

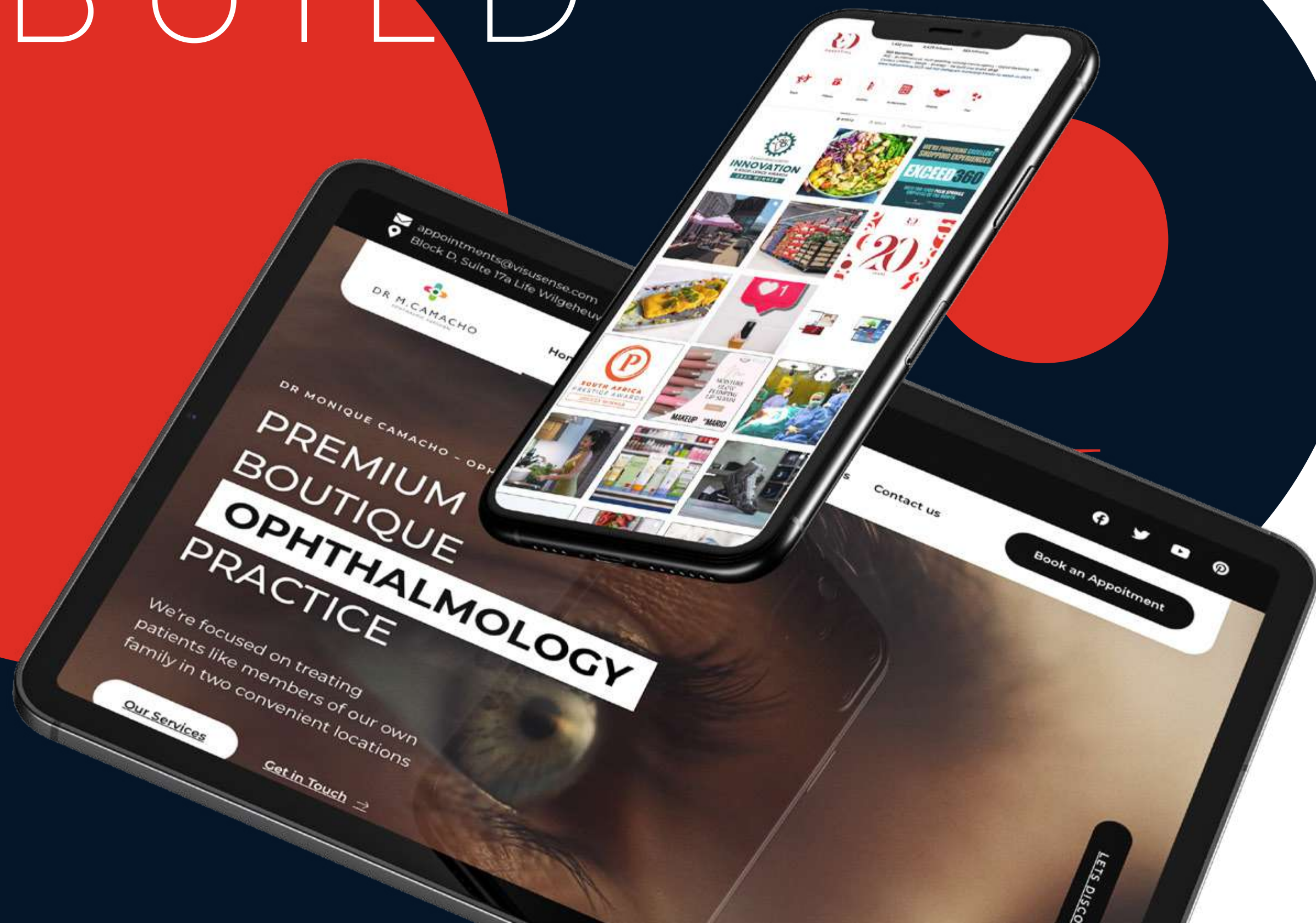


RED

MARKETING



WE BUILD



NOVEMBER  
CANALS





# IS YOURS NEXT?

With London's fast-paced and dynamic marketplace, it's imperative that you innovate your strategies. We specialise in creating industry-tailored digital marketing solutions, including strategic planning, content creation, social media management, photography, videography, community management, crisis management, web development, web design, SEO, Google AdWords, public relations, influencer relations, events and consulting.

Our team of strategic thinkers and innovative technologists at our digital marketing agency in London are so fully integrated into the latest innovations and technology, that #DigitalMarketing is our native language. The proof is in the pudding – our team has won awards for digital marketing campaigns and accolades for community relations. Over the last two decades, we've helped a multitude of luxury brands and businesses grow their brand presence and expand their network reach.

