

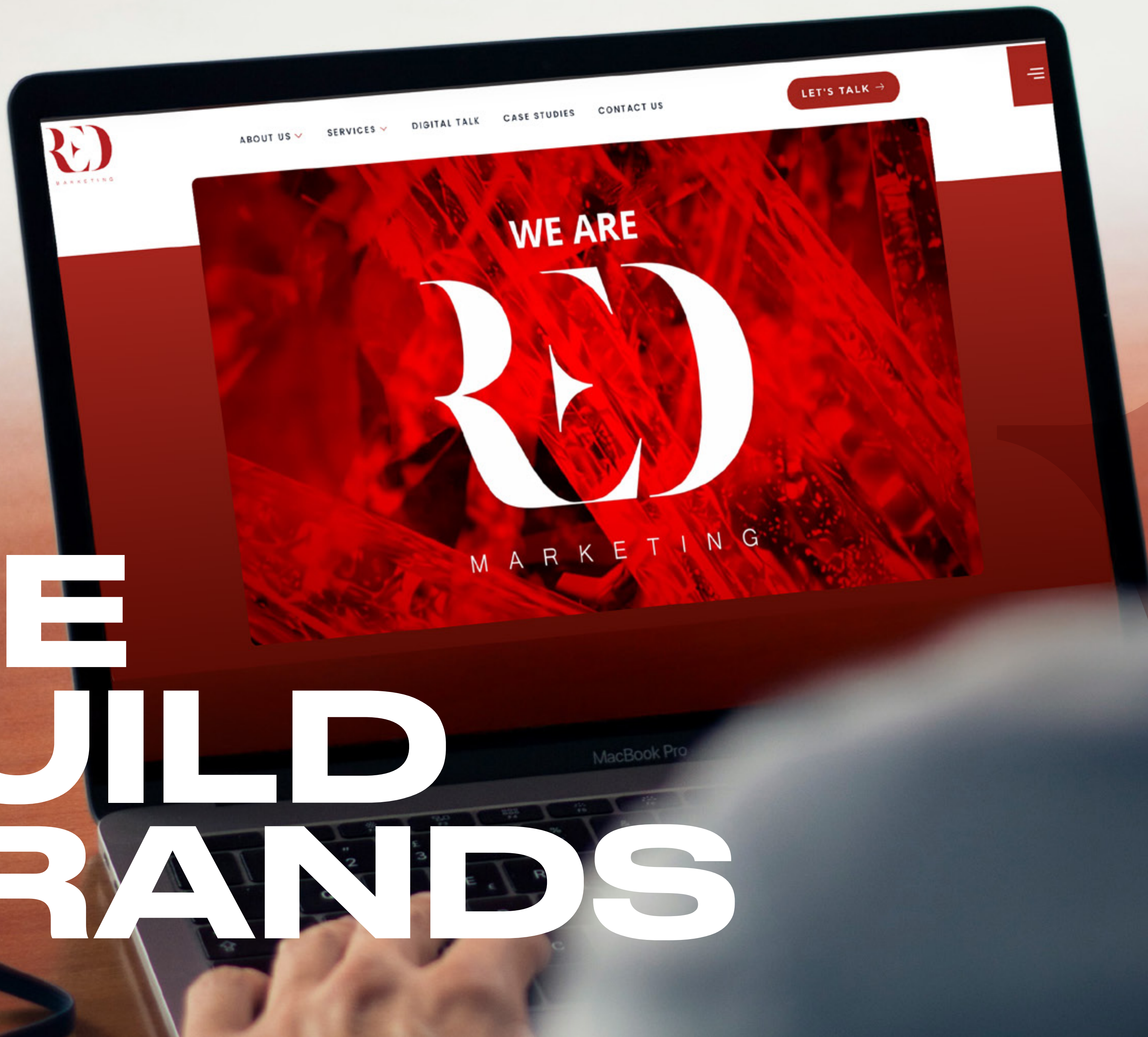
The background is a complex, low-angle shot of a red, metallic-looking structure with many sharp, intersecting lines and planes, creating a sense of depth and architectural complexity. The color is a rich, dark red. Overlaid on this is a large, white, stylized logo consisting of the letters 'R' and 'D' in a serif font, positioned centrally.

RD

M A R K E T I N G



**WE  
BUILD  
BRANDS**







**IS YOURS  
NEXT?**

In today'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 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 based in London and South Africa with global resources. 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?



A hand holding a Rubik's cube against a red background. The cube is partially solved, with some colors visible. The hand is positioned as if about to move a piece.

# OUR SERVICES

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.

## **MARKETING AND BRANDING SERVICES**

We help your target audience to understand your brand

## **SOCIAL MEDIA MARKETING**

We build engagement, loyalty and advocacy with social media marketing in London

## **CREATIVE SERVICES AND CONTENT CURATION**

We help you find your voice

## **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

## **DIGITAL MARKETING AND PAID ADVERTISING**

We ensure your brand is seen across all of your digital dreams

## **PUBLIC RELATIONS AND INFLUENCER MARKETING**

We put your brand in influential mouths



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.



