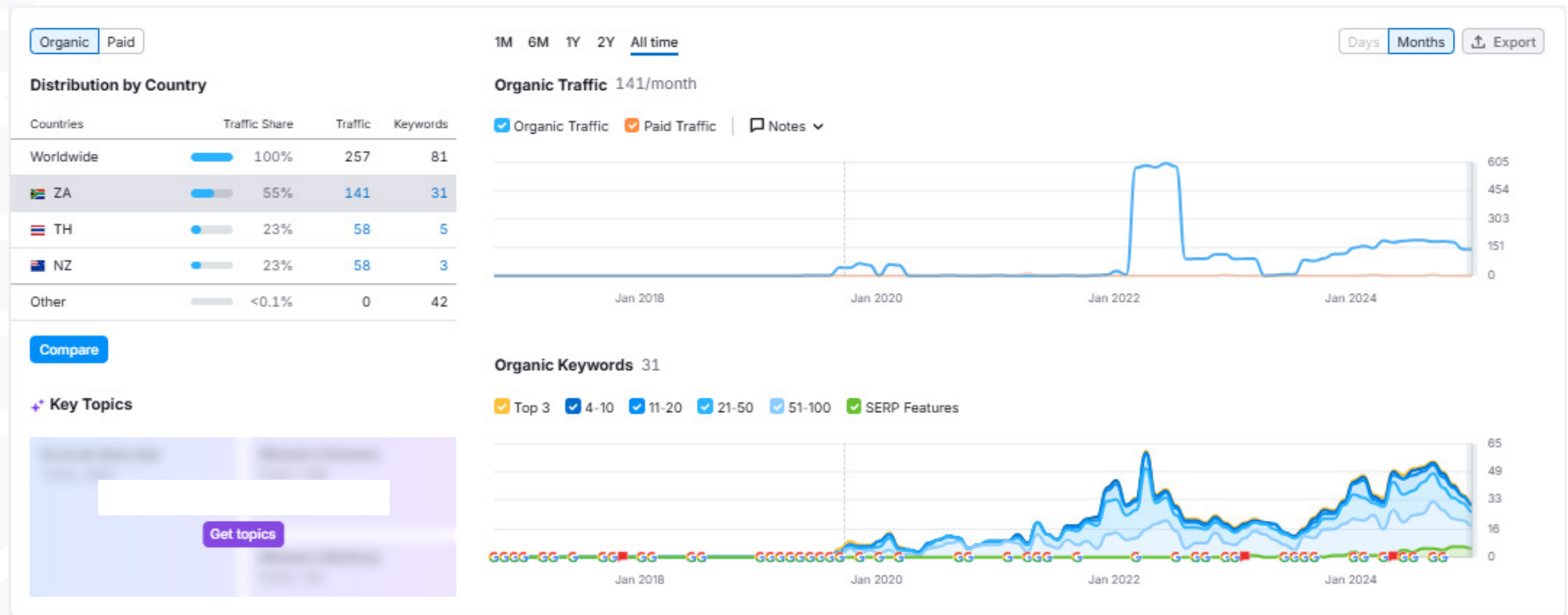
DIGITAL HEALTH AUDIT EXAMPLE



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SEARCH AUDIT



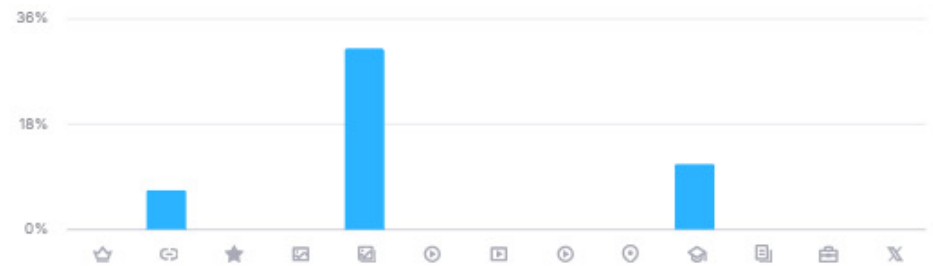
SEARCH AUDIT

Top Organic Keywords 26

Keyword	Intent	Pos.	Volume	CPC (Z...	Traffic %
	I N	1	170	0.00	96.45
	I N	170	0.00	3.54	
	C	52	260	20.76	0.00
	C	82	260	20.76	0.00
	I	57	210	0.00	0.00

[View details](#)

SERP features

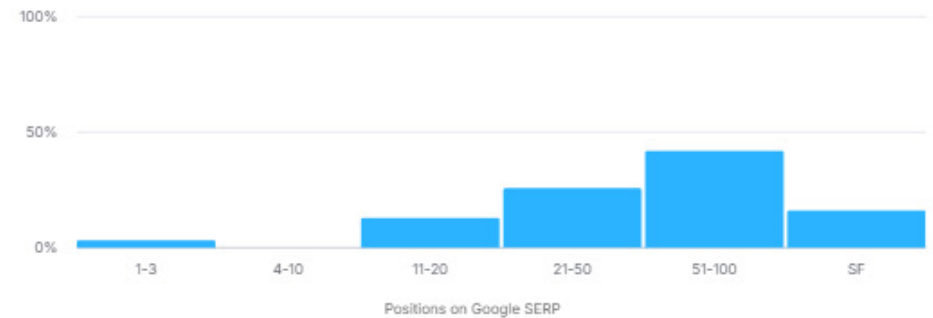
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Keywords by Intent

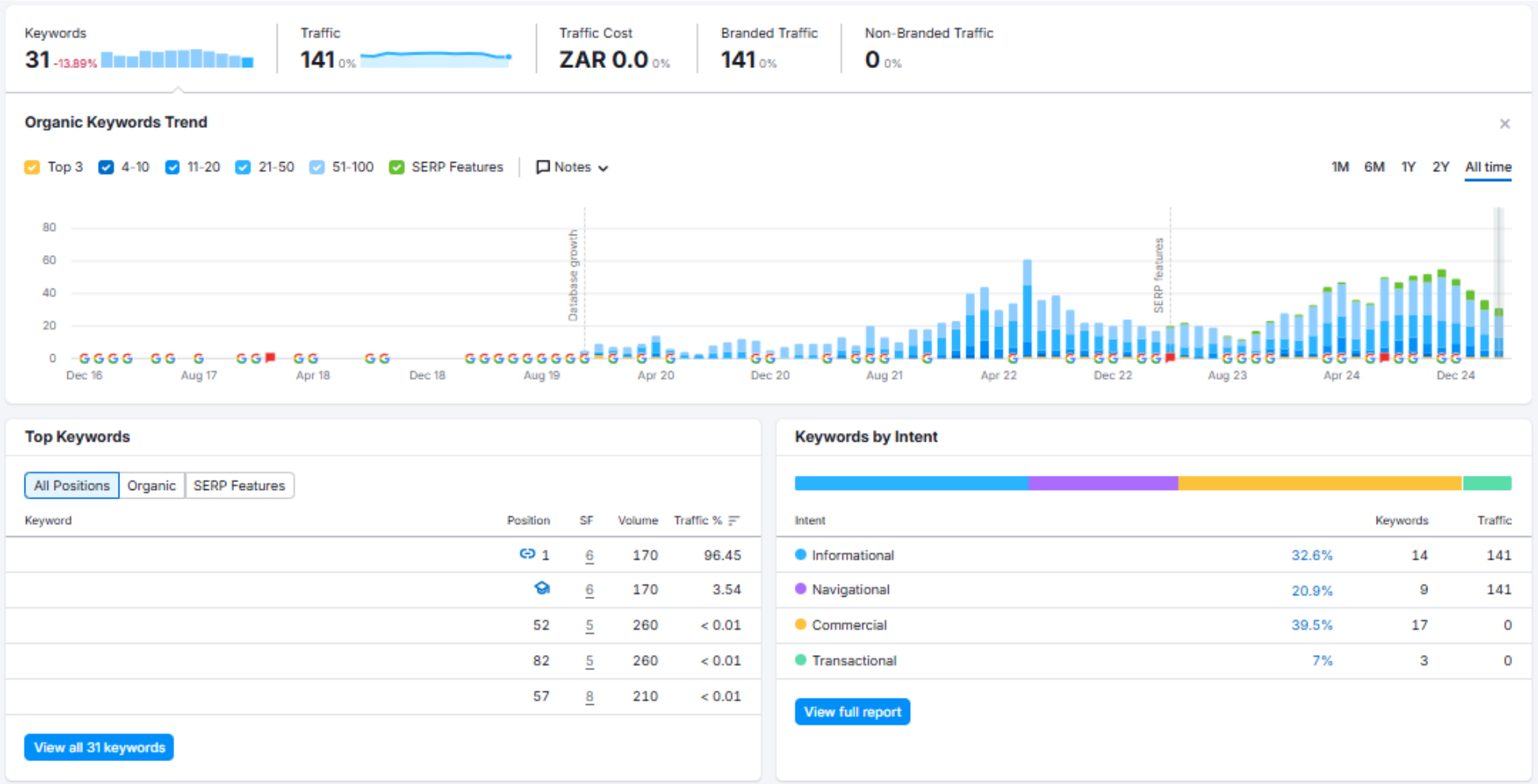
Intent	Keywords	Traffic
Informational	32.6%	14
Navigational	20.9%	9
Commercial	39.5%	17
Transactional	7%	3

[View details](#)

Organic Position Distribution



SEARCH AUDIT

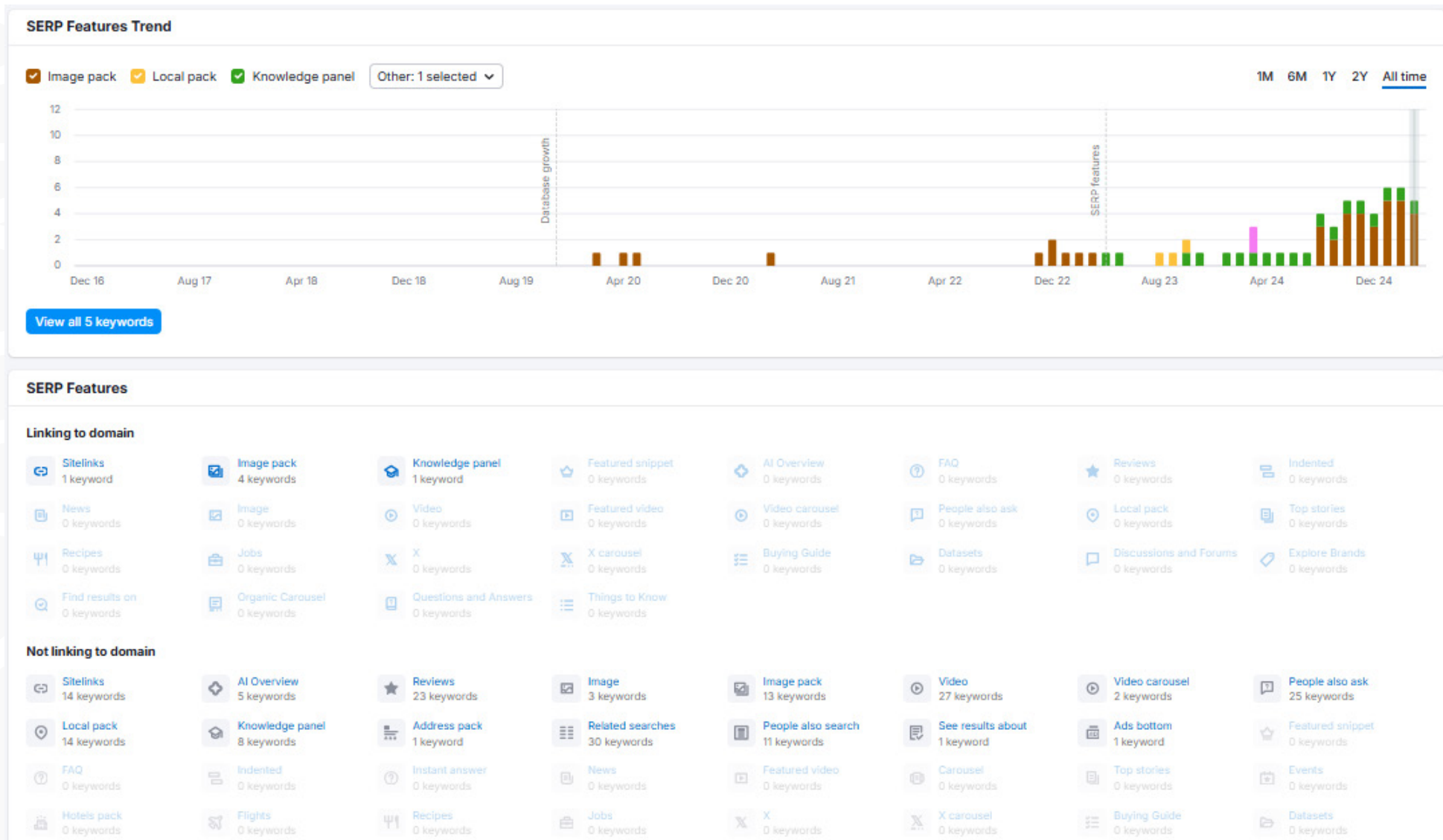


SEARCH AUDIT

Keywords

31-13.89%

SEARCH AUDIT



SEARCH AUDIT

Top Pages

URL	Traffic %	Keywords
	100.00	10
/Social-Media-Marketing-Services.html	< 0.01	1
/Search-Engine-Optimisation.html	< 0.01	1
/digital-news...l-marketing-in-south-africa-in-2024.html	< 0.01	2
/Web-Development-Services-Hosting-Services.html	< 0.01	4

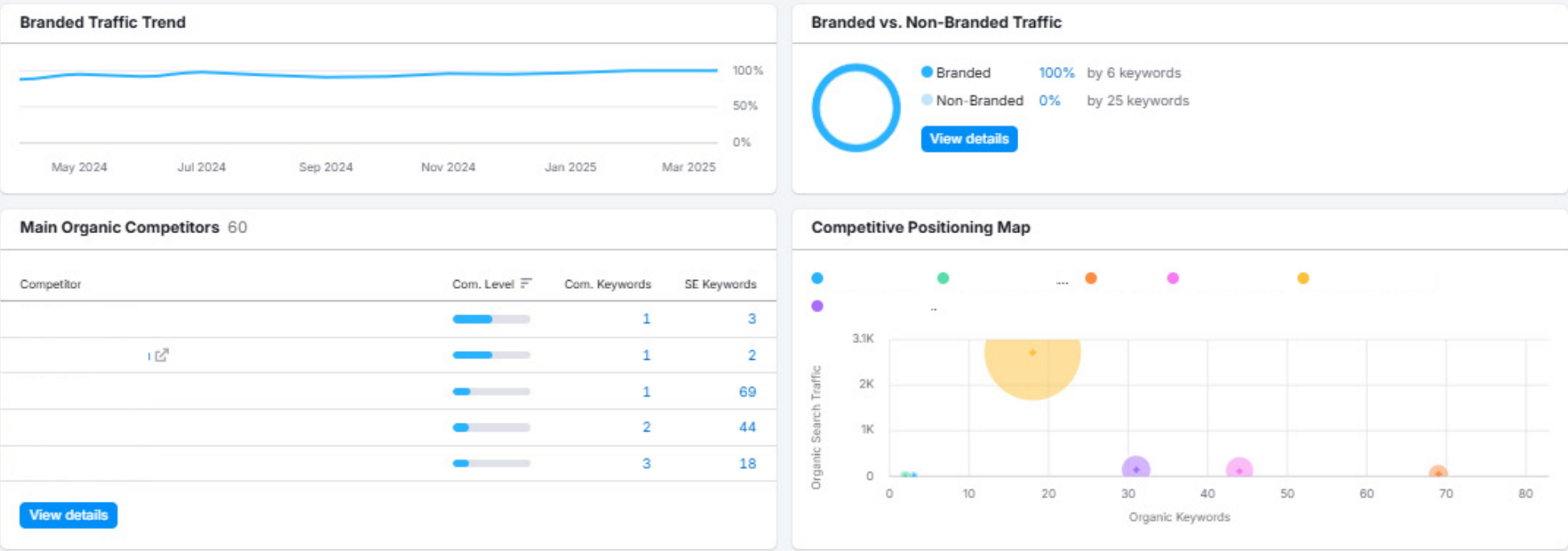
[View all 10 pages](#)

