

completely  
agency

DIGITAL  
COMMUNICATIONS AND  
BRAND AGENCY

# about our agency

At the heart of the digital era, **Completely Agency** emerges as a vanguard of digital marketing excellence, wielding an arsenal of services designed to catapult brands into new heights of online prominence and engagement. With a foundation built on the pillars of SEO mastery, precision in PPC campaigns, and the artistry of social media engagement, the agency crafts bespoke strategies that resonate deeply with target audiences.

The agency's prowess extends into the realms of web design and development, where aesthetics meet functionality, creating seamless user experiences. Analytics and insights form the backbone of Completely Agency's approach, ensuring that every decision is data-driven and every strategy is optimized for peak performance. This holistic approach, combined with a relentless commitment to innovation and client success, positions Completely Agency as the quintessential partner for brands looking to navigate the complexities of the digital landscape and emerge victorious.

completely

DIFFERENT.

completely

BRILLIANT.

offering  
services

# services offering

## completely Domains + Hosting

- Domain names
- Web hosting
- Business-grade email
- Website builder
- SSL certificate
- Servers
- Website security
- Managed wordpress

## Online Store Services with Shopify:

- Online store strategy
- Designing stores
- Store management
- Store support
- Product research
- Dropshipping

## Brand Architecture and Branding:

- Ideation
- Concept Development
- Brand Design
- Brand CI
- Collateral
- UI/UX

## Search Engine Optimization (SEO):

- Keyword Research and Strategy
- On-page SEO
- Technical SEO
- Local SEO
- SEO Audits
- Link Building

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## **Paid Advertising & PPC Management:**

- Google Ads Management
- Social Media Ads (Facebook, Instagram, LinkedIn, etc.)
- Retargeting/Remarketing
- Landing Page Optimization
- Campaign Tracking and Reporting

## **Social Media Marketing:**

- Social Media Strategy
- Social Media Management (Content creation, posting, community management)
- Social Media Ads
- Influencer Partnerships
- Social Media Analytics and Reporting

## **Web Design and Development:**

- Website Design
- Website Development
- UX/UI Design
- Mobile-First Design
- E-commerce Website Development
- Website Maintenance and Updates

## **Email Marketing:**

- Email Strategy
- Email Design and Copywriting
- Email Campaign Management
- Email Automation
- Subscriber List Growth
- Email Analytics and Reporting

# services offering

## Services Outline: Breakdown of Core Services

1.

### SEARCH ENGINE OPTIMIZATION (SEO):

#### Keyword Research:

- Discovery and analysis of industry-specific terms
- Competitor keyword analysis
- Long-tail keyword opportunities

#### On-Page Optimization:

- • Meta title and description optimization
- • Image alt-text optimization
- • Internal linking strategies
- • Content optimization for keyword density and relevance

#### Technical SEO:

- • Site speed optimization
- • Mobile-friendliness checks and improvements
- • XML sitemap creation and submission
- • Robot.txt file optimization
- • Structured data and schema markup

#### Link Building:

- Backlink analysis
- Outreach for guest blogging and link opportunities
- Creation of high-quality, shareable content assets

#### Reporting:

- Monthly traffic and ranking reports
- Backlink acquisition reports
- Technical SEO audit reports

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## Services Outline: Breakdown of Core Services

## 2.

### CONTENT MARKETING

#### Content Creation:

- Blog articles
- Infographics design and copy
- Video scriptwriting
- eBooks and whitepapers
- Case studies

#### Content Strategy:

- Content calendar creation
- Audience persona development
- Content gap analysis
- Content repurposing strategy

#### Promotion & Distribution:

- Social media content sharing
- Email newsletter distribution
- Influencer collaborations
- Content syndication on third-party platforms

#### Analytics & Reporting:

- Traffic and engagement metrics
- Conversion tracking for content pieces
- Content performance benchmarking

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## Services Outline: Breakdown of Core Services

3.