# BRANDS WE NUTURE



# MARKETING AND BRANDING SERVICES

## We help your target audience to understand your brand

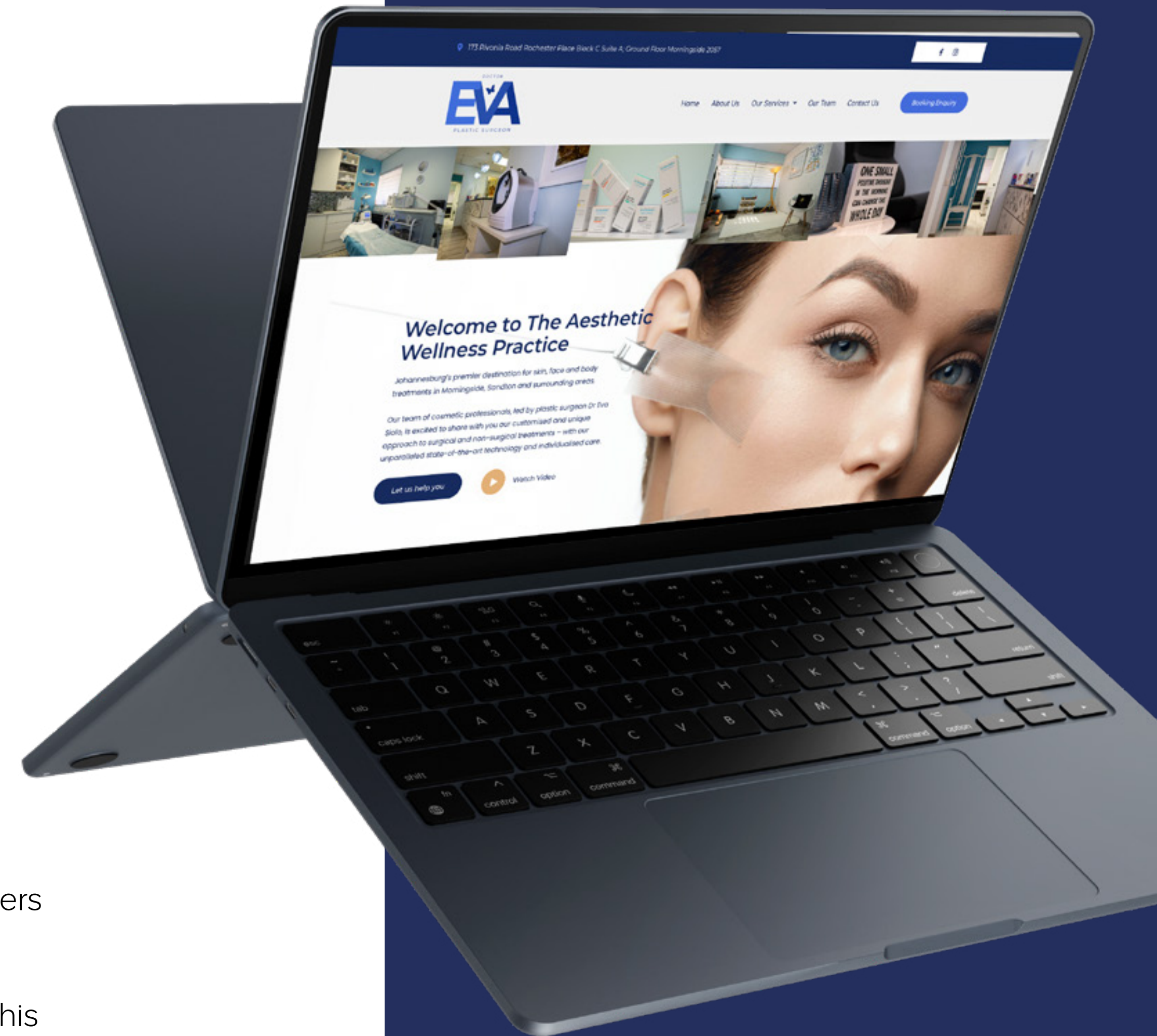
Our marketing and branding services help create awareness, establish a strong brand identity, generate leads and sales as well as build relationships with customers.

- Marketing and market analysis
- Marketing strategy and plan development
- Campaign formulation and rationale
- Strategy, plan and campaign implementation
- Brand and marketing consultation

### Full-service marketing client: Dr Eva Siolo

We specialise in providing our clients with the option a 360-degree marketing service. This holistic marketing approach involves our team of category specialists – from copywriters and photographers to website developers and graphic designers – taking care of every step of your brand journey.

An example of one of our full-service marketing clients is plastic surgeon Dr Eva Siolo. We service this client with the following services: marketing and branding strategy, website development, creative services and content curation, social media marketing as well as photography and videography.





# SOCIAL MEDIA MARKETING

**We build engagement, loyalty  
and advocacy with social  
media marketing**

**Stay adaptable in a dynamic digital landscape  
with our social media marketing services.**

- Strategy development
- Platform management
- Community building and engagement
  - Campaign creation and execution
  - Brand positioning
- Audience and persona development
  - Social media marketing reporting
  - Social media advertising