We're not just an agency; we're a brand-experienced team that understands business. Choose RED Marketing as your digital marketing partner and your business will gain a steep competitive advantage.



# WHY CHOOSE US?

RED Marketing is a digital marketing agency with global resources. We're based in London with support offices and resources in Johannesburg. We work fast, delivering quality, strategic thinking and efficiency within your budget management.

We're a collective of creators. We develop, design, strategise, manage, wonder, idealise, optimise – and we do it because we're passionate. Our team of specialists becomes fully immersed into our wide range of clients' businesses and industries, acquiring the same vision to accomplish goals together. What's more, we've leveraged the best practices learned from our experience across a plethora of industries – from retail and fashion to medical aesthetics and luxury vehicles.

Whether your message is to drive sales or drive engagement, to spread awareness or spread love – we're here to share your story, whatever it is. And we'll find different ways to tell people until they're really listening. Because you dedicate your precious time to making excellent products and services, to improving your industry – and that passion grips us, motivates us, enamours us and pushes us. And that's just the tip of the iceberg...



WHAT'S YOUR  
STORY?



# OUR SOLUTIONS

Without a proper digital marketing strategy, you're throwing darts in the dark... and paying for each attempt! Whether you're launching a new brand or revitalising an existing one, we work closely with your brand to lay out the roadmap for getting your brand where it wants to go.



## SOCIAL MEDIA MARKETING

We build engagement, loyalty and advocacy

- Social-first strategy development
- Platform management
- Community building and engagement
- Campaign creation and execution
- Brand positioning
- Audience and persona development
- Social media reporting
- Content analysis and auditing
- Competitive analysis

## INFLUENCER MARKETING

We put your brand in influential mouths

- Strategy development
- Influencer identification
- Influencer recruitment
- Partnership activation
- Content briefing and guidance
- Campaign management
- Paid partnerships
- Ambassador programmes
- Gifting and press drops
- Giveaways and competitions
- Influencer analysis
- Media events

## WEBSITE DEVELOPMENT

We build a digital home for your brand to live in... then, we ensure you're the best host your visitors could ever imagine

- Strategy development
- CMS designation
- E-commerce development
- UX/UI design
- Back-end development
- Responsive design
- Prototyping
- API integration
- Copywriting
- Copy editing
- Internal SEO