Top Subdomains

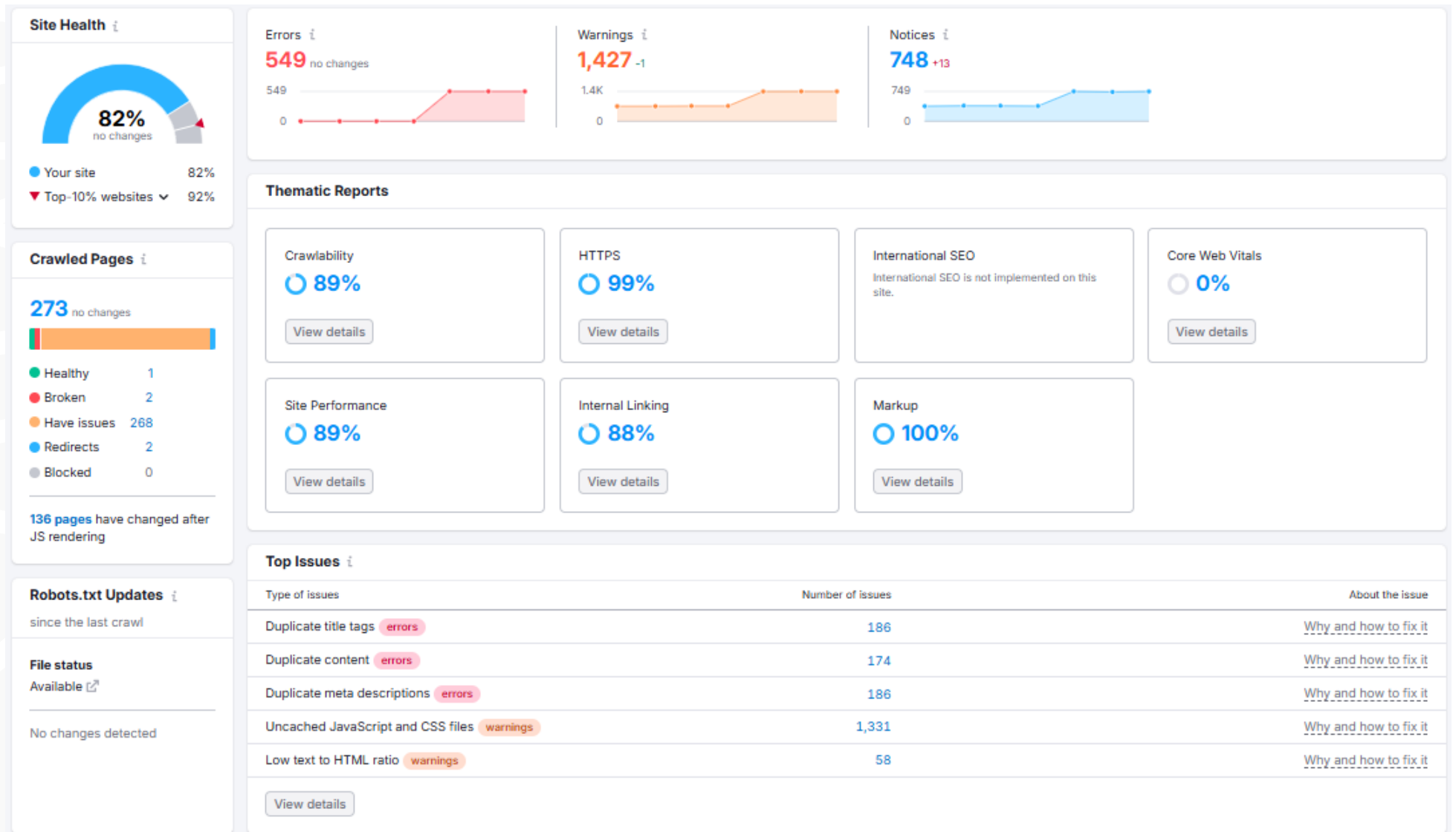
Subdomain	Traffic %	Keywords
[Link]	100.00	31

[View subdomain](#)