### SOCIAL MEDIA MARKETING

#### Content Creation:

- Graphic design for posts
- Video content and stories
- Polls, quizzes, and interactive content

#### Community Management:

- Responding to comments and messages
- Engaging with other accounts in the industry
- Handling any customer service issues that arise on platforms

#### Strategy & Planning:

- Platform-specific strategy development
- Content calendar creation
- Brand voice and style guidelines

#### Analytics & Reporting:

- Follower growth analysis
- Engagement rate tracking
- Conversion metrics (e.g., website clicks from social)



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## Services Outline: Breakdown of Core Services

### 4.

#### EMAIL MARKETING

##### Strategy & Planning:

- Audience segmentation
- Email campaign objectives setting
- Personalization strategies

##### Content Creation:

- Email copywriting
- Designing email templates
- A/B testing for subject lines, CTAs, and content

##### Automation & Workflows:

- Welcome sequences for new subscribers
- Abandoned cart reminders for e-commerce clients
- Re-engagement campaigns for inactive subscribers
- Personalized recommendations based on user behavior

##### Analytics & Reporting:

- Open and click-through rates
- Conversion tracking from email campaigns
- Subscriber growth and churn rates
- Recommendations based on campaign performance

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## Services Outline: Breakdown of Core Services

### 5.

#### PAID ADVERTISING AND PPC MANAGEMENT

##### Strategy & Planning:

- Ad platform selection (e.g., Google Ads, Facebook Ads)
- Budget and bidding strategy
- Target audience and demographic research

##### Ad Creation:

- Ad copywriting
- Designing ad creatives (graphics, videos)
- A/B testing for ads
- Landing page optimization and design

##### Campaign Management:

- Keyword selection and management
- Negative keyword implementation
- Ad placement and targeting adjustments

##### Analytics & Reporting:

- Click-through rates (CTR) and cost-per-click (CPC) analysis
- Conversion rate optimization and tracking
- Return on ad spend (ROAS) reporting
- Recommendations for budget adjustments

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**Services Outline:**  
**Breakdown of Core Services**

6.

## CONVERSION RATE OPTIMISATION

### Website & User Analysis:

- Heatmap and click tracking
- User behavior analysis
- Funnel tracking and optimization

### A/B Testing & Iteration:

- Testing different headlines, CTAs, or images
- Landing page variations
- User journey optimizations

### User Feedback & Surveys:

- Collecting and analyzing user feedback
- Implementing changes based on direct user input
- Running surveys to uncover potential pain points

### Reporting & Insights:

- Detailed test results
- Conversion rate improvements
- Recommendations for continuous optimization

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## Services Outline: Breakdown of Core Services

### 7.

#### WEB DESIGN AND DEVELOPMENT

##### Design & User Experience (UX):

- Wireframing and prototyping
- UI design with brand guidelines
- Mobile-responsive design
- User journey mapping

##### Web Development:

- Front-end coding (HTML, CSS, JS)
- Back-end development for specific functionalities
- MS integrations
- Website speed and performance optimization

##### Maintenance & Updates:

- Regular updates for security and performance
- Adding new features or pages as required
- Regular backups

##### Analytics & Reporting:

- Traffic and user behavior analysis
- Downtime and issue monitoring
- Recommendations for website updates based performance

# services offering

## Services Outline: Breakdown of Core Services

### 8.

#### ANALYTICS AND REPORTING

##### Website Analytics:

- Traffic Overview: Understand the volume and sources of visitors to your website.
- User Behavior: Dive into how users navigate through your site.
- Engagement Metrics: Page views, average session duration, etc.

##### Conversion Analytics:

- Conversion Rate: Percentage of visitors who take a desired action.
- Conversion Path: Sequence of steps users take before converting.
- Funnel Analysis: Analyze drop-offs at each stage of the conversion funnel.

##### Campaign Analytics:

- Campaign Performance: Track the performance of various marketing campaigns.
- ROI Analysis: Understand the return on investment for each campaign.
- Ad Spend Efficiency: Evaluate how efficiently your advertising budget is being utilized.