## CREATIVE SERVICES

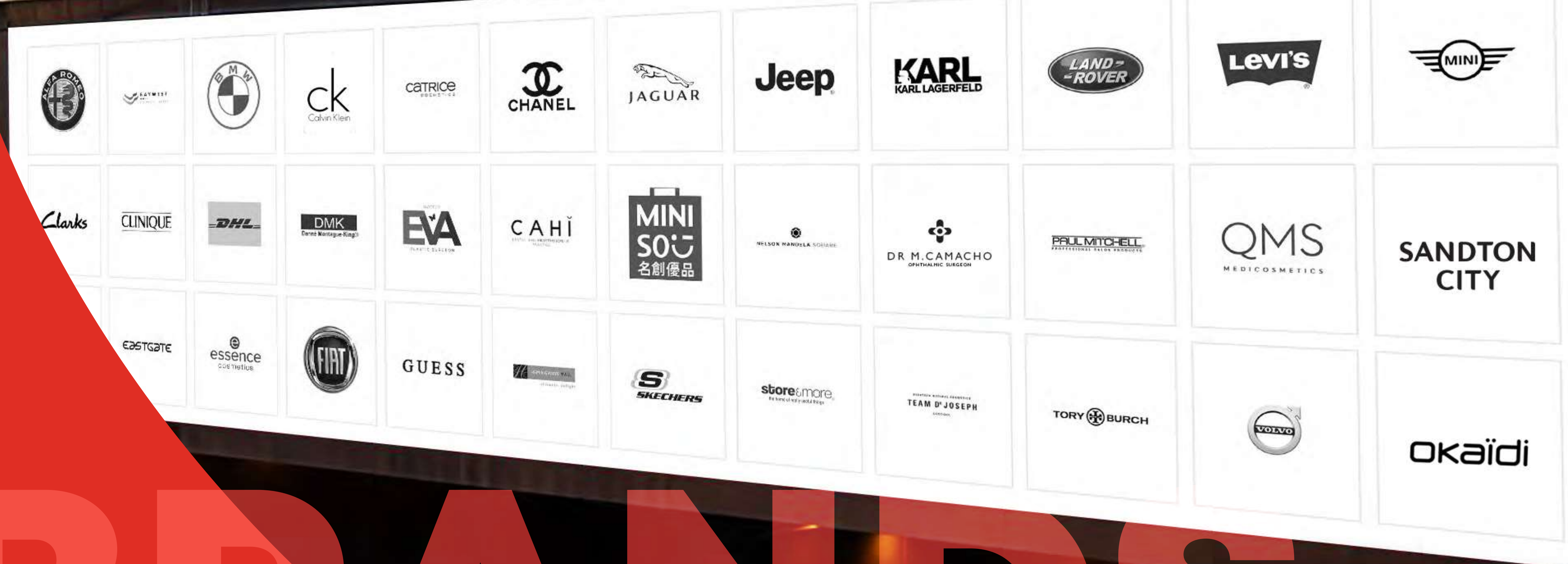
We help you find your voice

- Branding
- Art direction
- Graphic design
- Photo shoots and video shoots
- Copywriting
- Creative strategy

## PAID ADVERTISING

We define where your brand is going

- Paid social
- SEO/SEM
- Google AdWords
- Performance insights



# BRANDS

## WE NURTURE

Our team has accumulated expert-level experience in the retail, automotive, beauty and fashion, food and beverage as well as startup industry verticals. We believe that direct collaboration with our clients is essential to bringing engaging experience to life. Within each of these industries, we've helped brands launch, expand and re-image themselves – not to mention achieve unexpected results.





# FEATURED WORK

We bring innovative thinking, adaptive methodology, strong ethics and years of expertise to the digital marketing industry.

Take a look around and see how we've helped businesses achieve results.



# WB

## WHOLESOME BAE



WHOLESOMEBAE



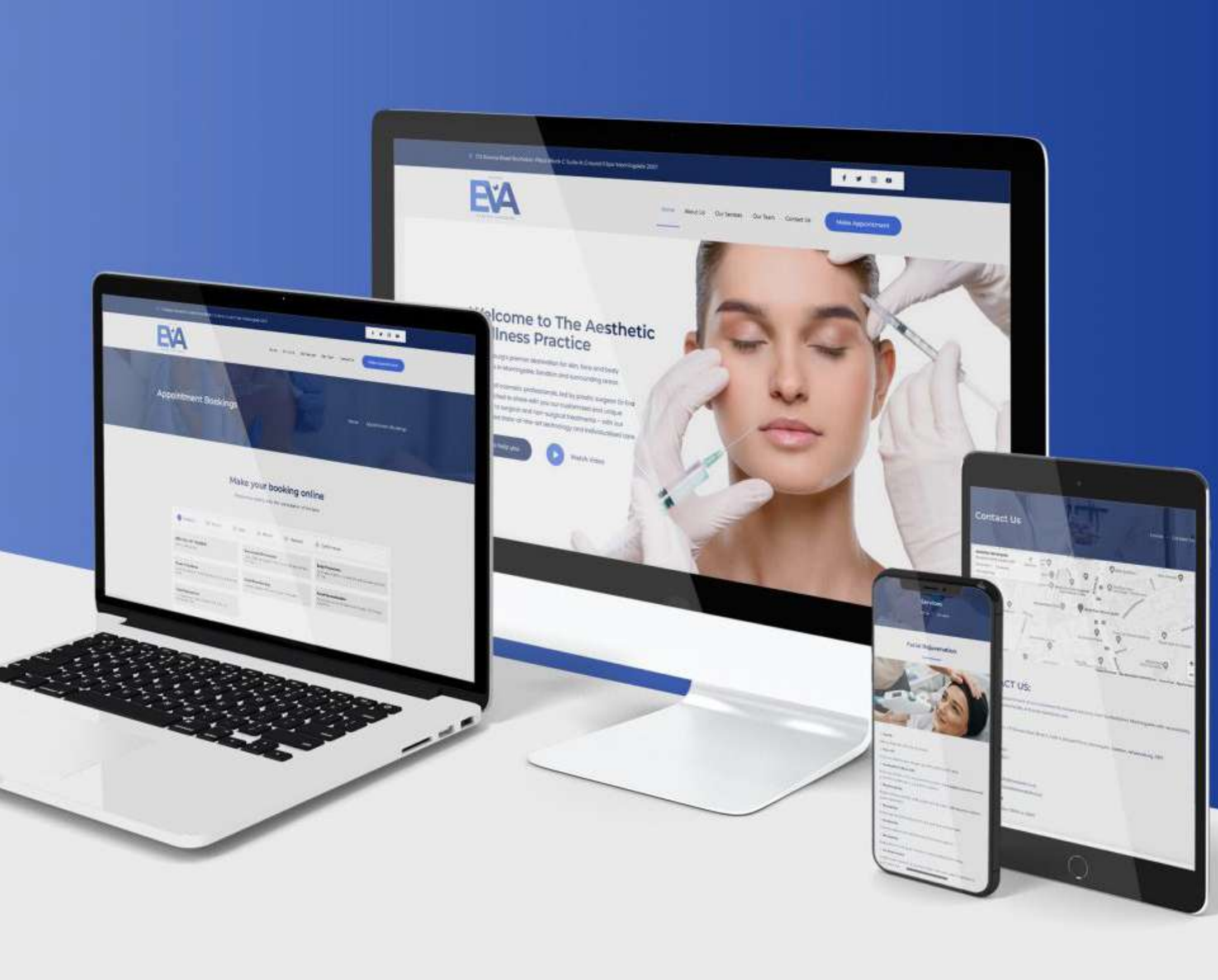
### Radiant wholeness with Alyssa Arendse