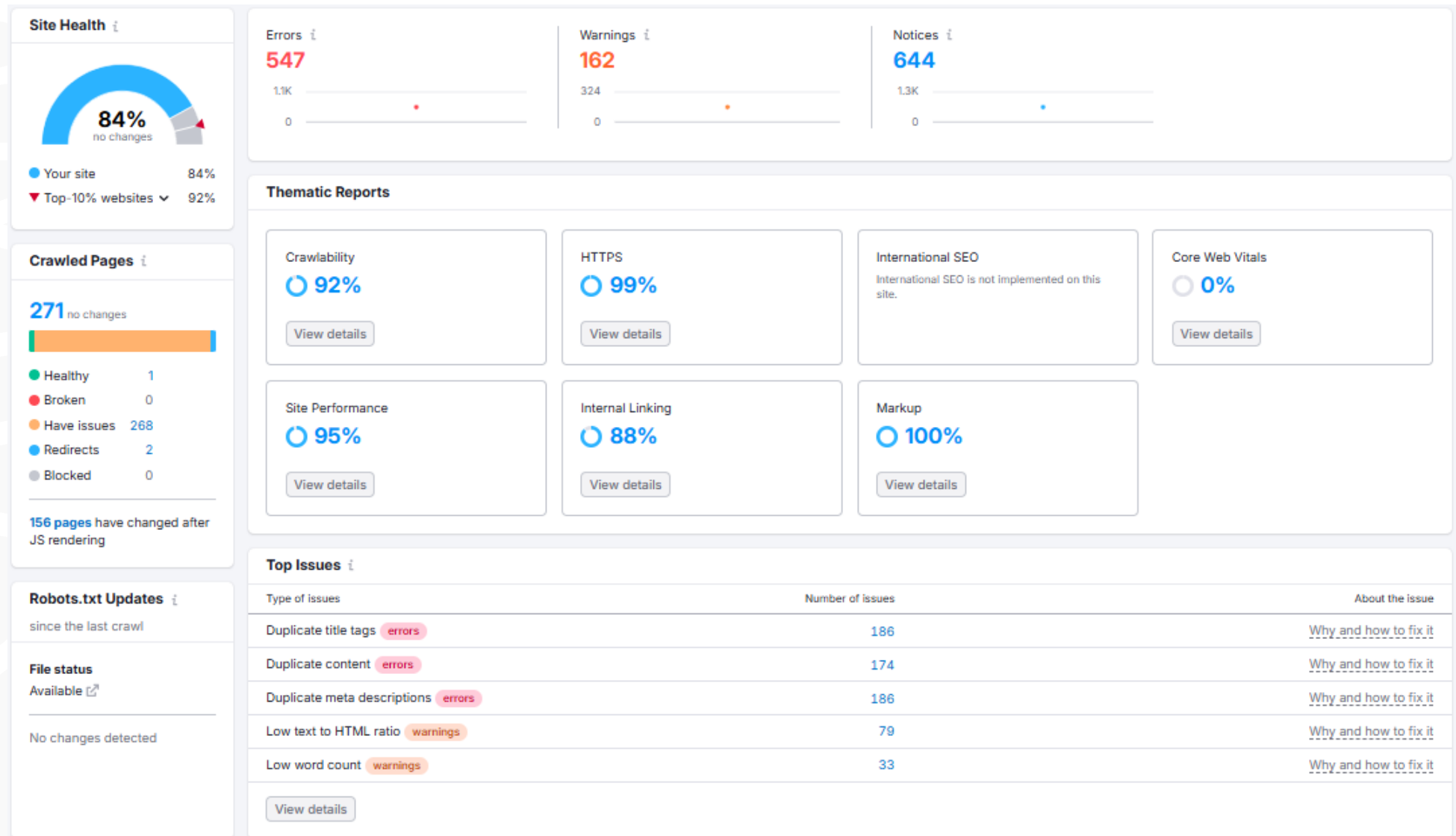
SEARCH AUDIT



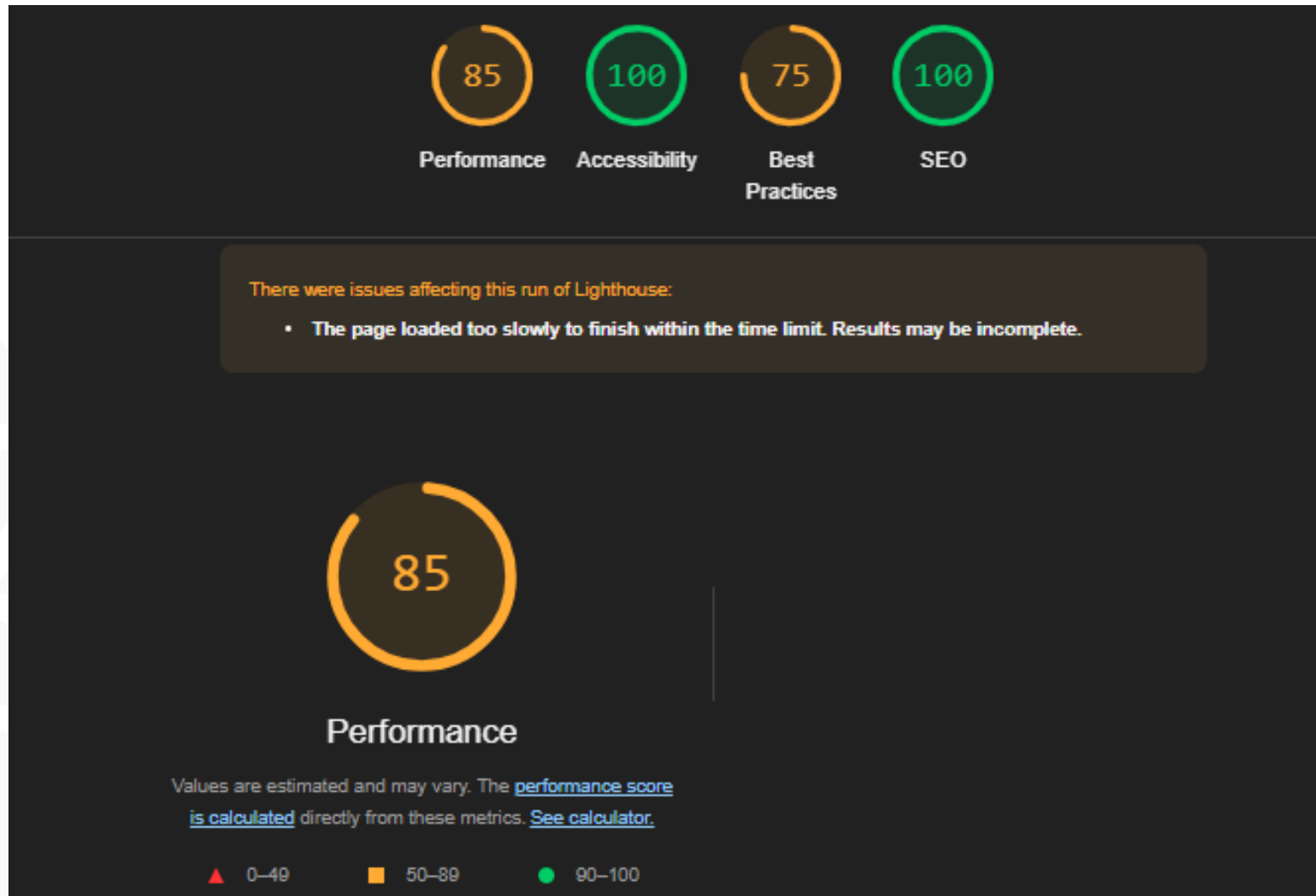
WEBSITE AUDIT – SITE HEALTH



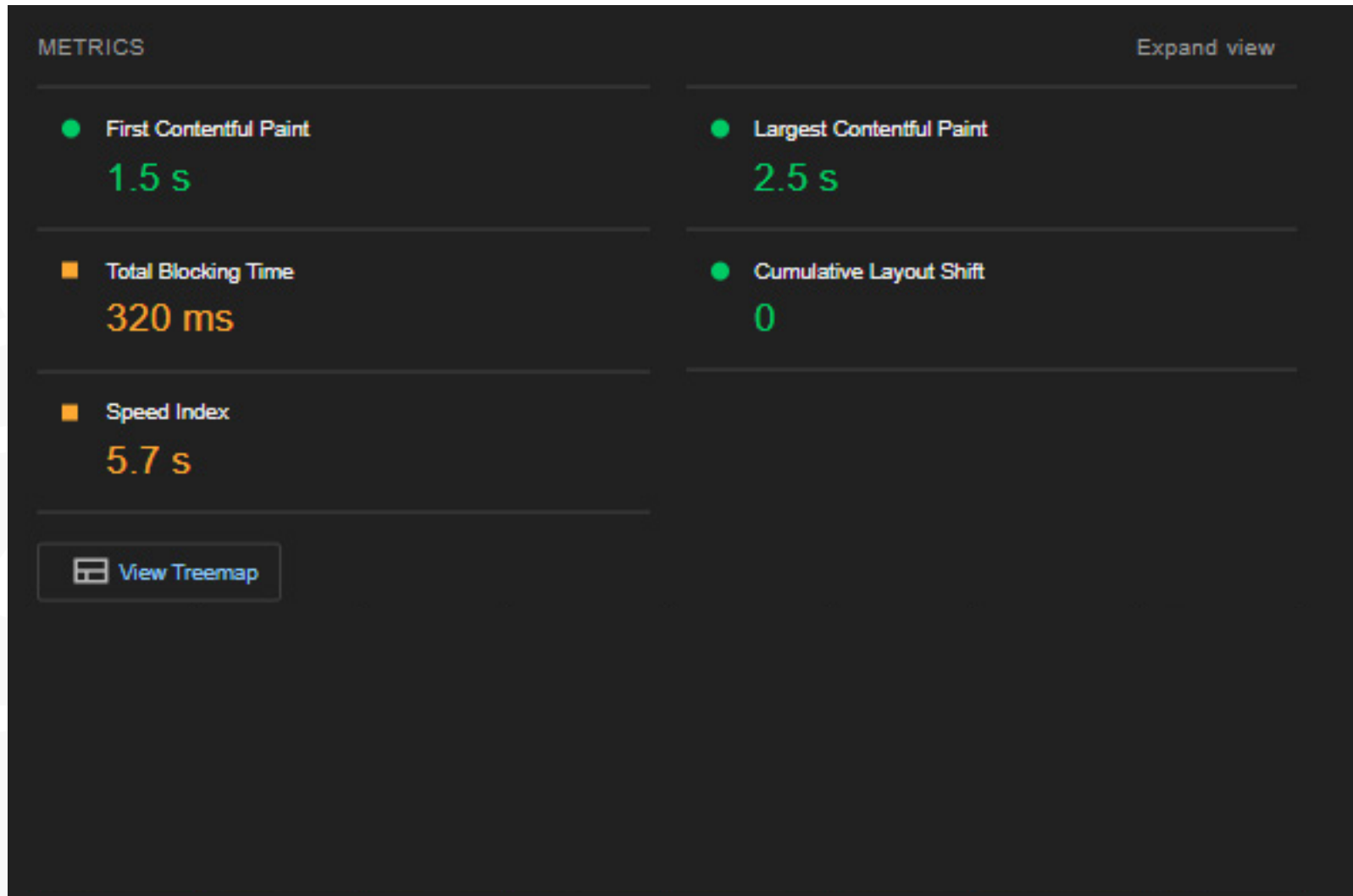
WEBSITE AUDIT – SITE HEALTH



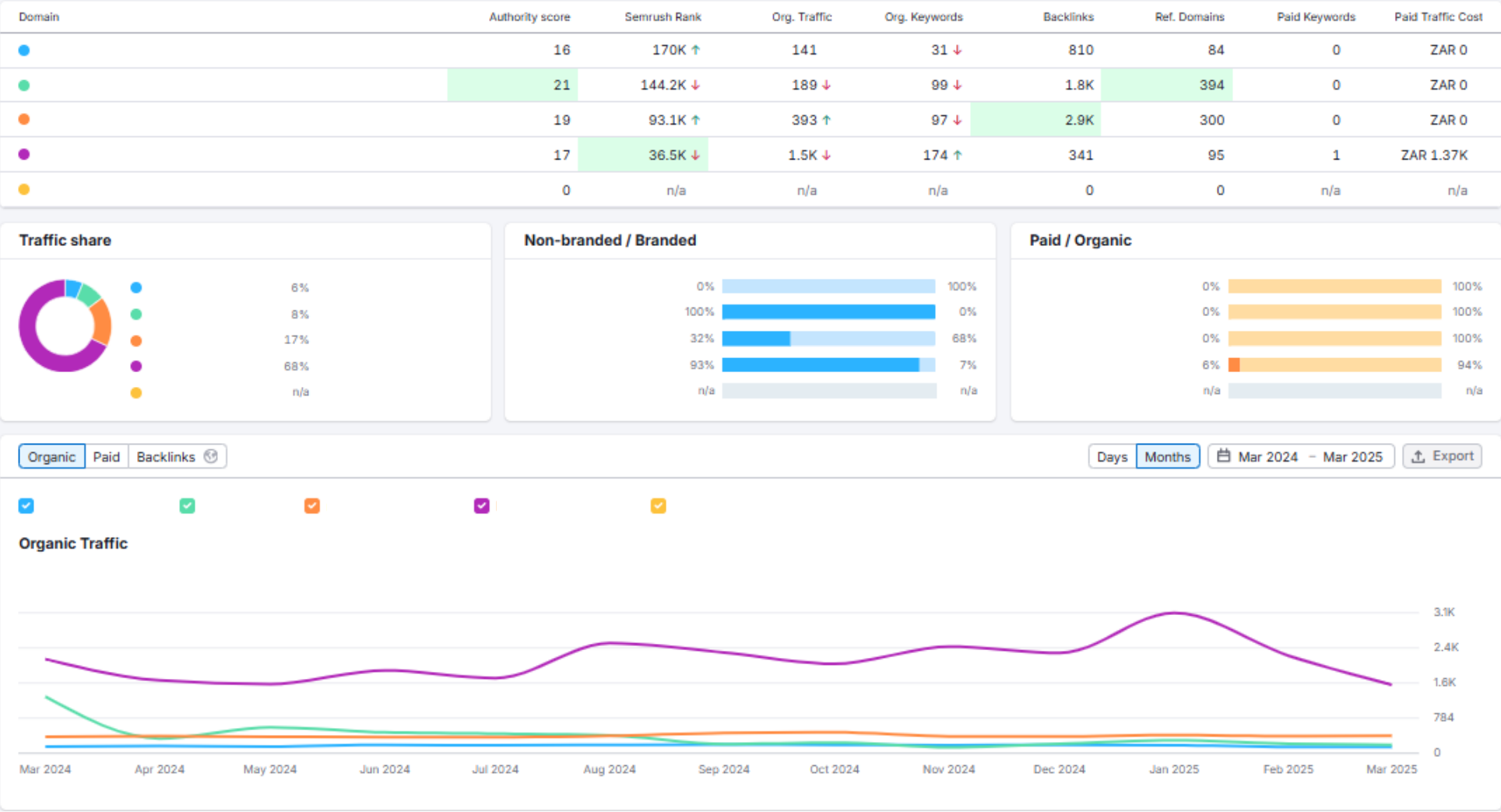
WEBSITE AUDIT – SITE HEALTH



WEBSITE AUDIT – SITE HEALTH








WEBSITE AUDIT – SITE HEALTH



COMPETITOR ANALYSIS

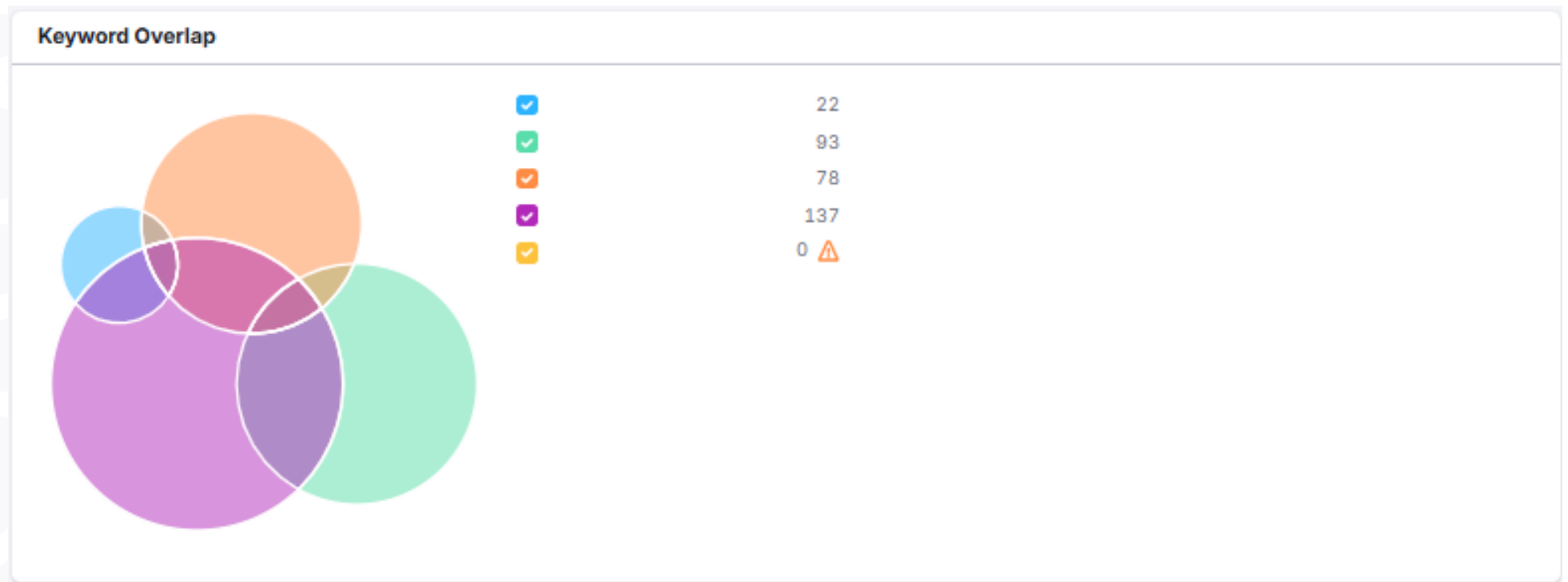


COMPETITOR ANALYSIS

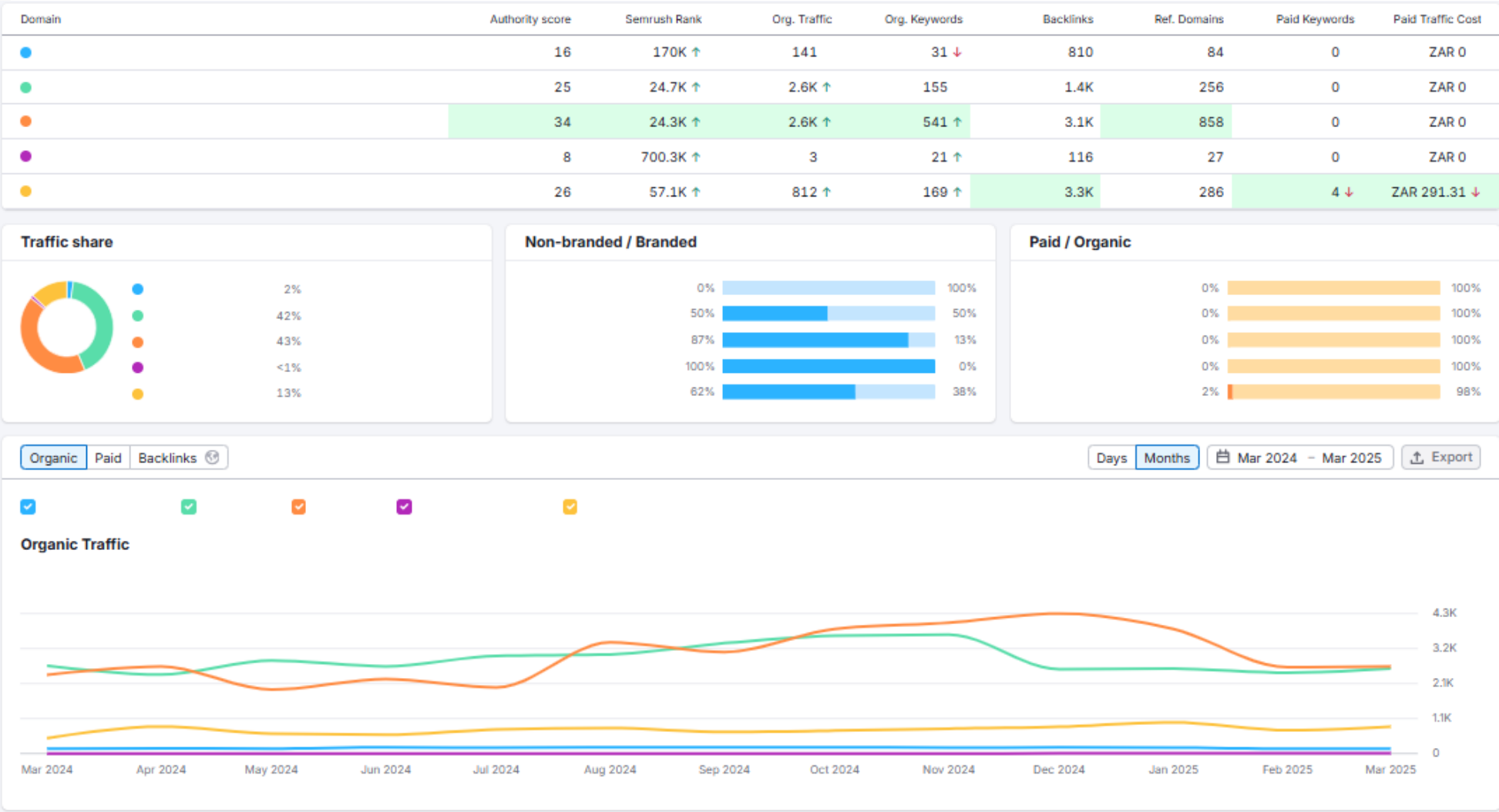
Company Info ⓘ					
					
Company Name	n/a				
Categories	n/a	Advertising Digital Media Social Media	Creative Agency Marketing	Advertising Digital Marketing SEO Social Media Marketing	Advertising Digital Marketing Marketing SEO Social Media Marketing UX Design Web Apps
Number of Employees	n/a	11-50	101-250	11-50	n/a
Total Funding Amount	n/a	n/a	n/a	n/a	n/a

