

# A SOCIAL MEDIA AGENCY



## CORPORATE CASE STUDIES

# social media

## **SOCIAL MEDIA MANAGEMENT**

Setting up a Social presence is quite simple and can be done by anyone, yet compiling a Social Media Strategy requires direction with set goals and objectives in place. Hashtag South Africa assess your mission statement and process flow by formulating Social Media Strategies over a period of time together with the utility of Powerful Social Management Systems that measure Engagement, promotes content collaboration and generates Analytical results.

## **SOCIAL MEDIA STRATEGY & CONSULTING**

Social media for business is different than just hanging out on Facebook and re-posting funny content for friends to share. If you want to make your social media time profitable, you need to have a plan and a time frame for implementing that plan. We engage with your team, formulate actionable strategy and oversee the executions ensuing that your business grows through social media

## **SOCIAL MEDIA EVENTS**

Escalate audience participation at conferences, Energize your audience at concert show buildups, Boost your TV ratings and Raise the Profile at your trade shows. Hashtag South Africa also promotes the use of Social media at their clients events. We have the ability and skills to make your event trend not just in South Africa, but around the world.

## **SOCIAL MEDIA TRAINING**

As Social Media has become a huge impact in our daily lives, so has it in growing smaller and big business to be successful. Conversations increase, so do our skills and expertise on relating to the target audiences. We have developed realistic and simple training modules, that evolve with the industry. Assisting public and private sectors with training sessions across the country

# digital & advertising

## **SOCIAL MEDIA ADVERTISING**

Your target audience spends 80% of their online time on social media. We create strategic content to get their attention, to ensure that they find you while browsing

## **SEARCH ADVERTISING**

People use the internet to search for products and services each day, we place adverts on specific digital sites from display billboards to digital commercials, let us help the world find you.

## **DOMAIN HOSTING**

**HASHTAG SOUTH AFRICA** has partnered with leading global hosting service providers to bring you local and International domains, from geographical to industry specific

## **WEB DEVELOPMENT**

We specialize in responsive content based web platforms that are on par with global standards.

## **DIGITAL CONTENT**

From blog articles, to digital media releases and newsletters, our team is equipped with the skills and tools to get your message to the world.

## **DIGITAL ANALYTICS & REPORTS**

Your customers go everywhere; shouldn't your analytic? Our Analytic systems shows us, the full customer picture across ads and videos, websites and social tools, tablets and smart phones. That makes it easier to serve your demands and needs of your target audience.

## **MOBILE APPLICATION DEVELOPMENT**

The internet is consistently expanding to the point that information is now accessible from mobile devices. Mobile applications are about getting the important information and services to specific audiences, we are able to develop and tailor make solutions to suite your needs

## **SEARCH ENGINE OPTIMIZATION**

Let our experts optimize your digital presence for your specified search audience.





## CONTACT

conrad@hashtagsa.com

+27 60 000 1805

+27 84 580 7363

## PROFILE

Hashtag South Africa is a Social Media Agency founded in 2011, We have assisted and contributed ever since to trending Social Media strategies within the Public and Private Sector in South Africa.

As seen in

**FAST COMPANY**

## ACHIEVEMENTS

**2012**

*Best Newcomer of the Year  
(Technology Incubator)*

**2013**

*Listed as a Top 10 Most  
Innovative Technology Startup's  
in South Africa*

**2014**

*Finalist Emerging Technology  
Top 100 Companies in South  
Africa*

**2016**

*Celebrating 5 Years of trending  
Social Media Strategies*

WWW.HASHTAGSA.COM

## ANOTHER SUCCESS REPORT

# CASE STUDY

## Connecting Students to Affordable Accommodation

A DIGITAL CAMPAIGN CONDUCTED BY HASHTAG SOUTH AFRICA

### CLIENT OVERVIEW

**Name of Client :** Westwood Lodge

**Location Targeted :** Durban, South Africa

**Specific Target Groups :** 18 - 27 Years Male & Female (Students)

**Extended Target Groups :** 30 - 65 + (Parents)

**Duration of Campaign :** August 2015 - January 2016

Westwood Lodge offer quality affordable student accommodation in Westville, Durban. An alternative solution to on campus residency with shuttle service, FREE WIFI and Satellite Television offered as basic services. Westwood Lodge required new leads and applicants to take up residency for the 2016 Calendar Year.

### DIGITAL SUCCESS REPORT



Westwood Lodge has fully booked all property allocations from leads generated on Social Media and Search Advertising. New Phase developments are due to be made available by July 2016 with a demand for placement already reaching capacity.