*- the founder and creative director of  
Wholesombae.com*

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Hi, I'm Alyssa Arendse! I've cracked the code on what it takes to embody inner fulfilment, even when you've got a lot on your plate. From work demands, family commitments and social obligations, life is a never-ending to-do list. But how you cope with it can be a game-changer. Like you, first and foremost, I'm a human being with wholesome experiences that continue to shape my life.





DOCTOR

# EVA

PLASTIC SURGEON



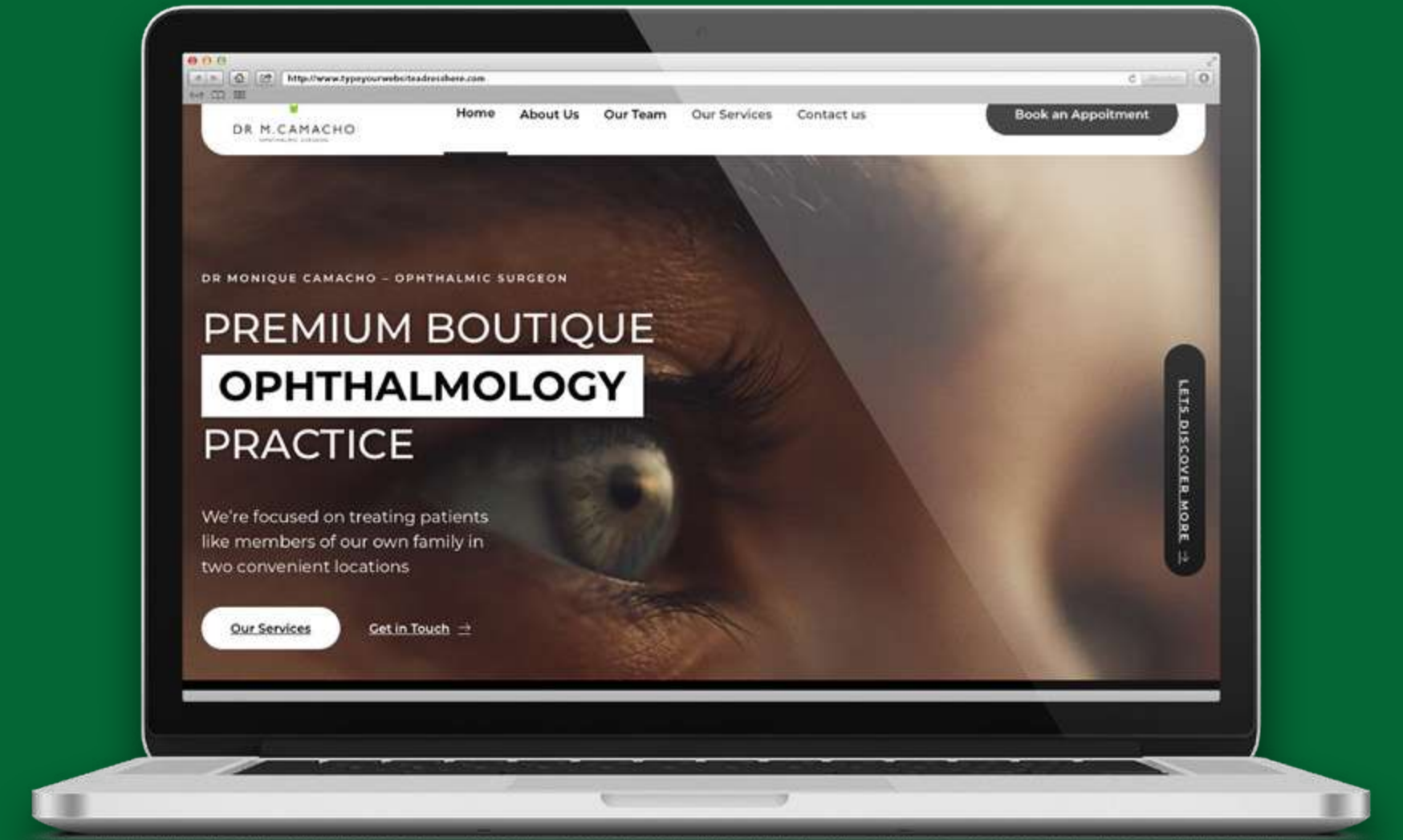
DR EVA





# DR M. CAMACHO

OPHTHALMIC SURGEON



DR CAMACHO BRAND IDENTITY





CARTER  
CHATILA

CATER CHATILA 2023 REBRAND





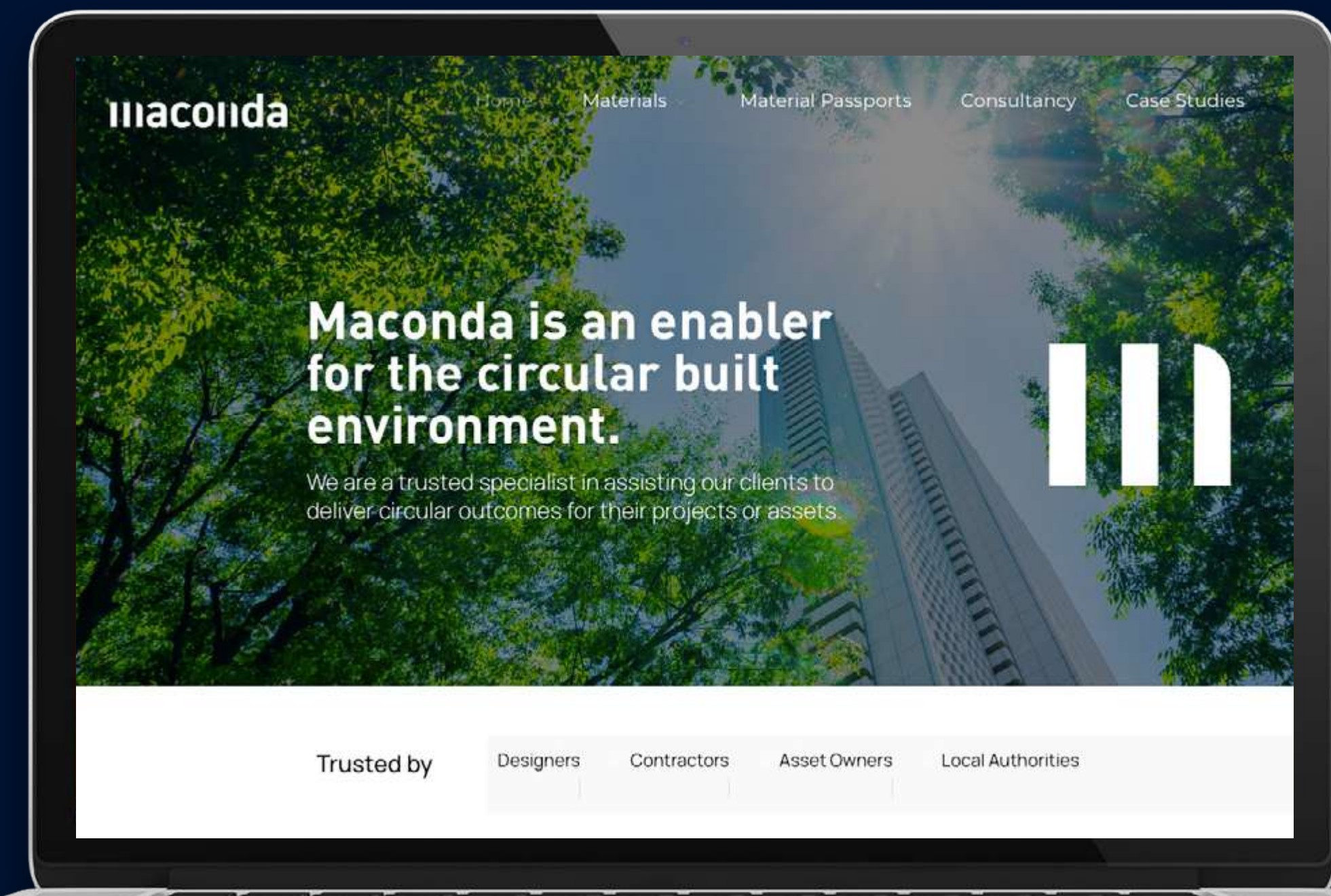
# Maconda



MACONDA

**Maconda is an enabler  
for the circular built  