# CREATIVE SERVICES AND CONTENT CURATION

## We help you find your voice

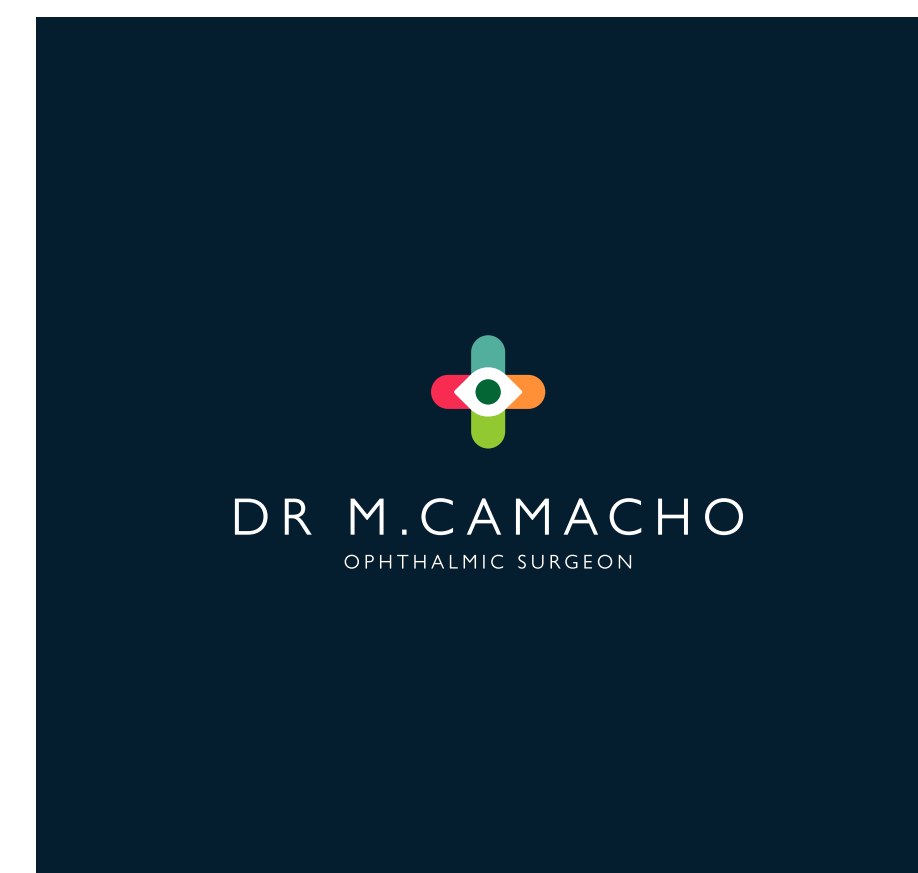
**Creative services and content curation** – From copywriting to photography – are key to the success of marketing and branding.

**Creative strategy** – We create cutting-edge work to elevate our clients' visibility.

**Graphic design** – Our graphic design specialists understand that strategically driven creative design is the key to integrated communications.

**Photography and videography** – These shoots involve planning, coordinating and executing the creation of photos and videos that align with your brand's messaging.

**Copywriting** – Our team of copywriting specialists combine relevant ideas with focused copy to create powerful designs that inspire a response.