Powered by
crunchbase

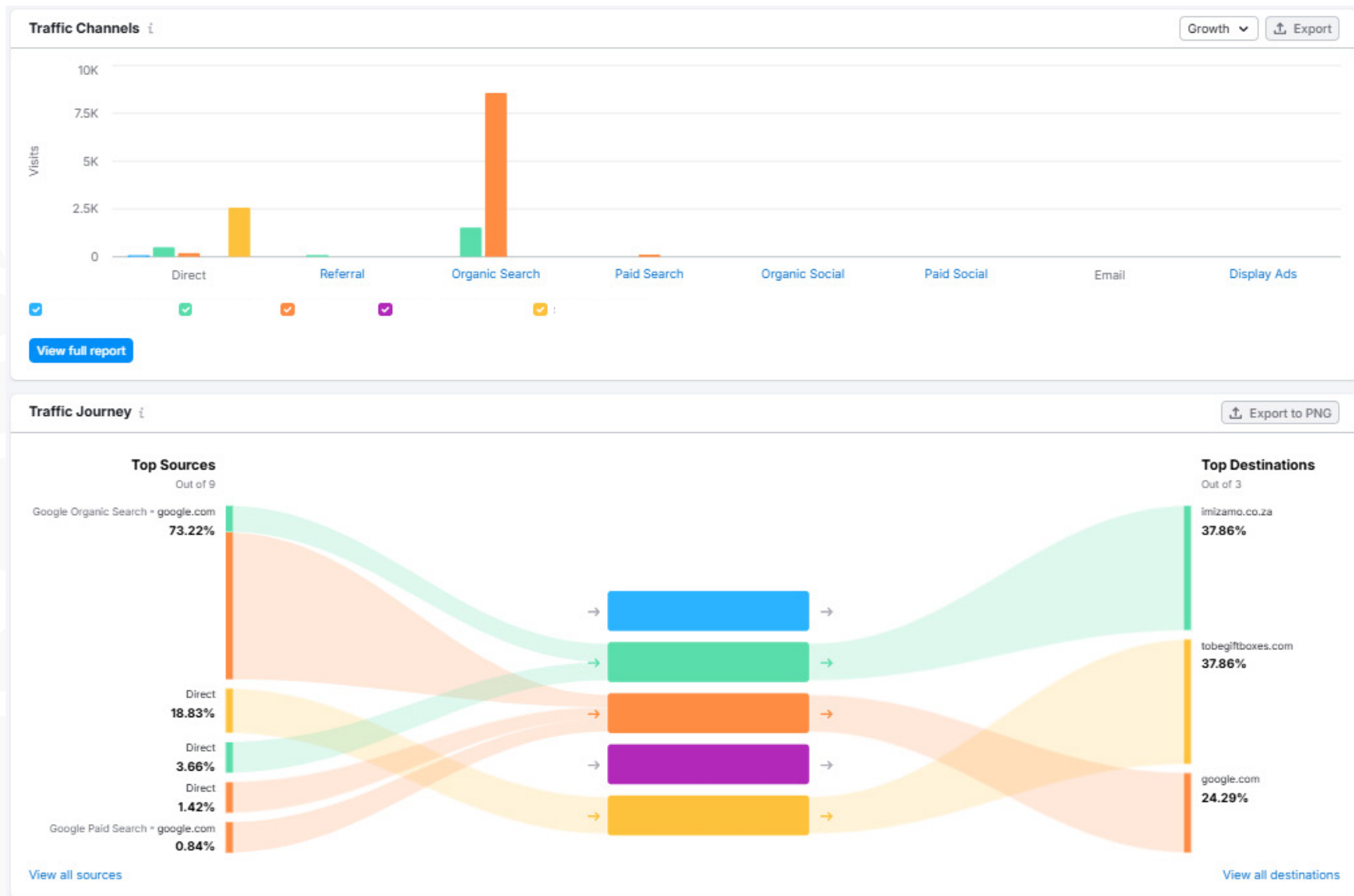
COMPETITOR ANALYSIS



COMPETITOR ANALYSIS



COMPETITOR ANALYSIS

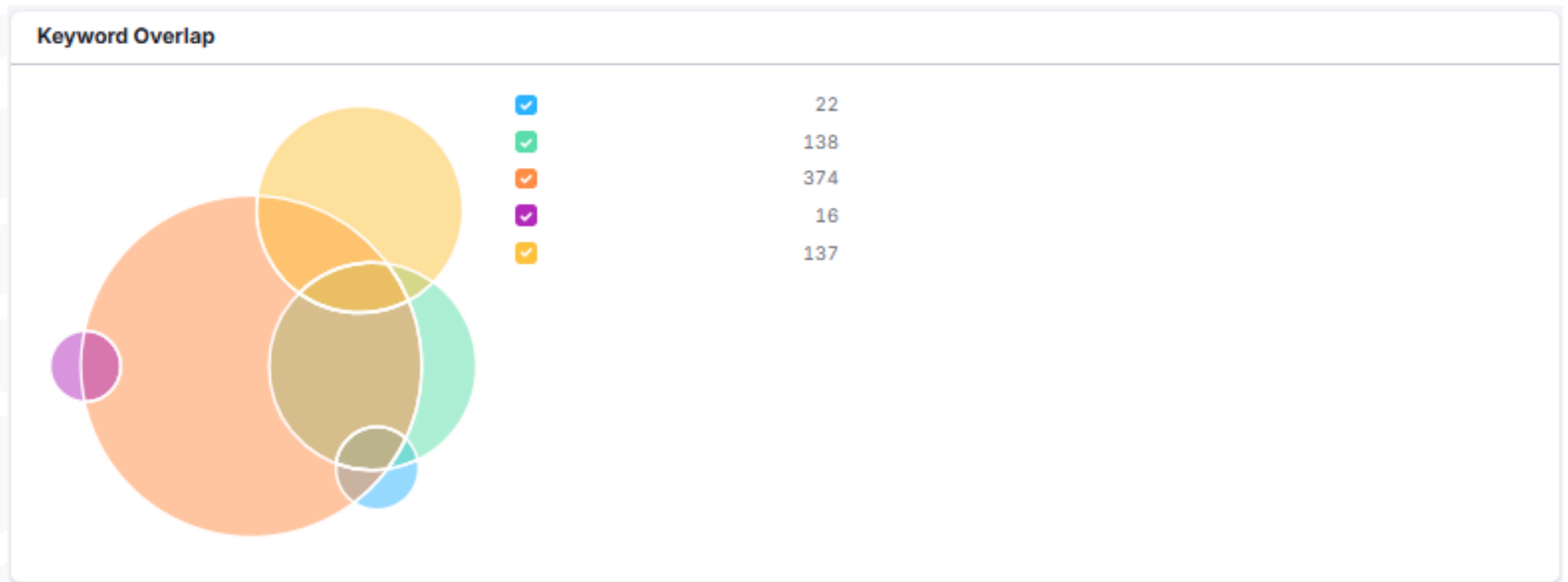


COMPETITOR ANALYSIS

Company Info ⓘ					
	●	●	●	●	●
Company Name					
Categories	n/a	Advertising Analytics Digital Marketing Public Relations SEO Web Development	Content Marketing Digital Marketing Web Design Web Development	Digital Marketing Graphic Design Social Media Marketing Web Design	Advertising Marketing SEO Web Design
Number of Employees	n/a	101-250	11-50	1-10	11-50
Total Funding Amount	n/a	n/a	n/a	n/a	n/a

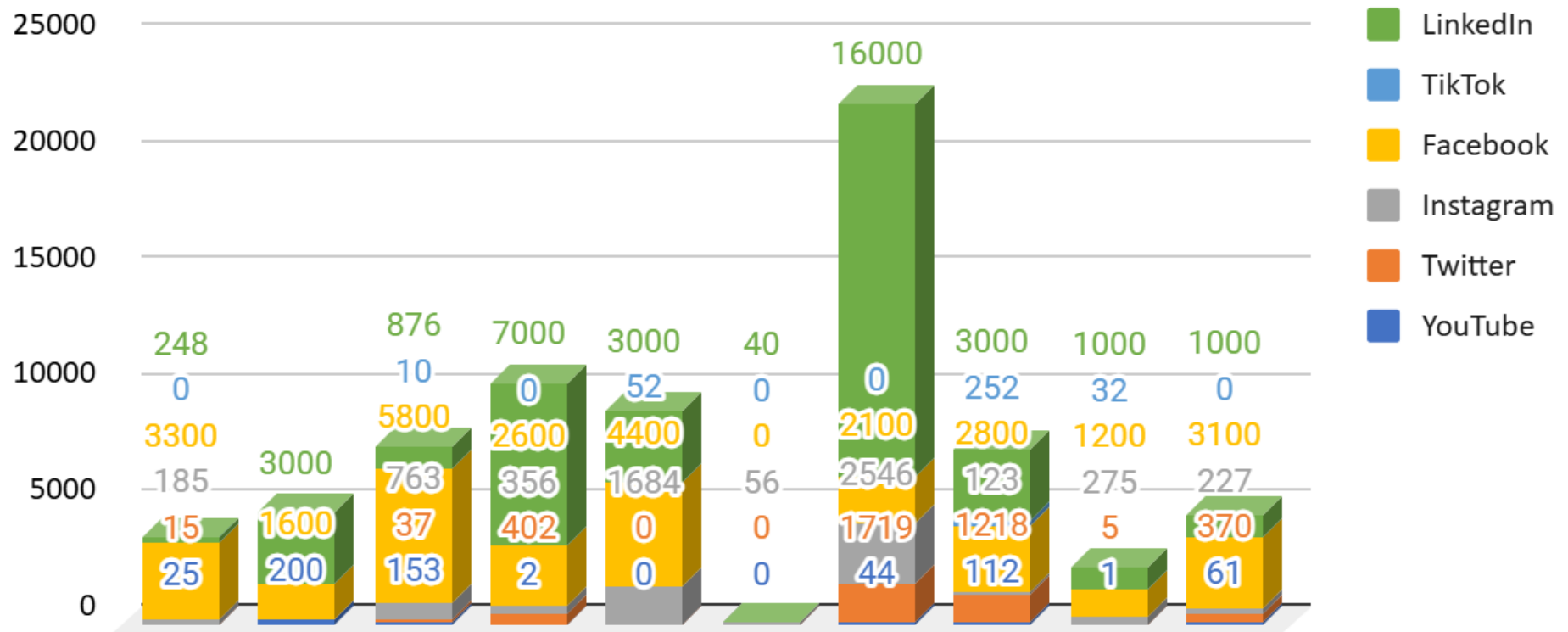
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COMPETITOR ANALYSIS



SOCIAL AUDIT

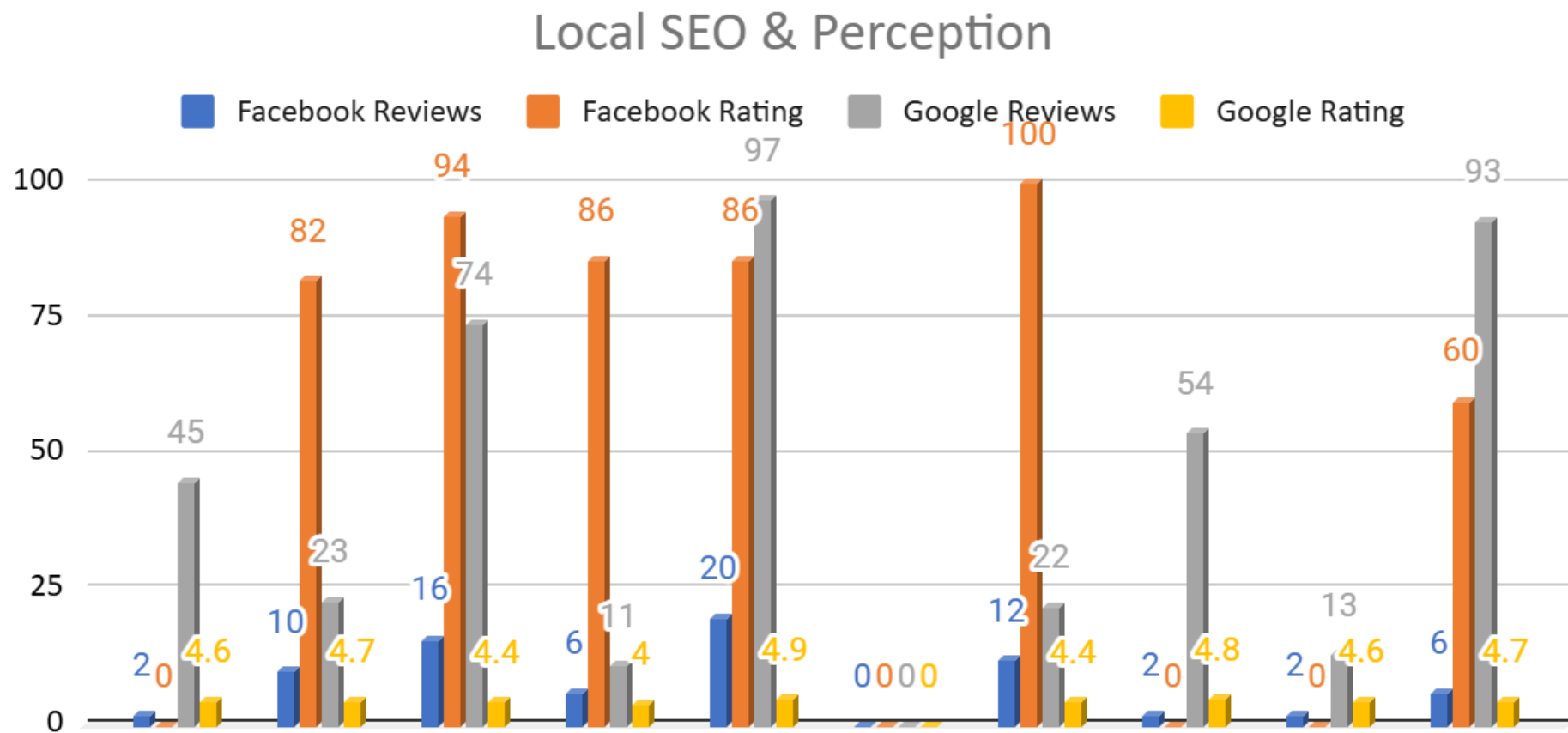
Social Media Followers



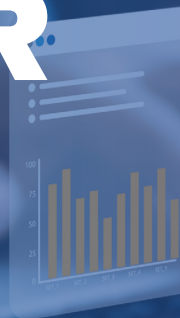
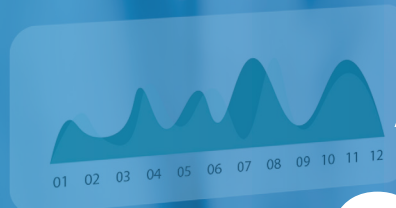
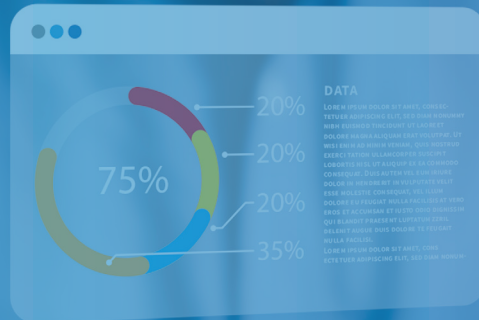
SOCIAL AUDIT

	YouTube	Twitter	Instagram	Facebook	TikTok	LinedIn
Your Company	25	15	185	3300	0	248
Competitor 1	200	483	551	1600	154	3000
Competitor 2	153	37	763	5800	10	876
Competitor 3	2	402	356	2600	0	7000
Competitor 4	0	0	1684	4400	52	3000
Competitor 5	0	0	56	0	0	40
Competitor 6	44	1719	2546	2100	0	16000
Competitor 7	112	1218	123	2800	252	3000
Competitor 8	1	5	275	1200	32	1000
Competitor 9	61	370	227	3100	0	1000

LOCAL SEO & PERCEPTION AUDIT



ADDITIONAL COMPETITOR ACTIVITY



SOCIAL AUDIT

Page transparency

Page information for Penguin ⓘ

History ⓘ

Created - Penguin
November 7, 2012

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
South Africa (7)

Ads from this Page

This Page is not currently running ads.

Go to Ad Library

Find support or report Page ⓘ

Close

Page transparency

Page information for Right Click Media Digital Solutions ⓘ

History ⓘ

Changed name to Right Click Media Digital Solutions
June 23, 2022

Merged with the Page Right Click Media International
July 19, 2021

Created - Right Click Media
July 18, 2014

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
South Africa (6)

Ads from this Page

This Page is not currently running ads.

Go to Ad Library

Page transparency

Page information for BlueMagnet ⓘ

History ⓘ

Changed name to BlueMagnet
April 24, 2015

Created - Blue Magnet Digital Solutions
September 9, 2011

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
South Africa (4)

Ads from this Page

This Page is not currently running ads.

Go to Ad Library

Find support or report Page ⓘ

Close

Page transparency

Page information for Black Snow Agency ⓘ

History ⓘ

Changed name to Black Snow Agency
August 23, 2021

Changed name to Black Snow
May 4, 2021

Changed name to Black Snow SA
January 30, 2020

See 2 More ▾

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
South Africa (5)

Ads from this Page

This Page is not currently running ads.

Go to Ad Library

Page transparency

Facebook is showing information to help you understand the purpose of this Page.

100109660068091
Page ID

February 9, 2011
Creation date

Admin info
This Page can have multiple admins. They may have permission to post content, comment or send messages as the Page.

This Page is not currently running ads.

See all

SOCIAL AUDIT

Page transparency

Page information for FENIX

History

- Changed name to FENIX
December 2, 2024
- Changed name to Fenix
July 10, 2023
- Changed name to Fenix Marketing
February 5, 2020

See 1 More

People who manage this Page

- Primary country/region location for people who manage this Page includes:
South Africa (4)

Ads from this Page

- This Page is not currently running ads.

Go to Ad Library

Find support or report Page

Close

Page transparency

Page information for MO Agency

History

- Changed name to MO Agency
November 12, 2019
- Changed name to MO - Digital Marketing Agency
June 28, 2016
- Created - Markets Online | Digital Marketing Agency
April 18, 2011

People who manage this Page

- Primary country/region location for people who manage this Page includes:
South Africa (5)

Ads from this Page

- This Page is not currently running ads.

Go to Ad Library

Find support or report Page

Close

Page transparency

Facebook is showing information to help you understand the purpose of this Page.

188649901274446

Page ID

December 18, 2012

Creation date

Admin info

This Page can have multiple admins. They may have permission to post content, comment or send messages as the Page.

This Page is not currently running ads.

See all

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GOOGLE ADS AUDIT

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We are a marketing agency with a distinctive vibe. We transform your visions into magic!