environment.**

We are a trusted specialist in assisting our clients to deliver circular outcomes for their projects or assets.

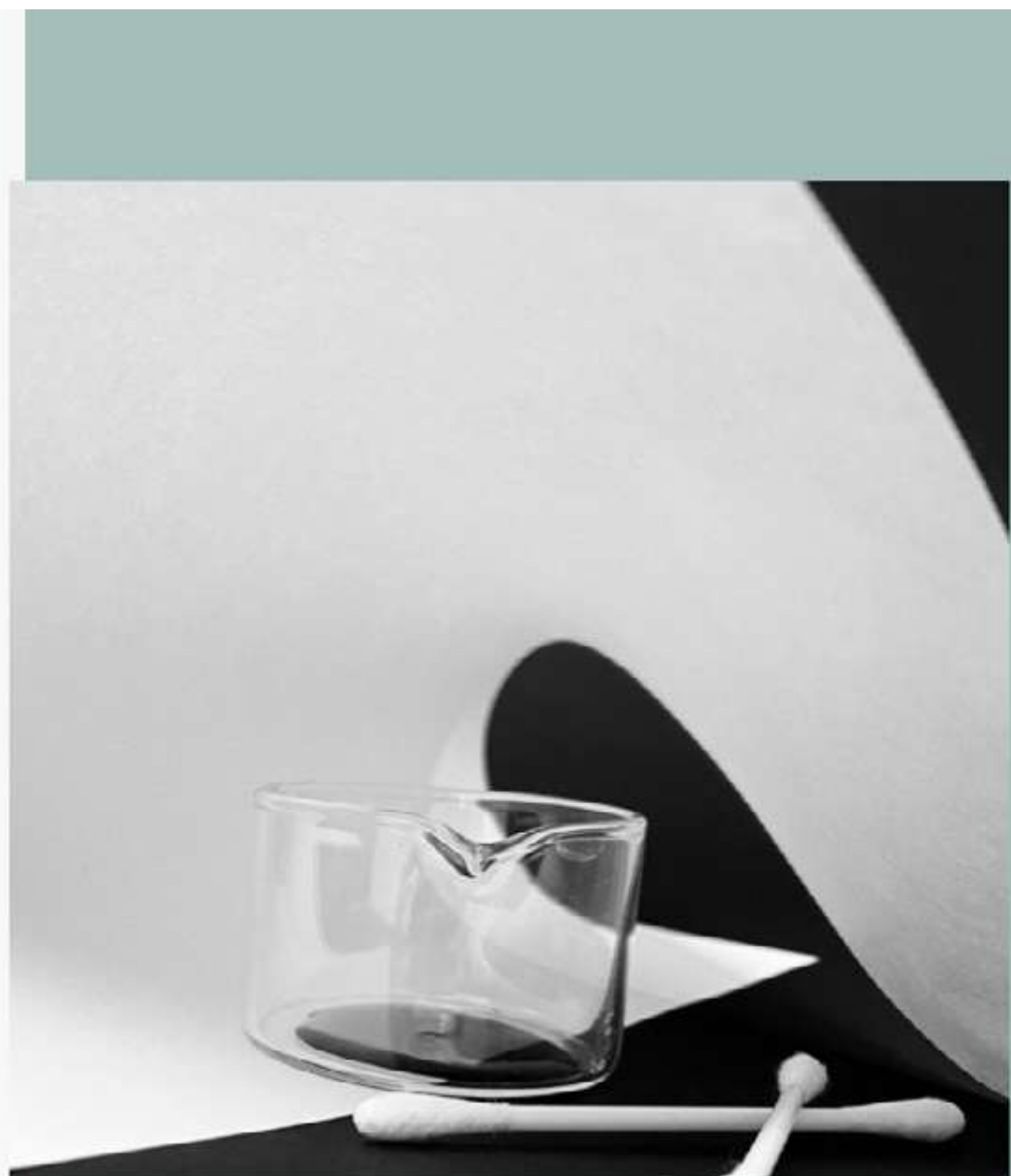






### A quote I love

“ Never be ashamed of yourself. Because you are born into one skin. You can scar it, stretch it, burn it, mark it, tan it, peel it. But you are always in it, so you might as well learn to love it. - Anonymous