# CREATIVE AND ART DIRECTION





PHOTOGRAPHY

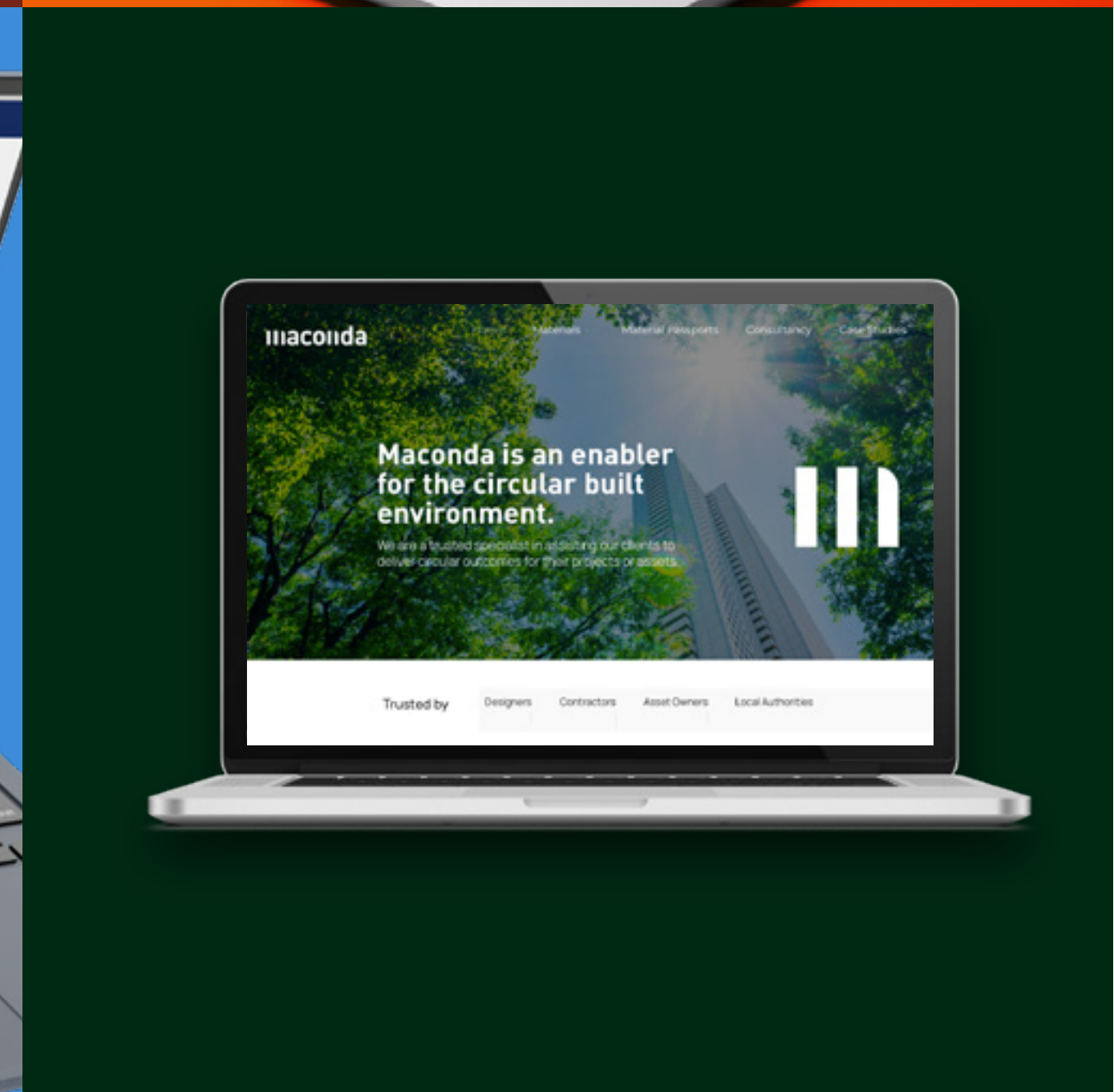
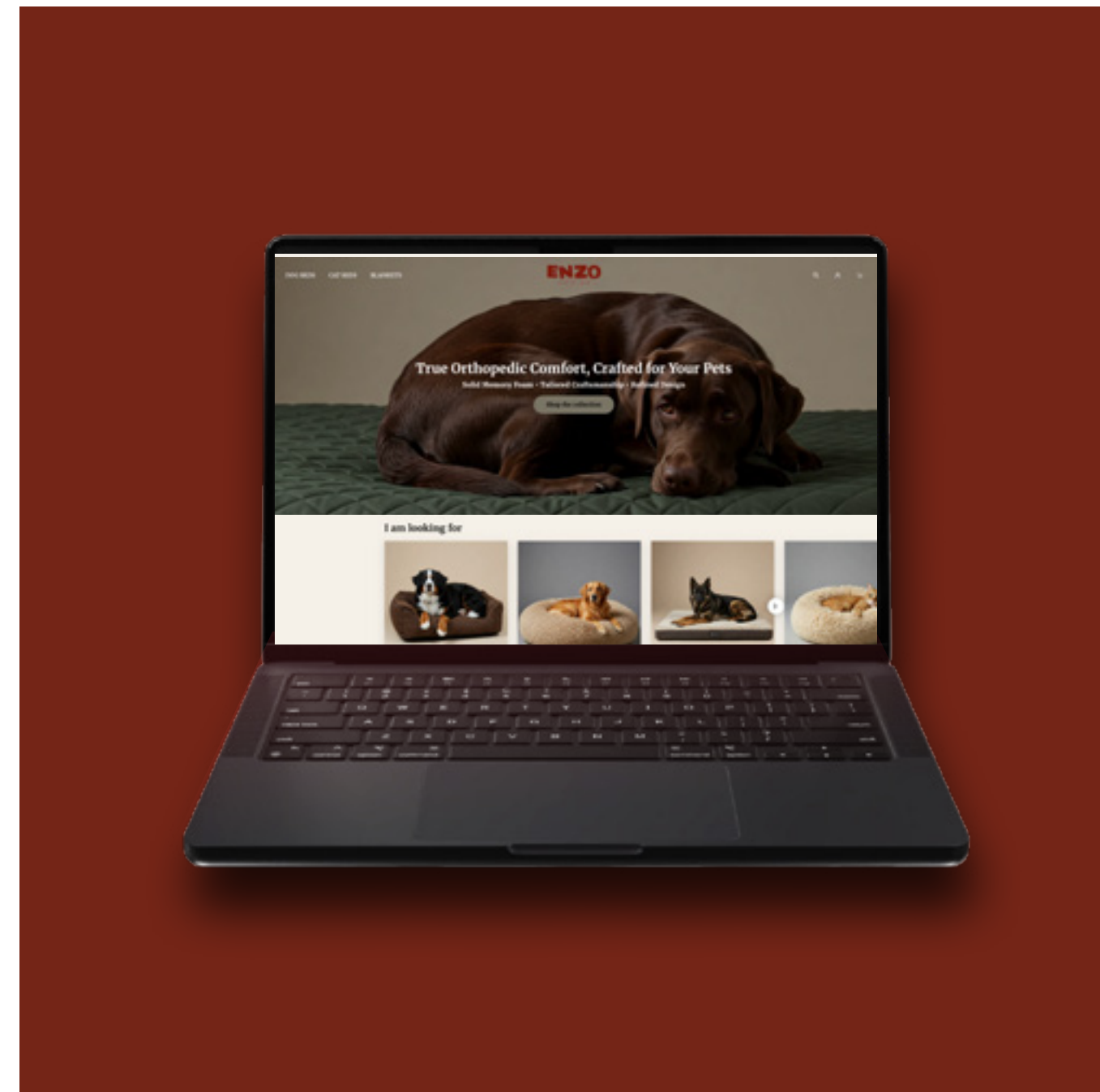


