



OWONDO  
CORPORATE  
DIGITAL  
MARKETING &  
ADVERTISING

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**OCDMA IS A DIVISION OF OWONDO CORPORATE PTY LTD**

Owondo Corporate Digital Marketing & Advertising (OCDMA) is a consulting, digital marketing and advertising agency, based in Johannesburg South Africa. OCDMA propose the following services that they blessedly refer as the “12 Apostles of Digital Marketing”.

- 1. Brand Assessment.
- 2. Brand Identity Creation
- 3. Web Development
- 4. Search Engine Optimization
- 5. Social Media Marketing
- 6. Pay-Per-Click Marketing (Google AdWords)
- 7. Content Marketing
- 8. Email Marketing
- 9. Influencer Marketing
- 10. Affiliate Marketing
- 11. Retargeting Ads
- 12. Mobile Apps Development & Marketing.

Each service comprises as follows:

**1. Brand Assessment** is an hour max free session, whereby one of our expert consultant will be conducting a one on one session with distinguished client(s).

**2. Brand Identity Creation** Consist to create the following for brand(s):

- Logo Design
- Business Cards Design
- A5 Flyer Design
- Poster Design
- Pull Up Banner Design.
- Outfits & Corporate Gifts Designs

**3. Web Development Consist** to only design the website with random texts, mobile friendly response and install basic plugins & functionalities.

**4. SEO Consist** to optimize an existing website, generate relevant keywords / phrases and implement them at the back end of the website as well as alt text all picture contents in order to increase the visibility when customers search for services or products that your website / brand propose, as well as Ranking your website on google first page of searches.



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5. **Social Media Marketing** Consist to create all the relevant social media accounts such as Facebook, Instagram, Twitter, LinkedIn and YouTube; to manage &strategically market it in order to reach out new customers.
6. **Pay-Per-Clicks Marketing (Google AdWords)** Consist to place paid advert with any amount of budget on Google. The Advert become charged once a prospect on the internet click on the Ad.
7. **Content Marketing** Consist to provide services as following:
  - Writing Blog(s) for digital world
  - Copy Writing for Website
  - Copywriter to produce or create digital company profile, copies for print ads & Web banners (Static or Interactive).
  - Video advert(s), Viral Video, Video Marketing or Testimonial Video.
  - Advertising & Commercial Photoshoot.
8. **Email Marketing** Consist to design email marketing template such as newsletter, which will convey a strategic & desired message(s) which will be sent to a mailing list via MailChimp & others.
9. **Influencer Marketing** Consist to provide you an Online Influencer to influence online followers to consume your brand.
10. **Affiliate Marketing** Consist to make at your disposal affiliate officers for your brand(s)in order to draw in leads for you. They can be thought of as salespeople who work on a commission basis. Our commission structure works on a flat rate based on your product(s) or services. We will customize and create affiliate links that will help you as well as us to monitor your sales performances.
11. **Retargeting Ads** Consist to place cookies in your website so when customer visits your website their browsers is being cooked so that when this customer is visiting other websites, the retargeting platform is notified by that pixel and the customer is served with relevant ads based on the pages he/she visited on your website.
12. **Mobile Apps Development & Marketing** Consist to build or market IOS or Google Play Store (Formerly known as Androids) software's applications for brands and companies for an optimum brand recognition, customers engagement, customers visibility and customers loyalty.





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**Here are above OCDMA 12 Apostles of Digital Marketing.**

#12ApostlesOfDigitalMarketing

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Contact us now and let's the gospel begin!

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