SKINFUNDI



skin fundi





204 OXFORD REBRANDING





*ilifa*

COLLECTIVE



ILIFA BRAND







KUBIK  
DESIGN

KUBIK DESIGN





LOVE COFFEE

92 Wale Street

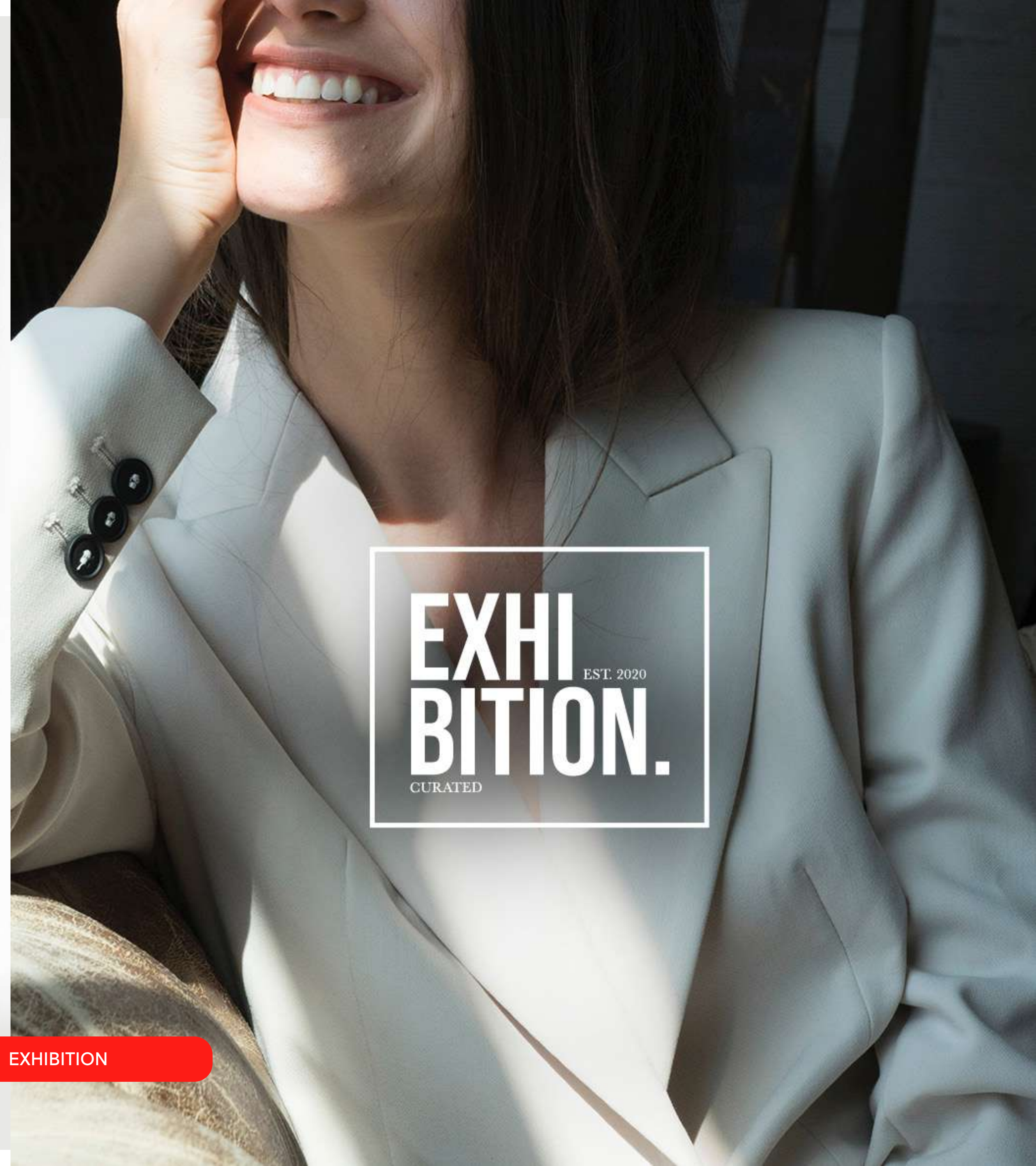




MY DINERS











WELKOM

# WELKOM LIBRARY & MUSEUM

South Africa

## UNPRODUCED

The Welkom Library & Museum is a local library in the Free State. It has been largely left to its own devices by the local municipality and really needed a wayfinding and signage system. Not only for easier navigation of the building but also to simply update its look and feel.