# WEBSITE DEVELOPMENT

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

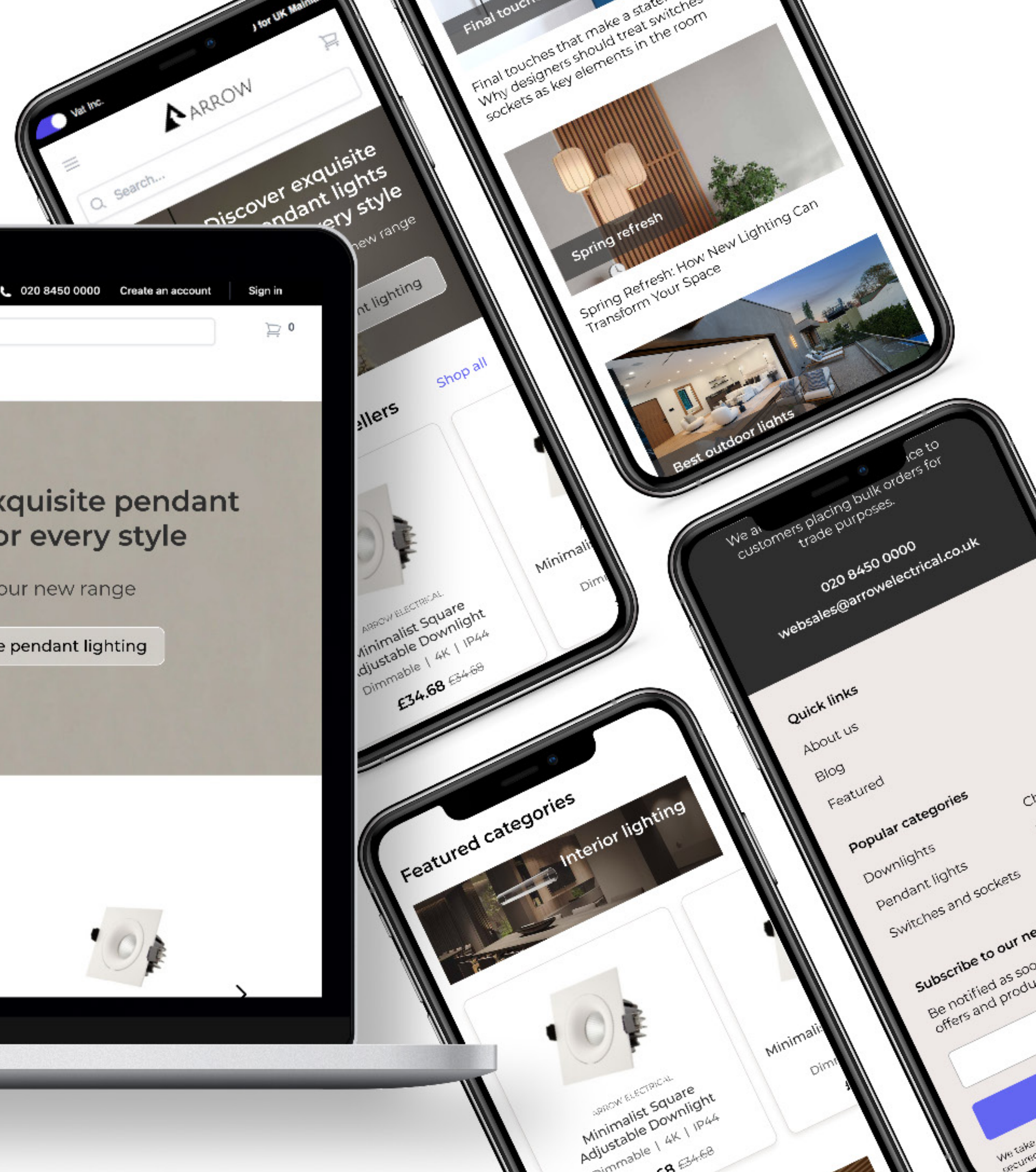
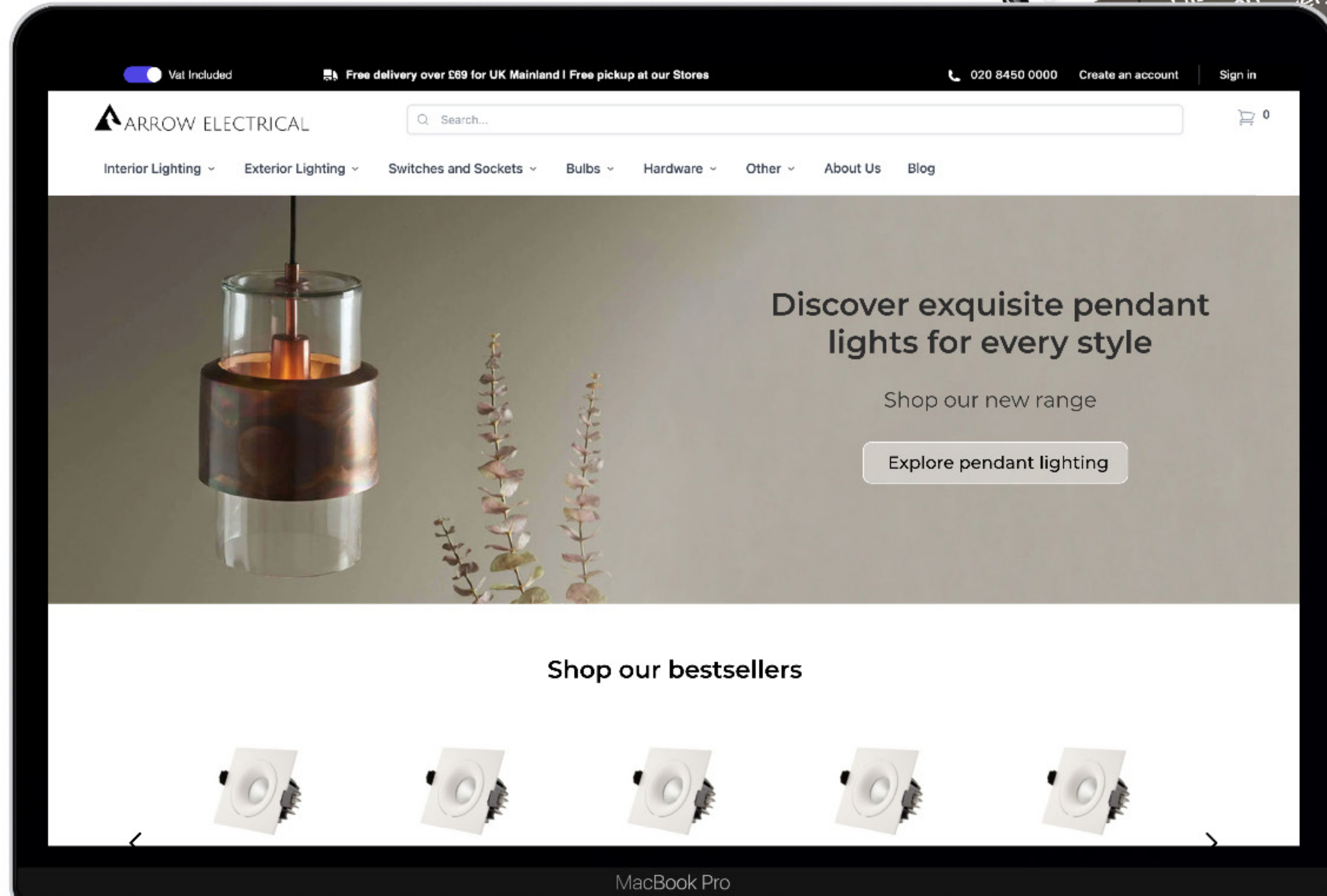
Your website serves as your digital storefront, and our website development services enable you to showcase your products or services to a global audience 24/7!