**Digital advertising gained higher return on investment than old mediums : Flyers & Newspaper advertisements.**

### SOCIAL & DIGITAL MEDIA PLATFORMS USED

facebook



25% Total  
Budget

### SOLUTIONS EXECUTED

- Creative Content Strategy
- Page Like Ad's (Location based)
- Promoted Posts ( by interests )
- Event Promotion
- Video Posts Promotion
- Customer Service System created

47

Positive Leads Generated

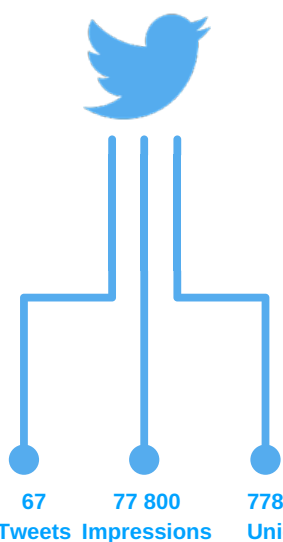
67 790  
People  
Reached

4243  
Likes  
Gained

3468 People Reached  
Per Day (Avg)

## TWEET ENGAGEMENTS

Twitter ads targeted specific users based on the tweets they create and the accounts they follow.



5% Total  
Budget

### SOLUTIONS EXECUTED

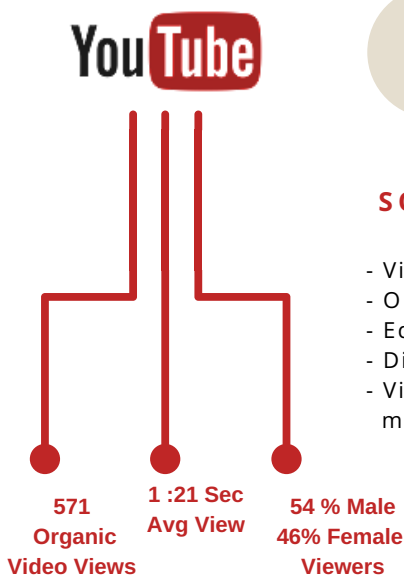
- Creative Content Strategy
- Pre & Post Scheduled Posts
- Promoted Tweets
- Promoted Account
- Clicks to Website generated (Call to Action)

18

Positive Leads Generated

## DIGITAL VIDEO

Digital video has proven in recent years to have a higher engagement rate than text and picture digital ads.



0% Total  
Budget

### SOLUTIONS EXECUTED

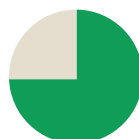
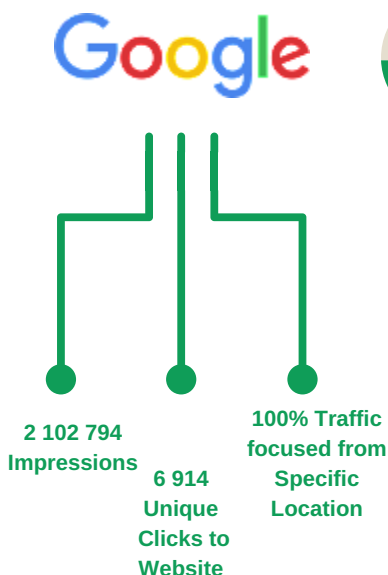
- Video Story Board & Layout frames
- Onsite Video Production
- Editing, Voice over & Upload
- Digital Commercial on Home Page
- Video Integrated on various social media platforms

87

Percent of Views Shared on Social Media

## PAY PER CLICK

Clients that use search advertising tend to generate higher leads than organic search results to their website.



70% Total  
Budget

### SOLUTIONS EXECUTED

- Targeted Keywords & Locations
- Time Triggers for ad placement
- Monitoring Weekly Competition to maintain #1 Ad Placement on Search Engine

351

Leads Generated





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## ANOTHER SUCCESS REPORT

# CASE STUDY

## How a South African Medical & Surgical Supply Company Engages Africa

A DIGITAL CAMPAIGN CONDUCTED BY HASHTAG SOUTH AFRICA

### CLIENT OVERVIEW

**Name of Client :** Endomed Medical & Surgical Supplies

**Location Targeted :** South Africa, Zimbabwe, Botswana, Zambia, Namibia, Mauritius, Swaziland, Mozambique, Lesotho

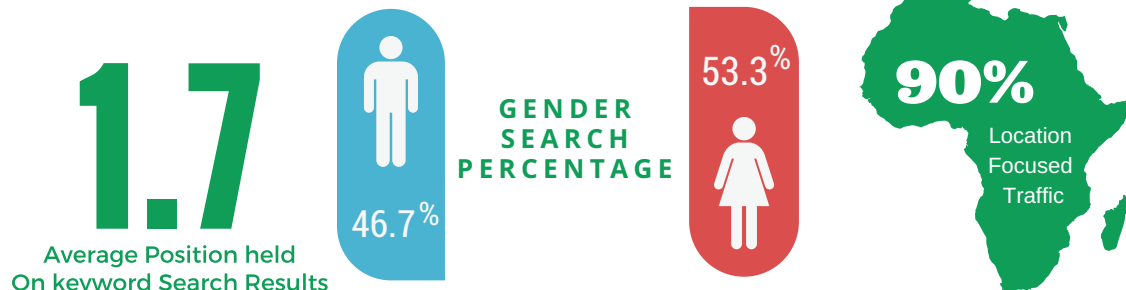
**Specific Target Groups :** Targeting Medical & Surgical Product searches

**Duration of Campaign :** March 2015 - Present

Endomed wanted to improve their online presence, boost awareness and generate new leads to improve sales across their 300 + Product Range offering. The task was to create a platform to engage with South Africa and the African states within the Medical Industry.