A new logo and basic signage proposal was created as a pro-bono project for the library but was unfortunately never produced, due to budget constraints.



Logo design



Front desk // mockup

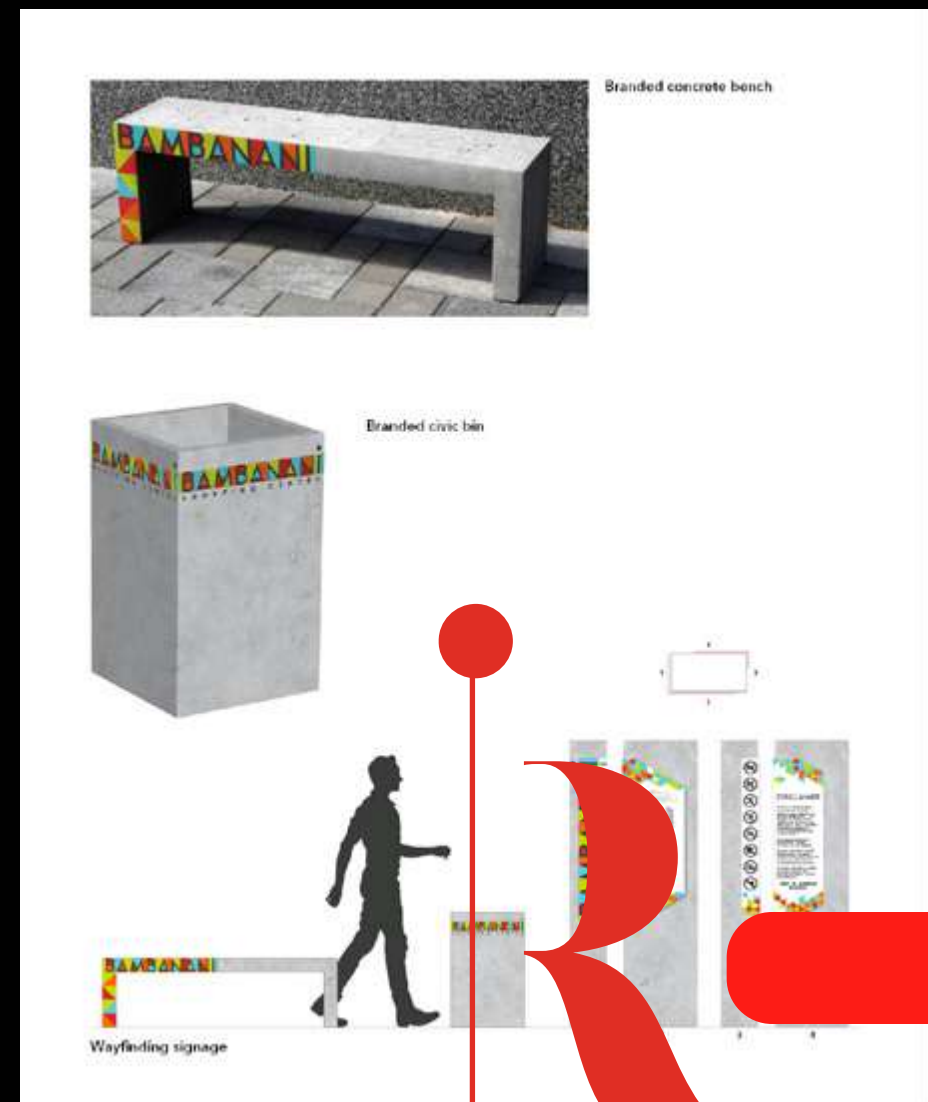


Dewey decimal posters



Dewey decimal logo variations





BAMBANANI




# LET'S WORK TOGETHER

At RED Marketing, we're passionate about innovation, brilliant ideas and the execution that brings it all together in one unique experience. If you are too, call or send us an email to get started. Let's find out if we're a perfect fit!

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 Instagram: [@red\\_marketing](https://www.instagram.com/red_marketing)

 Twitter: [@red\\_lifestyle](https://twitter.com/red_lifestyle)

 LinkedIn: [:/company/red-marketing-sa/](https://www.linkedin.com/company/red-marketing-sa/)



**RED**  
MARKETING