- Website strategy development
- CMS designation
- E-commerce development
- UX/UI design
- Back-end development
- Responsive design
- Prototyping
- API integration
- Website copywriting
- Internal SEO





# UX AND UI DESIGN



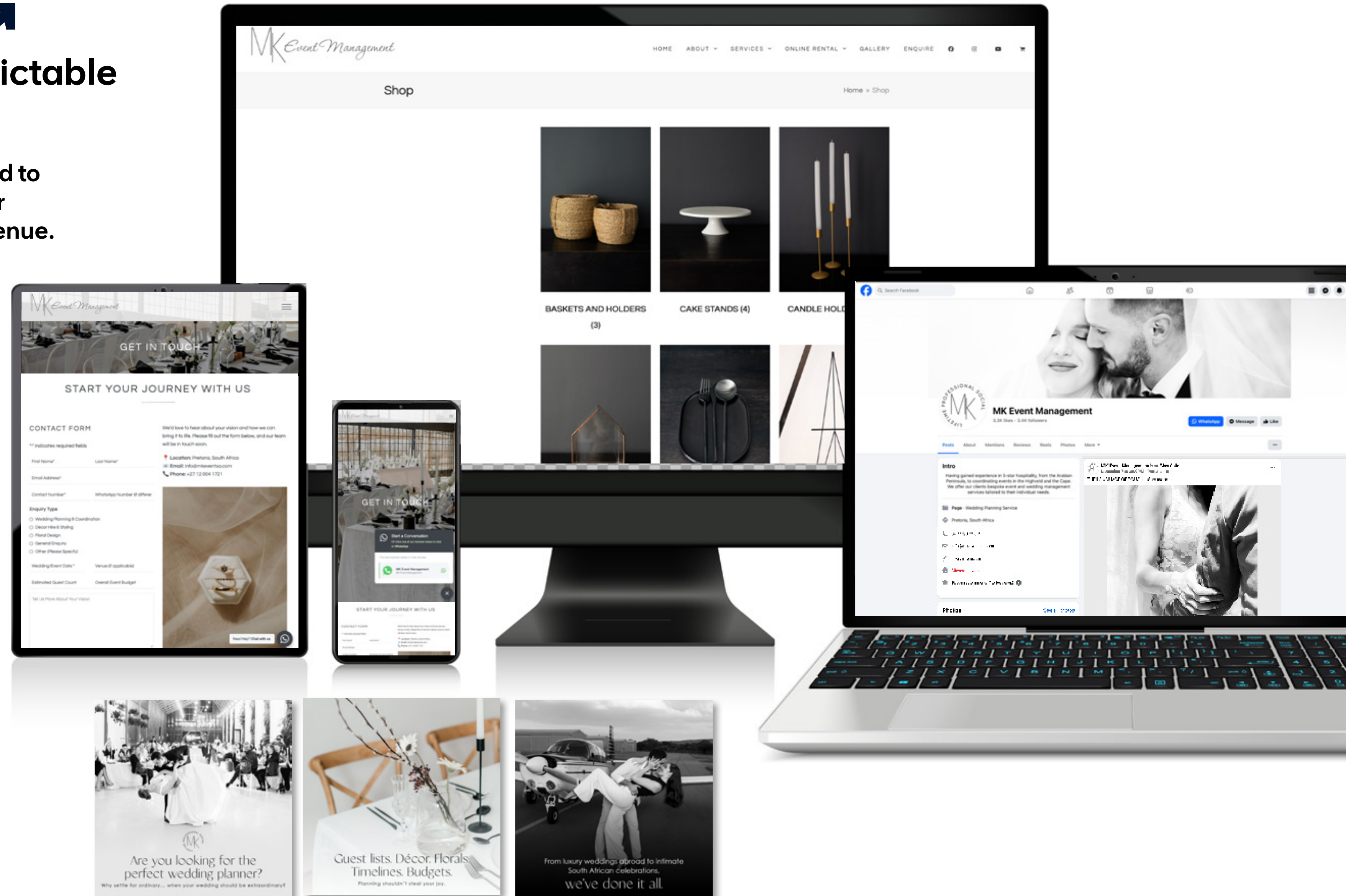


# PERFORMANCE MARKETING

**We turn your ad spend into predictable profit – and scale what works**

Our performance marketing services are designed to attract high-intent leads, move them through your funnel and turn their interest into measurable revenue.