##### Social Media Analytics:

- Engagement Metrics: Likes, shares, comments, and overall engagement rate.
- Follower Demographics: Dive into the characteristics of your social audience.
- Content Performance: Understand which content resonates most with your audience.

## 8.

### **ANALYTICS AND REPORTING (CONT...)**

#### **Email Analytics:**

- Open Rate: Percentage of recipients who opened your email.
- Click-through Rate: Percentage of recipients who clicked on a link within the email.
- Unsubscribe Rate: Track the rate at which users opt-out of your emails.

#### **E-commerce Analytics:**

- Sales Analysis: Overview of sales metrics and trends.
- Product Performance: Understand which products are best-sellers and which aren't performing as well.
- Cart Abandonment Rate: Analyze at what stage users drop off without completing a purchase.

#### **User Experience (UX) Analytics:**

- Heatmaps: Visual representations of where users click, scroll, and hover on your site.
- Session Recordings: Watch actual recordings of user sessions to understand their journey and potential pain points.
- Feedback and Surveys: Direct insights from users about their experience on the site.

#### **SEO Analytics:**

- Organic Traffic: Monitor the number of visitors coming from search engines.
- Keyword Rankings: Track the position of your website for specific keywords.
- Backlink Analysis: Analyze the quality and quantity of sites linking back to you.

case

**studies**

# case

## studies

### Women's Fashion Online Store

A client in the fast-moving women's fashion industry sought Completely Agency's expertise to establish a brand identity and launch an online store.

#### Objectives:

- Develop a distinctive brand identity.
- Build an engaging online store.
- Integrate a cost-effective, fast payment gateway.
- Implement innovative collection and delivery management, including pay on delivery.

#### Challenges:

- Standing out in a crowded online fashion market.
- Streamlining the payment process for efficiency and security.
- Facilitating convenient delivery options uncommon in small-scale businesses.

#### Solutions:

Completely Agency crafted a unique brand identity that resonated with the target audience. The team designed a user-friendly online store and integrated a payment gateway optimized for speed and cost-effectiveness. A bespoke feature for managing collections and deliveries was developed, incorporating a pay-on-delivery option to enhance customer convenience.

#### Results:

The online store quickly became a favorite among fashion-forward consumers, noted for its seamless shopping experience, flexible payment options, and innovative delivery solutions.

#### Conclusion:

Completely Agency's strategic approach not only launched a successful online store but also set a new standard for small-scale companies in the fashion industry, proving that innovative features like pay on delivery can significantly enhance customer satisfaction and loyalty.



# case studies

## Hair Salon Brand Development to Franchise

Introduction: A new hair salon partnered with Completely Agency to build its brand identity and develop its digital presence, leading to rapid growth and expansion into a franchise.

### Objectives:

- Establish a strong brand identity.
- Develop and manage the salon's website, hosting, and domains.

### Challenges:

- Creating a standout brand in a competitive market.
- Building an online presence from scratch.

### Solutions:

Completely Agency designed a captivating brand identity reflecting the salon's unique services and ethos. The agency then developed a sleek, user-friendly website, ensuring reliable hosting and domain management, setting a solid foundation for online growth.

### Results:

The salon quickly gained popularity, leveraging its strong brand and digital presence to expand into a successful franchise, demonstrating the power of effective branding and online visibility.

### Conclusion:

This journey from a single salon to a flourishing franchise underscores Completely Agency's expertise in brand development and digital strategy, showcasing their role in transforming businesses through tailored digital solutions.

# case

## studies

### Cross-Border Grocery Delivery Online Store

A venture aiming to revolutionize grocery shopping reached out to Completely Agency for creating an online store focused on cross-border deliveries, particularly targeting mobile users in Zimbabwe and Livingstone, Zambia.

#### Objectives:

- Optimize the online store for mobile acquisition.
- Localize operations to a data-free platform.
- Integrate local payment structures.