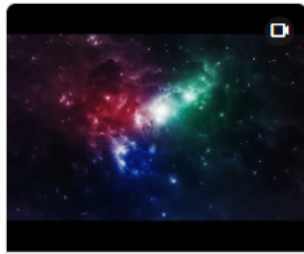
Penquin Airtime (Propriety) Limited
Verified

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Integrated Marketing Agency

We are a marketing agency with a distinctive vibe. We transform your visions into magic!

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<Rating (Reviews)>
Marketing agency <Distance>
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Any time

Shown in South Africa

All platforms

Q

All topics

X

Not finding an advertiser you're looking for? They might not advertise with Google

FAQ

Any time

Shown in South Africa

All platforms

Q

All topics

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All platforms

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Website Developers - Web Development Services

We Provide end-to-end Solutions to Businesses Looking to Increase their Online Presence. Our Team Provides Knowledgeable Guidance and...

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Contact Us

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Starbright - Website Developers

Our Team Provides Knowledgeable Guidance and Recommendations to Enhance Your Website. We Provide end-to-end Solutions to Businesses Looking to Increase their Online Presence. Personalized Packages. 10+ Years' Experience.

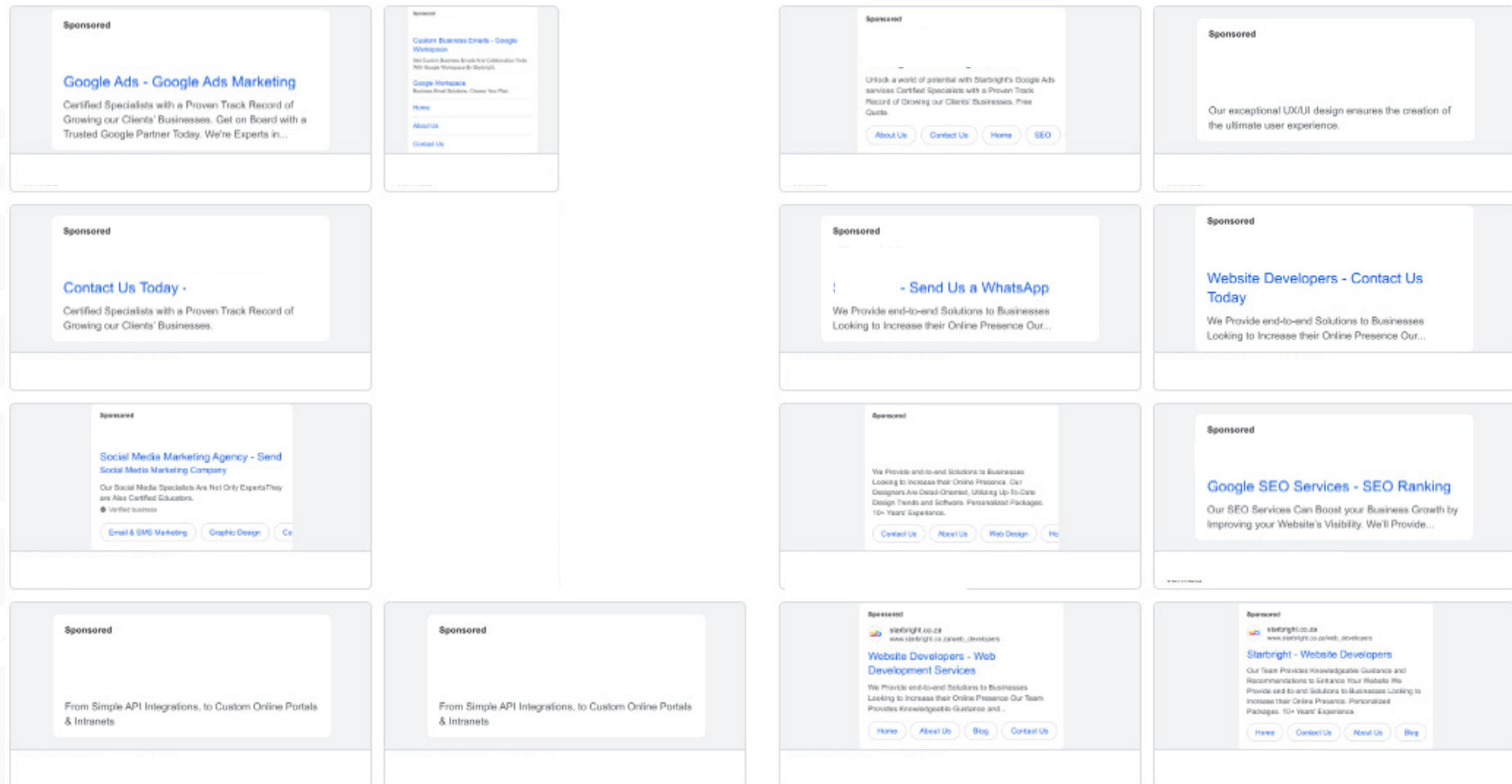
Home
Contact Us
About Us
Blog

GOOGLE ADS AUDIT

The collage displays six Google Ads examples:

- Top Left:** Sponsored. HubSpot Partner Agency. Explore marketing automation, segmentation, customer journeys, and sales revenue growth.
- Top Right:** Sponsored. Get HubSpot Sales CRM - Purchase HubSpot CRM. Ready for HubSpot? Our experts deliver tailored implementation to meet your goals. Get... Our Pricing. Sales Enablement And CRM. Digital Marketing. Career Opportunities. Web Design & Development.
- Middle Left:** Sponsored. CRM System South Africa. Improve Sales Rep Productivity.
- Middle Right:** Sponsored. HubSpot Partner Agency. Explore marketing automation, segmentation, customer journeys, and sales revenue growth.
- Bottom Left:** Sponsored. Search Ads. Trust Us To Create Ads To Increase Traffic To Your Website.
- Bottom Right:** Sponsored. We Make Digital Simple and Seamless For Your Businesses Growth.

GOOGLE ADS AUDIT



GOOGLE ADS AUDIT

<p>Sponsored</p> <p>Redesign Your Website. Expert Custom Web Design & Development. Contact Us Today!</p>	<p>Sponsored</p> <p>We assist you in building your dream custom website for your business.</p>
<p>Sponsored</p> <p>Showcase & Grow Your Business With Google Ads. Trust Our Experts To Meet Your PPC Needs.</p>	<p>Sponsored -</p> <p>Google Business Storage</p> <p>Starbright is An Approved Reseller of Google Workspace. View Our Packages & Enquire Today</p>
<p>Sponsored</p> <p>Ad Free Email Experience</p> <p>Starbright is an approved reseller of Google Gmail Business Email Packages. Enquire Today</p>	<p>Sponsored</p> <p>Starbright Web Design</p> <p>Web Design For All Companies. Our Web Designers Will Breathe New Life Into Your Website.</p>
<p>Sponsored</p> <p>Custom Website Design Company</p> <p>We are a Custom Website Design Company. Get In Touch To Upgrade Your Look Today!</p>	<p>Sponsored</p> <p><dynamically generated based on landing page content></p> <p>Let Us Help You Maximise Your Online Presence With Google Ads. Contact Our Experts Today! We Can Help Your Business Succeed. Driven, Insightful & Certified Google Ads Specialists.</p>

WEBSITES

Competitor Website 1

Competitor Website 2

Competitor Website 3

Competitor Website 4

WEBSITES

Competitor Website 5

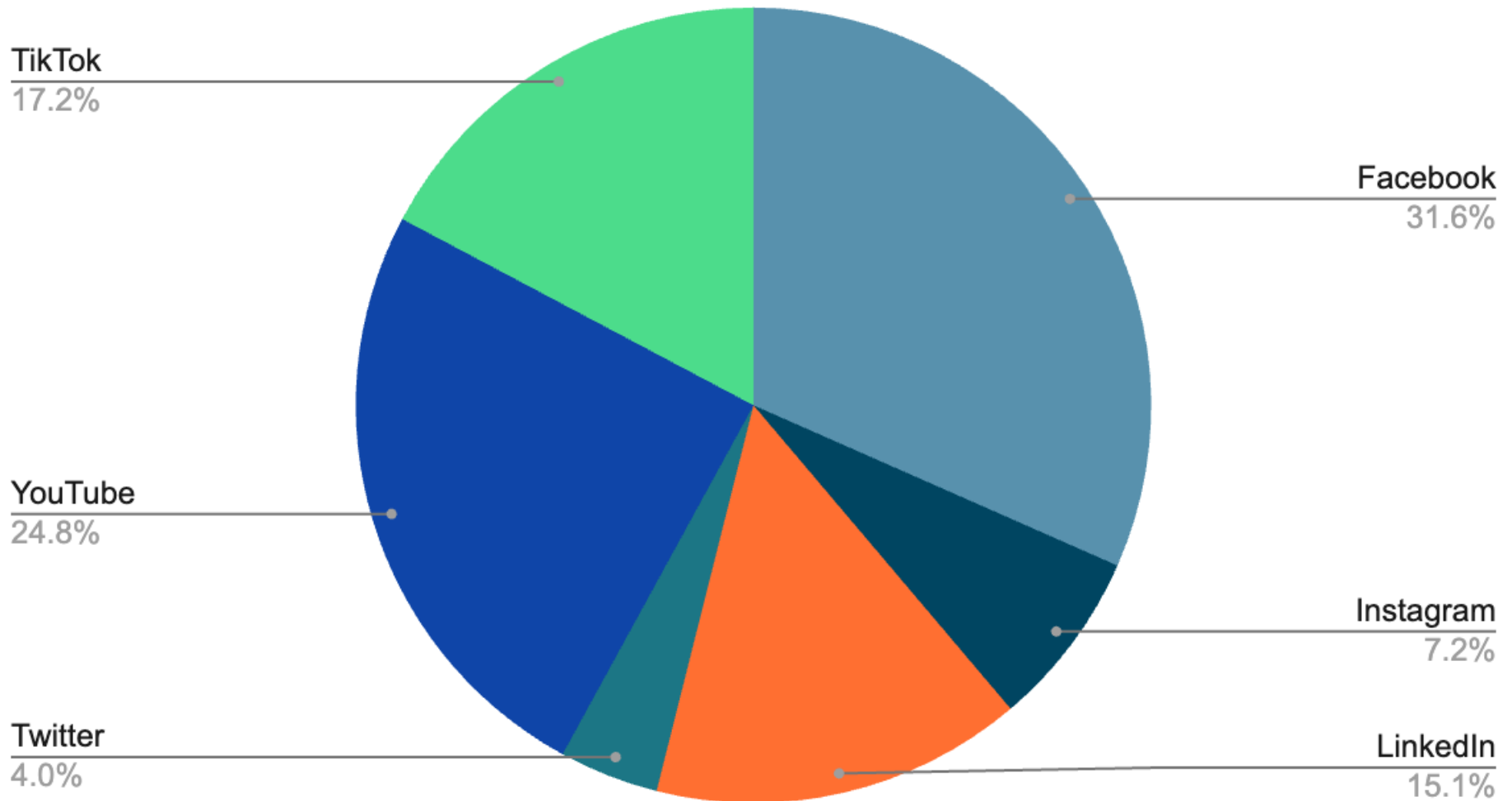
Competitor Website 6

Competitor Website 7

Competitor Website 8

SOCIAL AUDIT

Social Media Channel Size In SA



AUDIENCE TARGETING

Primary: Established Medium to Large Businesses

Preferred Communication Channels:

- LinkedIn (thought-leadership, B2B content)
- Email (personalised communication and nurturing)
- Industry events, webinars, and virtual roundtables
- Authoritative industry media & business publications (digital editions)

Industries:

- Financial Services
- Technology & Software
- Healthcare & Pharmaceuticals
- Professional Services (Consulting, Legal, Accounting, etc.)
- Manufacturing and Industrial
- Consumer Packaged Goods (CPG)
- Automotive
- Hospitality and Lifestyle brands

Pain Points & Motivations:

- Under pressure to deliver measurable outcomes (ROI, brand growth, lead gen).
- Frustrated by past engagements with unqualified or inexperienced digital marketing providers.
- Value strategic advisory and complementary partnerships rather than perceived competition.
- Looking for experts to extend their digital capability without draining internal capacity.

Business Size:

- Medium-to-large enterprises with stable operational structures
- Typically, companies that already have clearly defined marketing functions and dedicated personnel

Roles & Decision Makers:

- Chief Marketing Officers (CMOs)
- Marketing Directors & Managers
- Heads of Digital / Digital Transformation Officers
- Senior Brand Managers

Key Characteristics:

- Understand and value strategic alignment of digital efforts with wider business goals.
- Prefer certified and credible partners over budget-driven generalists.
- Interested in ROI-driven solutions, measurement transparency, and clear campaign attribution.
- Typically seeking long-term partnerships rather than short-term vendor relationships.



AUDIENCE TARGETING

Secondary: C-Suite & Senior Management Executives

Preferred Communication Channels:

- Direct personalised outreach (LinkedIn InMail, personalised email)
- Strategic roundtable sessions and webinars with limited access
- Authoritative and strategic-level digital and print publications (industry leadership publications, Business Day, Financial Mail, etc.)

Business Size:

- Medium-to-large organisations that value digital transformation as key strategic initiatives.

Industries:

- Similar to Primary Audience, with particular emphasis on industries prioritising digital transformation and innovation.

Roles & Decision Makers:

- CEOs & Managing Directors
- Chief Financial Officers (CFOs)
- Chief Operations Officers (COOs)
- Chief Information Officers (CIOs)



Pain Points & Motivations:

- Desire clear demonstration of the impact digital marketing makes at a strategic business level.
- Looking for alignment between digital investments and their overall strategic vision.
- Need assurance around reputational risk management (partnering with reputable, qualified agencies).

Key Characteristics:

- Strategic, high-level thinkers interested in business outcomes, bottom-line growth, and competitive advantages.
- Interested in how digital marketing fits within broader digital transformation.
- Highly value trust, proven credibility, and professional reputation.

AUDIENCE TARGETING

Supporting: Internal Influencers & Champions

Preferred Communication Channels:

- Practical and educational blog content, downloadable guides
- Interactive webinars, short-form video insights
- Regular, helpful updates via email newsletters, WhatsApp, SMS

Business Size:

- Typically mid-sized enterprises with developing marketing capabilities.

Industries:

- Broader spectrum across key verticals where digital is increasingly essential but internal digital expertise may be limited.

Roles & Decision Makers:

- Internal Marketing Specialists
- Digital Marketing Managers
- Content and Social Media Managers

Pain Points & Motivations:

- Require support and guidance on effectively working with external digital agencies.
- Seeking validation and credibility within their organisation through successful external partnerships.
- Often experiencing limitations in internal resources or specialised knowledge.

Key Characteristics:

- Interested in practical insights, educational content, and case studies to advocate internally.
- Often initiators of relationships with external agencies.



South Africa

ADDITIONAL INSIGHTS & SUGGESTIONS

Key Insights from the Audit:

- Search & SEO: [Comapny Name]'s organic search visibility requires enhancement, as competitors dominate key search terms.
- Website Health: Site health shows opportunities for improvement in user experience and SEO optimisation.
- Competitor Analysis: Competitors like Flume, Black Snow Group, and Mo Agency exhibit stronger social media presence and digital authority.
- Social Media Presence: LinkedIn is strong for [Comapny Name], but significant room for growth on Instagram, Facebook, YouTube, and Twitter compared to key competitors.
- Local SEO & Digital Perception: [Comapny Name] could strengthen visibility in local search results and improve overall brand positioning against competitors.