- Landing page development and optimisation
- Paid search and display
- Conversion-driven campaign setup
- Audience targeting and segmentation
- Funnel optimisation
- A/B testing and experimentation
- Performance tracking and reporting
- Budget optimisation and scaling





# PUBLIC RELATIONS AND INFLUENCER MARKETING

We put your brand in influential mouths

Our public relations and influencer marketing services offer unique opportunities to build brand reputation and engage with audiences.

- PR campaigns
- Print and digital coverage facilitation
- Media engagement
- Relationship management
- Crisis management
- Press releases
- Holding statements
- Gifting and press drops

COSMOPOLITAN

ELLE

Men'sHealth

Forbes

VOGUE

GQ

Sunday Times





# DIGITAL MARKETING AND PAID ADVERTISING

We ensure your brand is seen across all of your digital dreams

These services help to establish long-term visibility, build brand authority, engage with potential customers and drive targeted traffic to your website or online platforms.

- Digital marketing analysis
- On-page and off-page SEO
- Pay-per-click and Google Ads management
- Social media advertising
- Email marketing
- Newsletter curation
- Digital advertising placements
- Performance insights



**On-page and off-page search engine optimisation**



**Social Media Advertising:**

Engagement, page likes, boosted posts, lead generation, and sponsored ads.

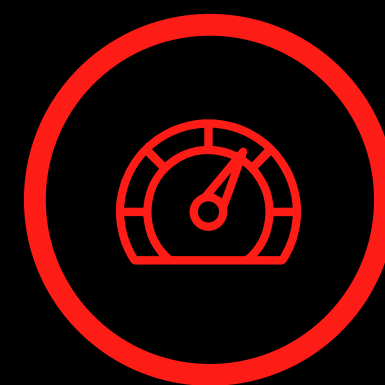


**Email marketing:**

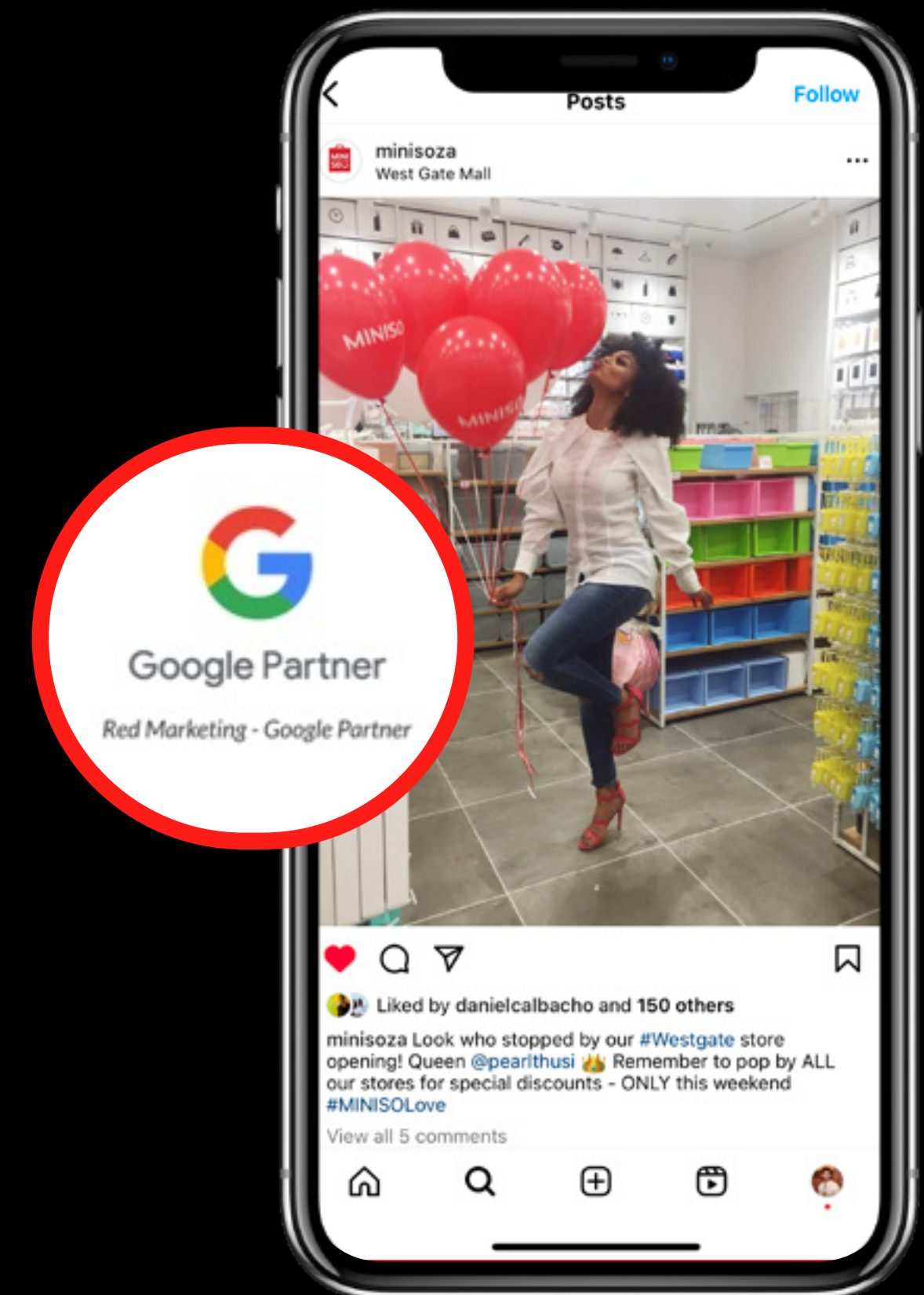
Newsletter curation