#### Challenges:

- Ensuring seamless mobile usability across borders.
- Implementing a data-free solution for cost-effective access.
- Adapting to diverse local payment methods.

#### Solutions:

Completely Agency developed a mobile-optimized online store, accessible without data charges in the target regions, ensuring broad reach and convenience. The platform was equipped with various local payment options, including those popular in Zimbabwe and Zambia, to streamline the purchasing process.

#### Results:

The grocery delivery service saw a significant uptick in cross-border transactions, with enhanced user engagement due to the mobile and data-free optimizations. The adaptation to local payment methods further solidified customer trust and satisfaction.

#### Conclusion:

This project showcased Completely Agency's ability to deliver tailored digital solutions that cater to specific market needs, driving success in the competitive online grocery sector through innovative mobile and payment optimizations.

# case studies

## Loan Brokerage Company Identity and Portal Development

Completely Agency was tasked with building the identity and implementing a web portal for a South African company specializing in brokering loans for businesses and companies, with a focus on automating grading based on various criteria.

### Objectives:

- Develop a strong and appealing brand identity.
- Create a web portal to automate the loan application and grading process.

### Challenges:

- Designing an intuitive and secure online platform for sensitive financial transactions.
- Integrating complex grading algorithms to evaluate companies automatically.

### Solutions:

The agency developed a distinct brand identity that communicated trust and professionalism. The web portal featured advanced functionality, including automated grading systems linked to specific company criteria, streamlining the loan application process for businesses.

### Results:

The portal significantly enhanced the client's operational efficiency, providing a user-friendly interface for companies seeking loans. The automation of grading processes reduced manual workload and improved accuracy in evaluations.

### Conclusion:

This project highlighted Completely Agency's expertise in delivering digital solutions that combine aesthetics with complex backend functionalities, proving their ability to innovate in the fintech sector.

# case studies

## Hair and Beauty Parlor Social Media and PPC Campaigns

A hair and beauty parlor specializing in treatments for black women's hair sought Completely Agency's expertise to enhance its online visibility and customer base through targeted social media and PPC campaigns.

### Objectives:

- Increase brand awareness on social media platforms.
- Drive customer engagement and bookings through PPC ads.

### Challenges:

- Standing out in a competitive beauty market.
- Targeting a specific demographic with tailored content.

### Solutions:

Completely Agency crafted creative, culturally resonant social media content and PPC ads optimized for high engagement. Strategies included using authentic visuals and messaging that celebrated black women's hair, combined with strategic ad placements to reach the target audience effectively.

### Results:

The campaigns led to a significant increase in social media engagement and a surge in appointment bookings, demonstrating the power of culturally informed and strategically targeted digital marketing efforts.

### Conclusion:

This success story underscores Completely Agency's ability to leverage social media and PPC advertising to connect deeply with niche markets, showcasing their adeptness at enhancing visibility and engagement for specialized beauty services.

# case studies

## Branded Packaging for Food Distribution Company

Completely Agency was approached to revamp the packaging design for a food distribution company, focusing on delivering prepared meals to diverse customer segments.

### Objectives:

- Redesign packaging to enhance brand identity.
- Create visually appealing and functional packaging for different customer segments.

### Challenges:

- Differentiating the company's offerings in a competitive market.
- Ensuring the packaging design resonates with a broad customer base while reflecting the brand's values.

### Solutions:

The agency developed a series of branded packaging solutions, each tailored to appeal to the company's varied customer segments. The designs were not only visually striking but also emphasized the brand's commitment to quality and sustainability.

### Results:

The new packaging significantly elevated the brand's market presence, contributing to an increase in customer engagement and sales. The distinct designs set the company apart from competitors and reinforced brand loyalty among existing customers.

### Conclusion:

This initiative demonstrated Completely Agency's ability to blend creative design with strategic branding, delivering packaging solutions that not only captivate but also communicate a brand's core values and appeal to a diverse clientele.

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**agency** DIGITAL  
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BRAND AGENCY

hello@completely.agency  
www.completely.agency  
+27 (10) 500-1771