Recommendations and Strategic Actions:

1. Enhance Organic Visibility and Website Optimisation:

- Technical SEO:
- Address technical site improvements, focusing on mobile responsiveness, page load speed, and structured data markup.
- Improve site navigation and reduce bounce rates with clear, action-oriented calls-to-action (CTAs).
- Content Strategy:
- Develop authoritative, industry-specific blog content targeting key search terms related to strategic digital marketing, certification, and advanced integrated solutions.
- Optimise existing content, leveraging internal linking to strengthen keyword rankings and user navigation.

2. Social Media Growth and Engagement:

LinkedIn:

- Continue leveraging thought leadership, particularly through targeted articles, LinkedIn Live sessions, and sponsored content directed towards senior marketing executives.

Instagram, Facebook & YouTube:

- Increase frequency and quality of visual storytelling (case studies, behind-the-scenes, client success highlights).
- Consider short-form video content (Instagram Reels and YouTube Shorts) to boost organic reach and engagement.

Twitter:

- Utilise Twitter as a channel for real-time industry insights, live event coverage, and interaction with industry thought leaders and media outlets.

3. Strengthen Digital Brand Authority and Differentiation:

Showcase Certifications and Partnerships:

- Prominently display agency certifications, industry awards, and trusted partnerships across digital assets and client-facing communications.
- Create dedicated content or campaigns highlighting these differentiators explicitly.

Client Testimonial Strategy:

- Actively collect and strategically showcase client testimonials, ideally through video and written content to build credibility and trust.

4. Competitive Digital Advertising:

Google Search & Display Ads:

- Target high-intent search terms emphasising strategic alignment, certified expertise, and complementary roles to internal marketing teams.
- Introduce competitive search campaigns directly targeting competitor brand searches.

Social Media Advertising:

- Refine audience segmentation using LinkedIn Ads targeting senior marketers and decision-makers.
- Run strategic retargeting campaigns across Facebook and Instagram to nurture website visitors into leads.

5. Local SEO & Digital Presence Enhancement:

Google Business Profile Optimisation:

- Regularly update [Comapny Name]'s Google Business Profile with fresh content, client reviews, and service updates.
- Optimise listings for higher visibility in local searches through regular posting, review management, and keyword-optimised descriptions.

6. Advanced Digital Measurement and Analytics:

Integrated Reporting Dashboards:

- Develop comprehensive dashboards integrating SEO performance, paid media metrics, website analytics, and social media engagement to facilitate strategic decision-making.
- Use insights to regularly refine content and campaign strategies for optimal ROI.

7. Value-Based Relationship Building:

CRM & Conversational Marketing:

- Leverage email, SMS, and WhatsApp marketing for ongoing client engagement, personalised nurturing, and proactive communication around relevant industry updates and [Comapny Name]'s service developments.

Client Success Management:

- Implement regular strategy review sessions and workshops to ensure ongoing strategic alignment and demonstrate value.

Fiscal Digital Strategy Considerations:

Budget Allocation Efficiency:

- Prioritise SEO and organic content creation to drive long-term sustainable traffic.
- Maintain a balanced investment in paid search and social ads targeting higher-value clients to ensure efficient spend and measurable returns.

ROI and Measurement:

- Clearly define and consistently measure KPIs related to lead generation, conversion rates, customer lifetime value, and client retention.

Immediate Next Steps:

1. Address immediate website technical issues highlighted in the audit.
2. Launch strategic SEO and content optimisation projects.
3. Expand social media activity strategically to match or exceed competitor benchmarks.
4. Initiate targeted paid campaigns to reinforce [Comapny Name]'s unique selling points and boost lead generation.

By implementing these insights and actions, [Comapny Name] can effectively leverage its current digital health to drive meaningful fiscal results aligned with its ambitious strategic goals.

CAMPAIGN CONCEPTS

Campaign 1: "Strategy Elevated"

Objective:

Position [Comapny Name] as a strategic digital partner that elevates marketing outcomes.

Channels:

- **Website:** Dedicated landing page showcasing case studies and strategy workshops.
- **LinkedIn:** Thought-leadership content and targeted LinkedIn Ads.
- **Email Marketing:** Personalised invitations to strategy webinars.
- **Social Media:** Short-form video testimonials across Instagram, Facebook, and YouTube.

Tactics:

- Host monthly "Strategy Elevated" webinars featuring industry leaders.
- Release case study-driven content demonstrating measurable ROI.
- Interactive quizzes assessing digital strategy maturity.

Success Metrics:

- Webinar attendance and engagement rates.
- Lead conversions from LinkedIn and email invitations.
- Website traffic and case study downloads.

Campaign 2: "Certified Confidence"

Objective:

Highlight [Comapny Name]'s certifications to differentiate from unqualified competitors.

Channels:

- Google Search Ads targeting keywords around certified digital marketing providers.
- **LinkedIn:** Showcase posts highlighting certifications.
- **Instagram/Facebook:** Story ads emphasizing certification credentials.
- **PR & Media:** Articles in reputable industry publications.

Tactics:

- "Why Certifications Matter" content series.
- Client video testimonials emphasising trust in [Comapny Name]'s certified expertise.
- Interactive social media polls about the importance of working with certified partners.

Success Metrics:

- Click-through rates (CTR) from Google Ads.
- Social media engagement and reach.
- Increase in inbound leads mentioning certification as a decision factor.

Campaign 3: "Marketing Ally, Not Rival"

Objective:

Clearly position [Comapny Name] as complementary rather than competitive with internal marketing teams.

Channels:

- LinkedIn InMail targeting CMOs and senior marketing executives.
- Email nurturing sequences addressing concerns of internal marketing teams.
- **Website:** Dedicated "Partnership Approach" landing page.
- **Social Media:** Collaborative content featuring client marketing teams.

Tactics:

- Video interviews with clients emphasising collaboration with [Comapny Name].
- Interactive webinars co-hosted with client marketing directors.
- Short-form video series (Instagram, LinkedIn) titled "Better Together" showcasing successful internal-external team collaborations.

Success Metrics:

- Increase in consultations or meetings booked.
- Positive feedback and testimonial mentions.
- Improved engagement rates on LinkedIn and email campaigns.

Campaign 4: “The Digital Difference”

Objective:

Showcase the measurable impact of [Comapny Name]’s integrated digital strategies.

Channels:

- Paid Social Media (LinkedIn, Facebook, Instagram).
- **YouTube:** Short case study video ads.
- **Email Marketing:** Drip campaigns featuring specific success stories.
- **Website:** Interactive ROI calculator.

Tactics:

- Short, impactful video ads highlighting key campaign metrics and client testimonials.
- Case study-driven landing pages with detailed, downloadable insights.
- Social media campaigns using infographics and bite-sized success stories.

Success Metrics:

- Engagement with digital ads and videos.
- Downloads and interactions with ROI calculator.
- Conversion rate from campaign-specific landing pages.

Campaign 5: “Future-Proof Your Brand”

Objective:

Emphasise [Comapny Name]’s forward-thinking digital marketing approach and solutions.

Channels:

- Webinars on emerging digital trends (AI, automation, privacy-first marketing).
- **LinkedIn:** Regular content on future trends and insights.
- Podcast series featuring industry leaders discussing future-proof strategies.
- **Instagram & TikTok:** Short-form content highlighting digital innovation.

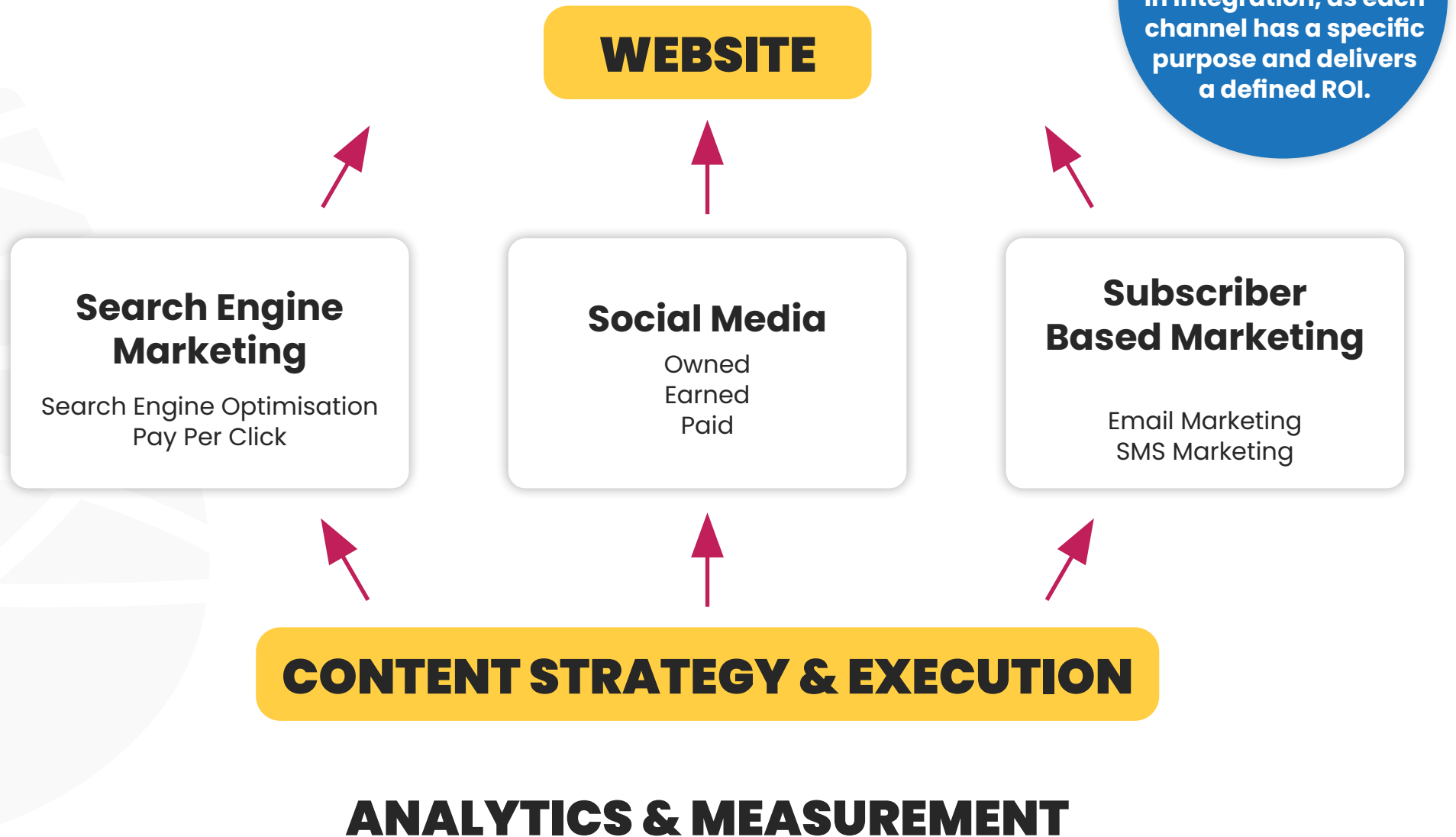
Tactics:

- Bi-monthly trend-focused webinars and podcasts.
- Social media snippets promoting insights from webinars.
- Thought leadership blogs on strategic future digital trends.

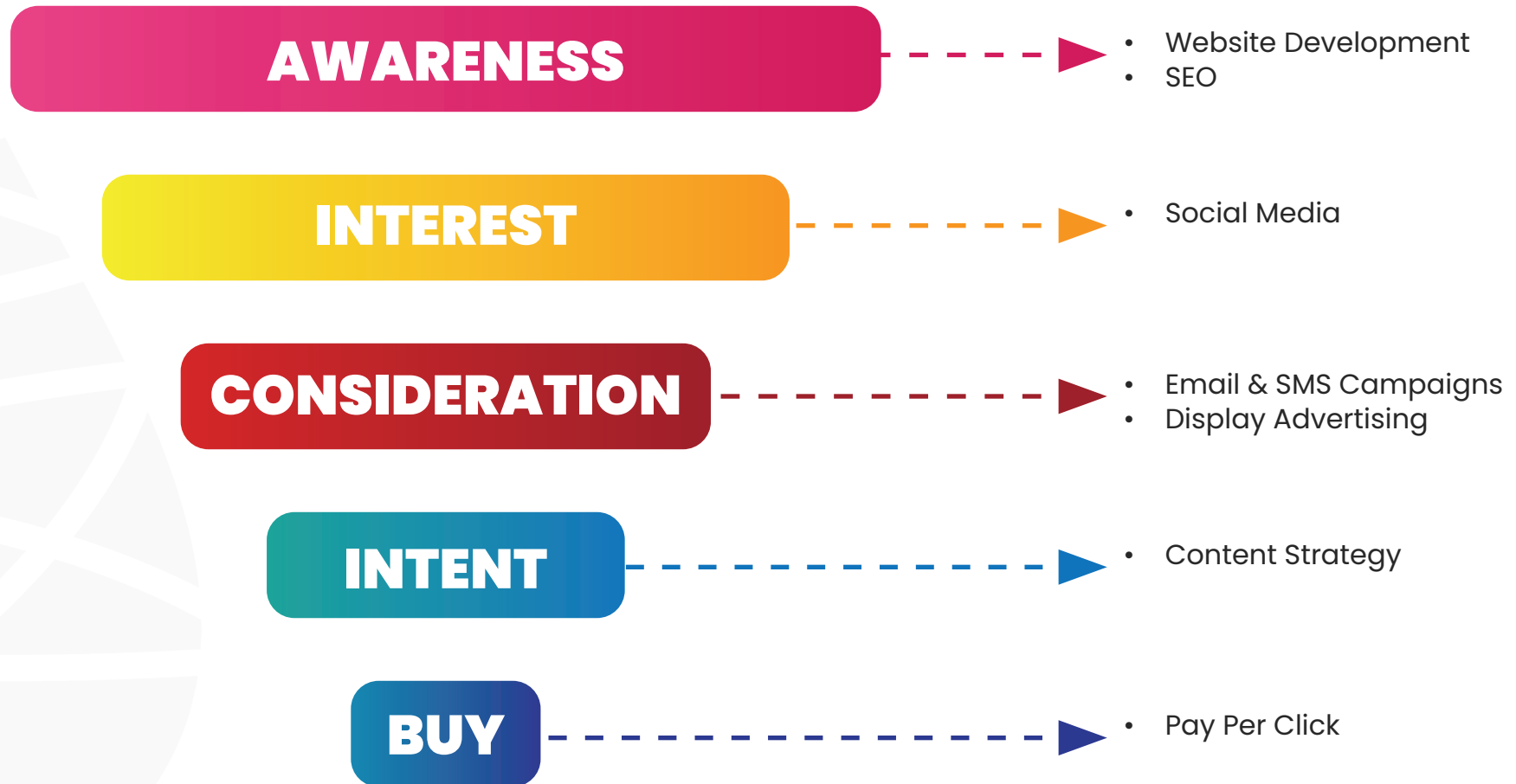
Success Metrics:

- Webinars and podcast listener growth.
- Social engagement and organic content shares.
- Leads generated specifically referencing “future-proof” messaging.