**Pay-per-click & Google Ads management**



**Performance insights & reporting**







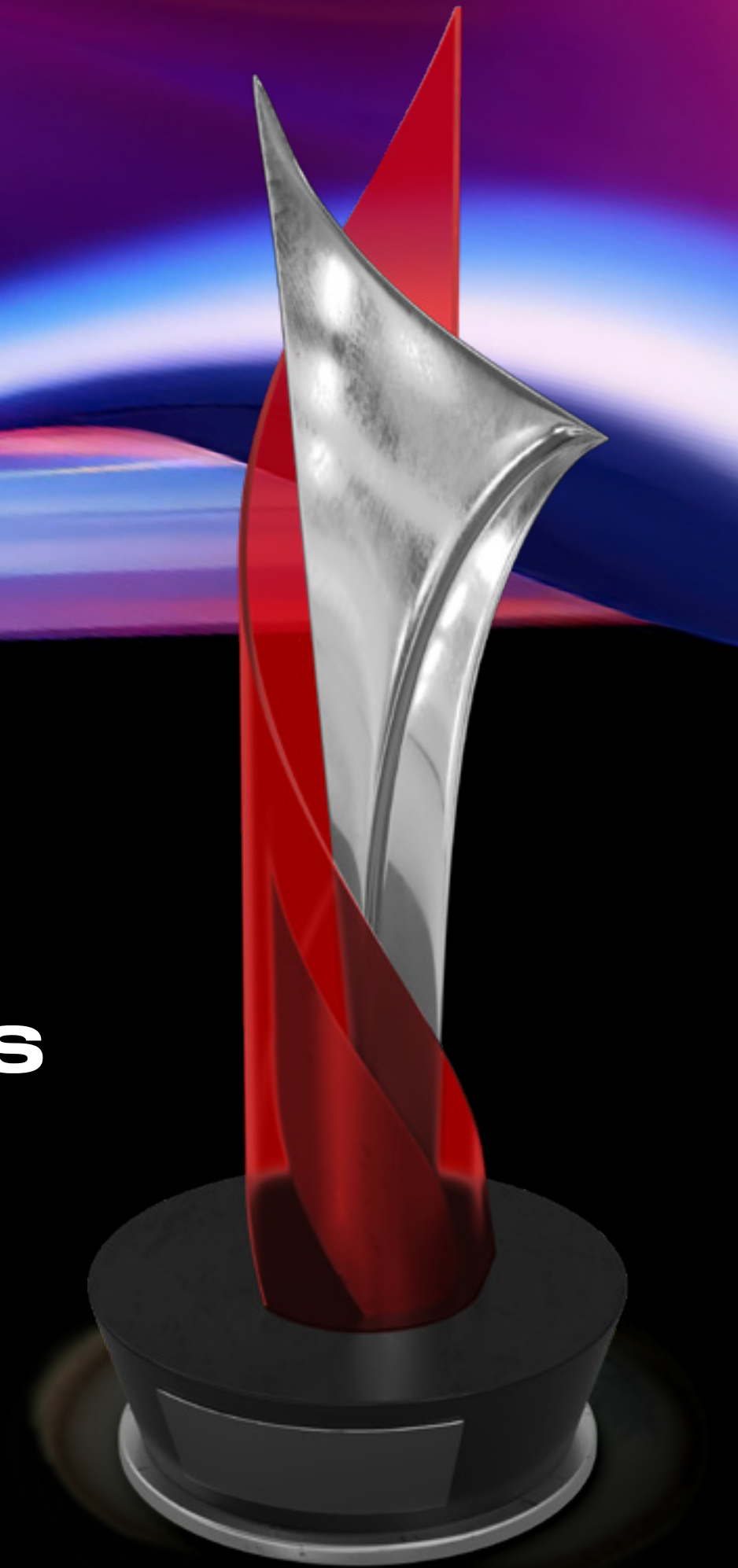
# OUR AWARDS AND ACCREDITATIONS

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.

**PARNERSHIPS**



Google Partner





RECONISED BY



THE SPECTRUM AWARDS

Shopping Centre Marketing  
Campaign: Create Tomorrow  
Liberty Two Degrees  
Property Owner



MEA Business Awards  
*Best Full-Service Marketing Agency 2020*



Gold Award for Digital Marketing Client  
Sandton City Shopping Centre 2021



MEA Business Awards  
*Best Content Agency 2021*



Africa Excellence Awards  
*Most Trusted Botique Agency 2022*



CorporateLiveWire  
SOUTH AFRICA  
PRESTIGE AWARDS

South Africa presrtige award  
PR agency of the year for 2022/23



Innovation and Excellence awards 2023 -  
Corporate LiveWire



Best Boutique Marketing Agency London  
*Business Excellence Awards 2024*



Digital Marketing Agency of the Year  
*corporate live wire innovation & excellence 2024*



*Best Full-Service Digital Marketing Agency  
South Africa winner 2022, 2023 & 2024*



Best Global Digital Marketing Agency  
*London Client Service Excellence Award 2024*



Best Boutique Holistic Digital Marketing Agency  
*Media Innovator Awards 2024*



*Boutique Marketing Agency of the Year 2025 London  
Client Satisfaction Excellence Award 2025*



*Best Full-Service Digital Marketing  
Agency 2025 - United kingdom*



*Best Full-Service Digital Marketing  
Agency 2025 - South Africa*




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

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