INTEGRATED DIGITAL MARKETING



DIGITAL MARKETING FUNNEL



[illegible]

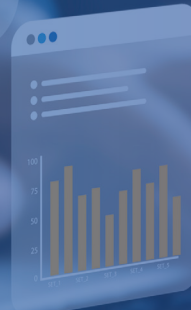
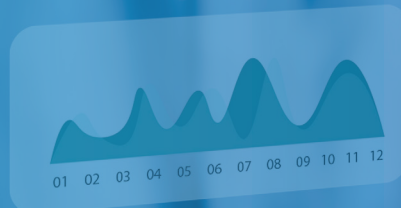
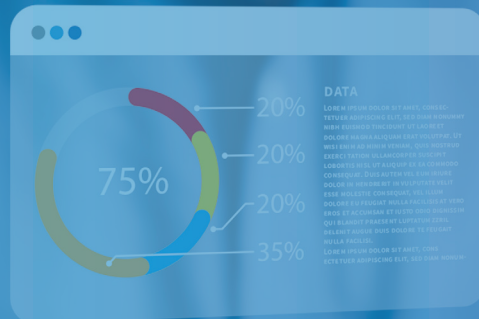
- Strategy Overview, Fundamentals & IDMS
- Audience research & Segmentation
- Digital Measurement Strategy
- Communications Plan
- Marketing Calendar
- Written Content Production Strategy with Keyword Research
- Campaign Plans & Breakdown (With Creative)
- Budgets & Detailed Roadmap

3. Commence with monthly IDMS services aligning to the strategy

COSTINGS – MONTHLY – INCLUSIONS

- Google Ads marketing – aligned to Digital Strategy campaign plans
- Facebook & Instagram Paid Marketing – aligned to Digital Strategy campaign plans
- Additional Channels: LinkedIn, YouTube, TikTok
- Direct Conversational Marketing campaigns through email, SMS, WhatsApp, Voice Broadcast, Push Notifications etc.
- SEO (technical, on-page & off-page) improving SE Listing & organic site conversions
- Reporting functions including month end meetings
- Monthly systems costs (Everlytic, Lead Portal, Call Tracker & possibly WhatsApp Business API)
- Written, video & image content produced, SEO'd & loaded to site

FORECASTS



FORECASTS

Your plan can get **12 conversions** for **ZAR4.2K** with a **ZAR140** average daily budget [?]

Estimated conversion rate : 2.15%

Maximise conversions optimises bids to get the most conversions for your daily budget [Edit](#) [Learn more](#)

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
12	ZAR350	556	15K	ZAR4.2K	3.6%	ZAR7.56

[Rate this forecast](#)

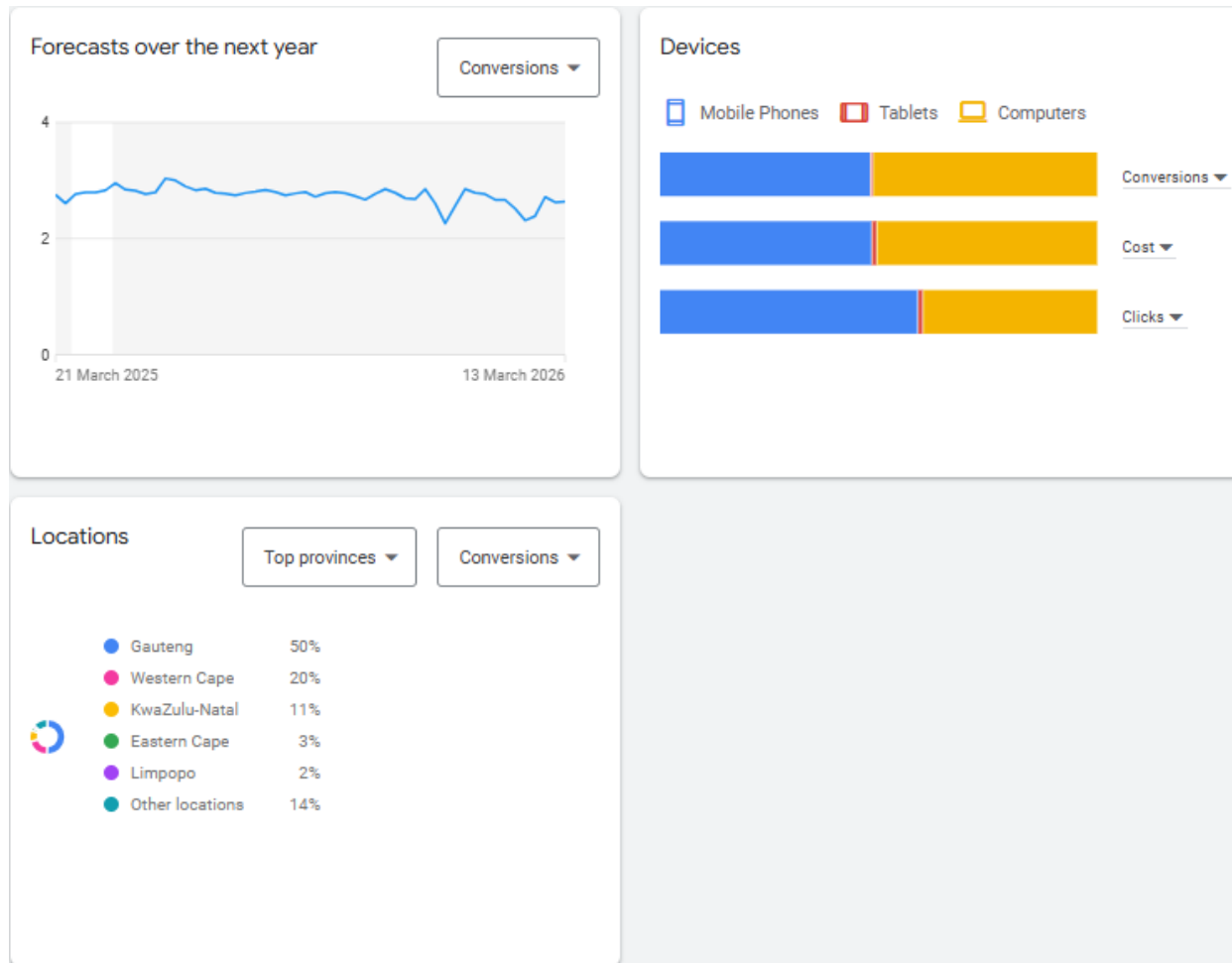
Top countries

Columns

Location	↓ Clicks	Impressions	Cost	CTR	Avg. CPC
South Africa	555.64	15,497.21	ZAR4,200.00	3.6%	ZAR7.56

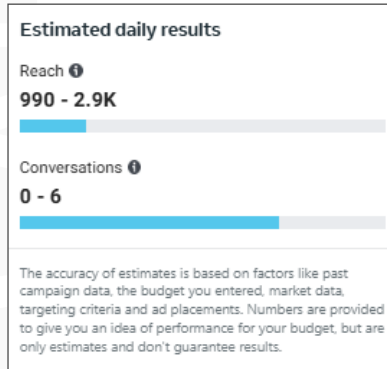
1 - 1 of 1

FORECASTS

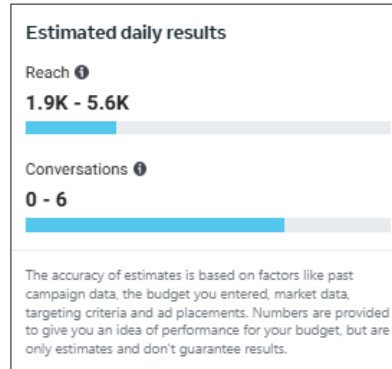


FORECASTS (META ADS)

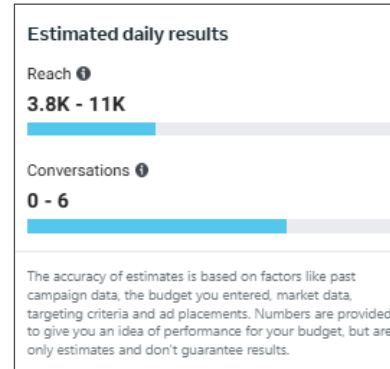
R1 500



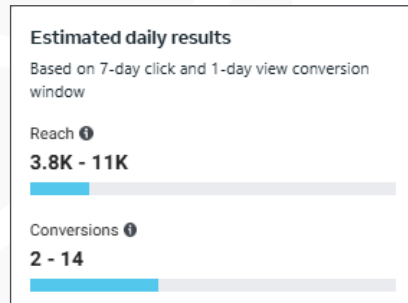
R3 000



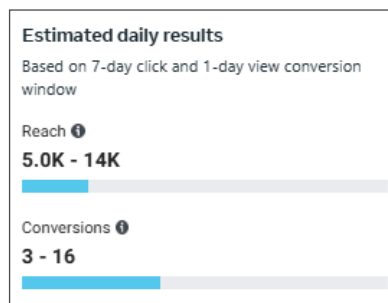
R6 000



R4 500



R6 000



- Lead Gen Campaign - Website Leads and Calls - Closely linked to Pixel and conversion tracking

- Engagement Campaign - Start WhatsApp Conversations

Age ⓘ

21 ▼ 60 ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

All genders

Advantage detailed targeting +

Include people who match ⓘ

Demographics > Work > Industries

- Administrative Services
- Architecture and Engineering
- Business Decision Makers
- Construction and Extraction
- Healthcare and Medical Services
- IT and Technical Services
- IT Decision Makers
- Legal Services
- Life, Physical and Social Sciences
- Management

Demographics > Work > Job titles

- Brand management
- Chief Brand Officer
- Chief marketing officer
- Digital strategy manager
- Marketing Director

FORECASTS (LINKEDIN ADS)

Forecasted results

Forecasting is not yet available for your current campaign setup.

Campaign details

Name

Website conversions - Mar 20, 2025

Campaign group

Accelerate Campaign Group

Status

Active

Objective

Website conversions

Targeting settings

Set targeting criteria for your ads.

Locations: South Africa

Profile language: English

Exclude: Employees of Ideation Digital (PTY) LTD.

We automatically build an audience using your product description. Add optional signals to further guide audience building for your campaign.

Company Industries: Household Appliance Manufacturing, Strategic Management Services, Motor Vehicle Parts Manufacturing, Professional Training and Coaching, Venture Capital and Private Equity Principals, Household and Institutional Furniture Manufacturing, Office Furniture and Fixtures Manufacturing, Mattress and Blinds Manufacturing, Events Services, Wholesale Motor Vehicles and Parts, Wholesale Furniture and Home Furnishings, Wholesale Photography Equipment and Supplies, Wholesale Computer Equipment, Wholesale Metals and Minerals, Plastics Manufacturing, Wholesale Appliances, Electrical, and Electronics, Wholesale Hardware, Plumbing, Heating Equipment, Computer and Network Security, Wholesale Machinery, Wholesale Luxury Goods and Jewelry, Wholesale Paper Products, Wholesale Drugs and Sundries, Wholesale Apparel and Sewing Supplies, Outsourcing and Offshoring Consulting, Wholesale Footwear, Wholesale Food and Beverage, Wellness and Fitness Services, Wholesale Chemical and Allied Products, Media Production, Wholesale Petroleum and Petroleum Products, Wholesale Alcoholic Beverages, Leasing Non-residential Real Estate, Retail Motor Vehicles, Retail Appliances, Electrical, and Electronic Equipment, E-Learning Providers, Wholesale Import and Export, Industrial Machinery Manufacturing, Human Resources Services, Retail Gasoline, Retail Office Equipment, Mental Health Care, Retail Office Supplies and Gifts, Retail Luxury Goods and Jewelry, Veterinary Services, Radio and Television Broadcasting, Telecommunications Carriers, Loan Brokers, Medical Equipment Manufacturing, Investment Advice, Claims Adjusting, Actuarial Services, Trusts and Estates, Leasing Residential Real Estate, Real Estate Agents and Brokers, Commercial and Industrial Equipment Rental, IT System Design Services, Marketing Services, Retail Apparel and Fashion, Industry Associations, Professional Organizations, Office Administration, Telephone Call Centers, Security Systems Services, Sporting Goods Manufacturing, Sports and Recreation Instruction, Physicians, Dentists, Chiropractors, Optometrists, Physical, Occupational and Speech Therapists, Home Health Care Services, Sports Teams and Clubs, Zoos and Botanical Gardens, Golf Courses and Country Clubs, Hotels and Motels, Bed-and-Breakfasts, Hostels, Homestays, Retail Groceries, Mobile Food Services, Vehicle Repair and Maintenance, Commercial and Industrial Machinery Maintenance, Repholstery and Furniture Repair, Laundry and Drycleaning Services, Household Services, Operations Consulting, Wind Electric Power Generation, Wineries, Landscaping Services, Computer Hardware Manufacturing, Embedded Software Products, Mobile Computing Software Products, Desktop Computing Software Products, IT System Custom Software Development, IT System Operations and Maintenance, IT System Installation and Disposal, IT System Training and Support, IT System Data Services, IT System Testing and Evaluation, Interior Design, Business Intelligence Platforms, Business Content, Restaurants, Renewable Energy Equipment Manufacturing, Retail Pharmacies, Solar Electric Power Generation, Natural Gas Distribution, Water Supply and Irrigation Systems, Steam and Air-Conditioning Supply, Building Equipment Contractors, Investment Management, Building Finishing Contractors, Accounting, Wholesale Building Materials, Sugar and Confectionery Product Manufacturing, Computer Networking Products, Architecture and Planning, Meat Products Manufacturing, Motor Vehicle Manufacturing, Breweries, Distilleries, Footwear Manufacturing, Women's Handbag Manufacturing, Primary and Secondary Education, Education Administration Programs, Executive Offices, Rubber Products Manufacturing, Glass Product Manufacturing, Wood Product Manufacturing, Printing Services, Freight and Package Transportation, Law Practice, Agriculture, Construction, Mining Machinery Manufacturing, Truck Transportation, Warehousing and Storage, and Market Research

Job Seniorities: CXO, Director, Senior, Manager, Owner, Partner, and VP

Job Functions: Marketing and Media and Communication

Video ads

Ads in this campaign (1)

Preview

Ad_1_20Mar2025
Transform Your Digital Strategy f...
Video ad • ideationdigital.co.za/d...

Ad creative Destination

Placements

We will optimize delivery of your ads across available placements, including LinkedIn and our network of trusted publishers, to make the most of your budget and ensure the best ROI. You can add brand safety options to control where your ads are placed. [Learn more](#)

Budget & schedule

We recommend this budget based on your objective and historical trends to optimize the delivery of your ads.

Budget	Schedule	Goal & bidding strategy
ZAR 750.00 - Daily budget	3/20/2025 - Continuous	Website conversions - Maximum Delivery

Conversion tracking

Add conversions to measure actions people take after engaging with your campaign.

Conversions
WhatsApp Chat Begin, Thank you page URL, and Contact Page

Insight Tag-based conversions aren't being tracked as the Tag isn't installed. [Install Insight Tag](#)

Unable to pull a forecast however, strategic ideas include:

- Ensure insight tag is working
- Run ad campaigns (with videos) to specific industries & the marketing professionals within those industries
- Address pain points & challenges to encourage website conversions or WhatsApp Chats

SIZE OF MARKET

Top Keywords 🔥 Trending Keywords

☒ Include branded

Export

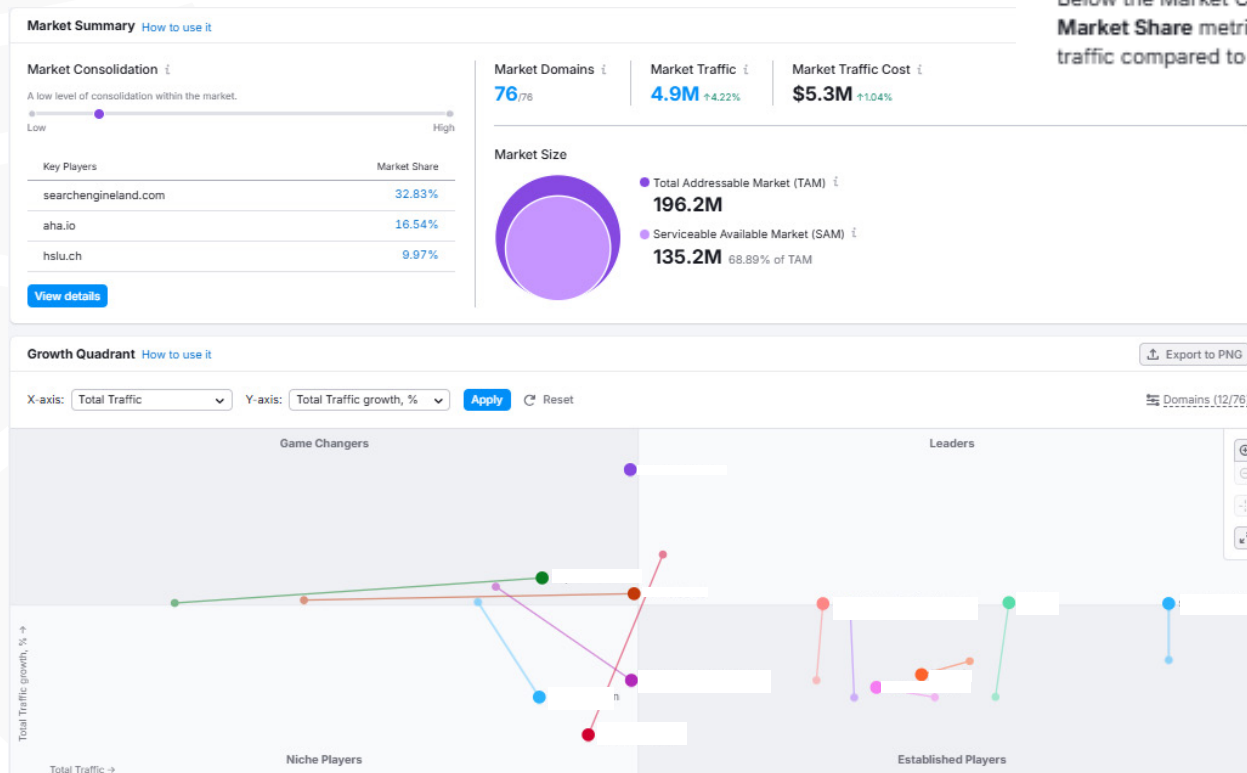
social media marketing agency internet marketing agency
search engine optimization agency digital marketing company online marketing agency
seo agency digital marketing services local seo agency
seo service digital marketing agency web design services
search engine optimization services seo services seo company social media services
ecommerce seo services marketing agency local seo services
search engine optimization company seo optimization services

Market Consolidation

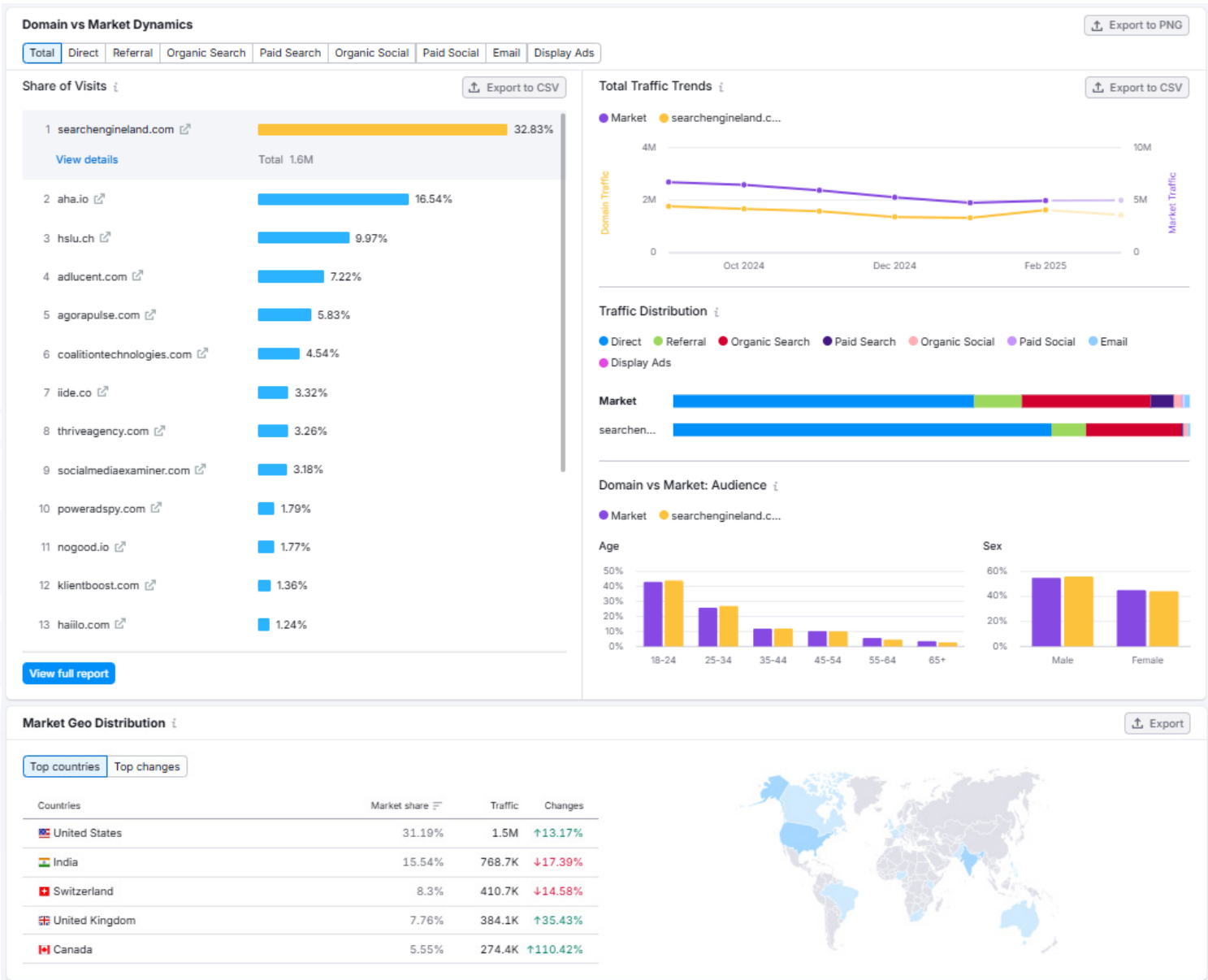
The Market Consolidation metric represents the division of market share among market players. There are 4 levels of consolidation:

- A market with a **low level** of consolidation. Market share is divided among a large number of market players.
- A market with a **moderately-low level** of consolidation. Market share is distributed among a handful of leading players.
- A market with a **moderately-high level** of consolidation. Often, one leader owns a large portion of the market share and other major players own the rest.
- A market with a **high level** of consolidation. Typically, one large player owns the majority of the market share.

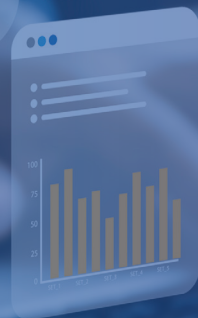
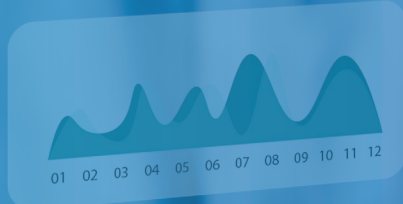
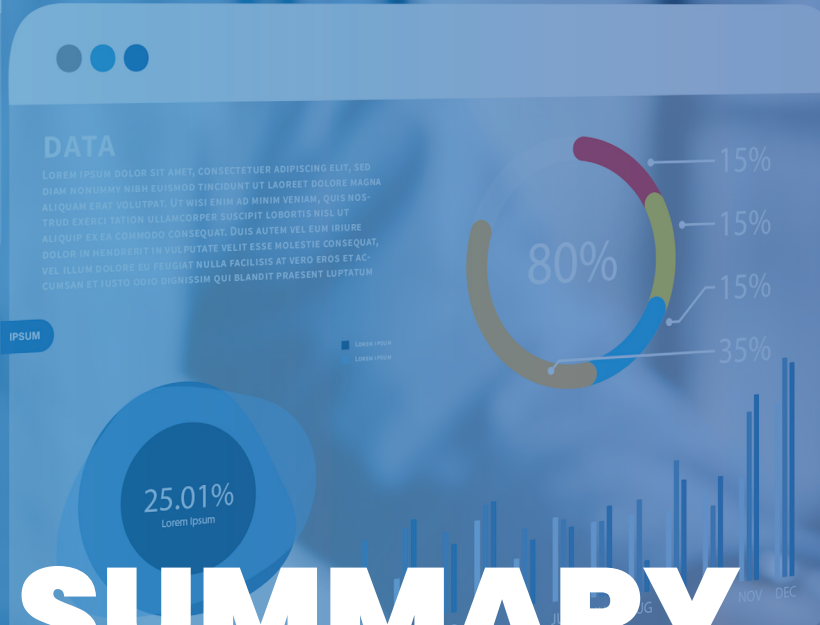
Below the Market Consolidation score, the widget lists **Key Players** in your market. The **Market Share** metric to the right of the player's name reflects the percentage of the site's traffic compared to the total traffic of all the domains over a selected period.



SIZE OF MARKET



SUMMARY



SUMMARY

Purpose of a Digital Health Audit (DHA):

A Digital Health Audit (DHA) is a comprehensive assessment designed to evaluate [Comapny Name]'s current digital presence, competitive positioning, technical capabilities, and overall effectiveness of marketing activities. The primary purpose is to identify strengths, uncover gaps, and reveal actionable opportunities. This data-driven approach informs strategic decision-making, enabling [Comapny Name] to optimise its digital marketing strategy, enhance brand visibility, drive high-quality leads, and ultimately grow market share.

Key Components Covered in [Comapny Name]'s DHA:

1. Search Audit:

- Organic search visibility
- Keyword ranking opportunities
- Competitor keyword analysis

2. Website Audit:

- Current and new [Comapny Name] web property health
- Technical performance (site speed, mobile optimisation, user experience)
- SEO strength and on-site conversion potential

3. Competitor Analysis:

- Competitive benchmarking against agencies such as Penguin, Right Click Media, Black Snow Group, StarBright, Flume, Mo Agency, Fenix Marketing, and Blue Magnet
- Digital footprint comparison (SEO, content, social, paid media presence)

4. Social Audit:

- Social media performance (LinkedIn, Instagram, Facebook, YouTube, Twitter, TikTok)
- Audience engagement and follower growth compared to competitors

5. Local SEO & Digital Perception Audit:

- Visibility in localised search results
- Digital reputation and brand positioning

6. Audience Targeting:

- Clearly defined primary, secondary, and supporting audience segments
- Detailed profiling including pain points, motivations, and preferred communication channels

7. Insights & Recommendations:

- Actionable strategic recommendations across SEO, content, social media, paid media, local SEO, and analytics

8. Campaign Concepts:

- Omni-channel campaign strategies aligned with identified opportunities and target audience insights
- Suggested creative campaigns for brand differentiation and lead generation

9. Paid Campaign Audit:

- Assessment of existing paid media effectiveness (Google Ads, Meta Ads, LinkedIn Ads)
- Strategic suggestions for budget allocation and targeting refinement

10. Forecasts & Budgeting:

- Predicted outcomes based on various media investments
- Detailed financial considerations and monthly budgeting inclusions for paid media and integrated digital campaigns

SUMMARY

Summary of [Comapny Name]'s Results:

Search & Website Performance:

- **Organic Visibility:** [Comapny Name] currently faces challenges in search visibility, lagging behind key competitors. Optimisation of high-intent and strategic keywords is required.
- **Technical SEO & User Experience:** Both existing and new web properties show opportunities for improvement in site speed, mobile responsiveness, and UX design to support conversions and client engagement.

Social Media & Audience Engagement:

- **Social Presence:** LinkedIn presence is strong; however, platforms such as Instagram, Facebook, YouTube, and Twitter have significant room for improvement compared to competitors like Flume and Mo Agency.
- **Content & Engagement:** Increased production of quality content—particularly thought leadership and visually engaging formats—is needed to boost engagement and follower growth.

Local SEO & Digital Reputation:

- **Local Search Visibility:** Improvement required in local search results, specifically optimising Google Business Profiles and localised content.
- **Digital Reputation:** [Comapny Name] should focus on enhancing its visibility, certifications, industry authority, and showcasing client successes clearly to strengthen perception as a trusted strategic digital partner.

Audience Insights & Targeting:

- **Primary Audience:** Established businesses with dedicated marketing departments (CMOs, Marketing Directors, Senior Brand Managers) seeking strategic digital partners for long-term relationships.
- **Secondary Audience:** Senior management and C-suite executives prioritising digital transformation as a strategic business initiative.
- **Supporting Audience:** Internal influencers and champions who initiate or influence decisions regarding external digital partnerships.

Recommendations & Strategic Actions:

Immediate Next Steps:

- **Address Technical Issues:** Prioritise resolving highlighted website technical SEO issues.
- **Content Optimisation:** Initiate content production strategies around strategic keywords and high-intent search queries.
- **Social Media Expansion:** Strategically enhance content frequency and quality on platforms other than LinkedIn to compete effectively.
- **Targeted Paid Media:** Launch targeted Google, LinkedIn, and Meta campaigns emphasising certifications, strategic partnership alignment, and measurable ROI.

SUMMARY

Strategic Digital Actions:

SEO & Organic Visibility:

- Prioritise strategic content creation aligned with audience search intent, structured internal linking, and optimisation for critical keywords.

Social Media Engagement:

- Invest in dynamic visual content (video testimonials, short-form reels, case studies) and thought leadership across primary platforms.

Brand Authority & Differentiation:

- Highlight certifications, strategic partnership stories, and client testimonials regularly across digital channels.

Paid Advertising:

- Run targeted campaigns aimed at senior marketing executives and internal influencers, emphasising [Comapny Name]'s strategic alignment and certified expertise.

Local Digital Presence:

- Regularly update Google Business Profiles, manage online reviews, and localise content effectively for improved search visibility.

Measurement & Analytics:

- Establish comprehensive dashboards integrating performance metrics (SEO, social, paid ads, website analytics) to inform ongoing optimisations.

Conversational Marketing:

- Use personalised email, SMS, and WhatsApp messaging campaigns strategically to

nurture relationships, maintain engagement, and drive meaningful conversations.

Conclusion and Foundation for Strategy:

[Comapny Name]'s DHA clearly highlights both opportunities and necessary actions for improving digital competitiveness and driving growth in 2025. Through strategic alignment and execution of identified recommendations, [Comapny Name] can solidify its position as a credible, certified, and strategically aligned digital marketing partner, differentiating itself clearly in a crowded, competitive marketplace.

This foundational insight will directly inform the development of an integrated, omni-channel digital marketing strategy for [Comapny Name], effectively positioning the agency for enhanced brand awareness, qualified lead generation, stronger customer loyalty, and improved business outcomes in the 2025 fiscal year.



IDEATION

Integrated Digital Marketing Solutions