### DIGITAL SUCCESS REPORT

We created a Mobile Responsive website with shop cart functionality to migrate their offline offerings to the digital world. A Monthly advertising budget assisted to promote key products across South Africa and African states. Increasing leads and sales.



### SOLUTIONS EXECUTED

- Targeted Keywords & Locations
- Time Triggers for ad placement
- Focus on Key products with unique phrases
- Implemented Video and downloadable documents for user access
- Shop Cart Product Catalog

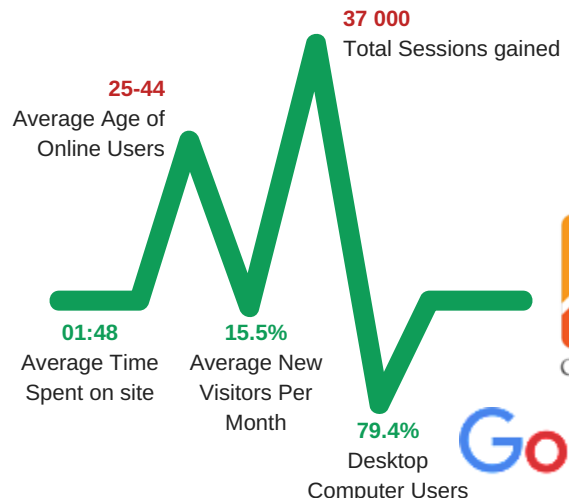


**7604**

Average Unique Page views  
Traffic Per Month

**84.5%**

Average Returning  
Visitors Per Month





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## ANOTHER SUCCESS REPORT

# CASE STUDY

## How a Fashion House Trended Across South Africa to educate women on beauty tips

A DIGITAL CAMPAIGN CONDUCTED BY HASHTAG SOUTH AFRICA

### CLIENT OVERVIEW

**Name of Client :** Elizabeth Arden

**Location Targeted :** South Africa

**Specific Target Groups :** Female Users, Fashion and Cosmetics

**Duration of Campaign :** 3 Days

Elizabeth Arden wanted to share with South African women unique beauty tips at Sandton City while sharing event content using #RedDoorExperience

### DIGITAL SUCCESS REPORT

A Social Media Event Management System was used to monitor live tweets. Live content was generated by media and twitter followers that attended the event together with followers from across South Africa. Social Media Event Leader board was established, at the end of event prizes were given to the most tweeted account.

**373**

Tweets Sent over  
3 Days

**4 018 829**

Total Reach over  
3 Days

**3mil**

in 3 Hours Reached

**#REDDOOREXPERIENCE**  
JOIN THE CONVERSATION

**Elizabeth Arden**  
NEW YORK

**ELIZABETH ARDEN SANDTON CITY**



Twitter Milestone

**Trended Hashtag**

Dec 2015  
10:30 - 12:30

"Trending South Africa 12:03 PM SAST" 1. Dubai 2. #RedDoorExperience 3. #MinersShotDown 4. #AskAMan 5. Nzimande 6. #ChooseDay

TrendieZA - Trends @TrendieZA

8 minutes ago



**#RedDoorExperience**

**Elizabeth Arden**  
NEW YORK





## CONTACT

Classes in  
Johannesburg,  
Cape Town & Durban

conrad@hashtagsa.com

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# SOCIAL MEDIA PRINCIPLES, PRACTICES AND STRATEGIES

A SOCIAL MEDIA WORKSHOP CONDUCTED  
BY HASHTAG SOUTH AFRICA

## COURSE OVERVIEW

**1 Day or 2 half  
day sessions**

**1 Day Option** : 08:30 - 16:00 (2 breaks and 1 Lunch incl.)  
**2 Day Options** : 08:30 - 12:30 (1 Break incl)

**Min : 4 delegates**  
**Max : 20 delegates**

Course Package includes : Handbook, Attendance Certificate  
& USB with Digital Files, exercise templates and Video clips  
for after course learning.

## SOCIAL MEDIA PLATFORMS DISCUSSED

- Facebook  
- Twitter  
- Pinterest

- LinkedIn  
- YouTube  
- Google +

- Instagram  
- SnapChat  
- Developing Platforms

## QUALIFICATIONS

Our courses are ideal for marketing, communications, public relations, digital individuals and professionals looking for an introduction and advanced approach to using social media and digital marketing channels within a marketing strategy. During the social media training you will learn how social and digital technologies can help you and/or your company increase brand awareness, engage better with customers and grow sales.

## COURSE MODULES OUTLINED

- Facebook Methodology
- Welcome to Marketing on Facebook
- Best Practices & Video
- Building an Audience & Posts
- Purchasing Ads
- Ad Auctions & Delivery Overview
- Advertising Objectives
- Campaign Structures
- Page Insights
- Align Strategy to Objectives
- Understanding Ad Policies
- Twitter for Brand & Agencies
- Digital Business Toolkit
- Google Plus Circle Management
- Pinterest Optimization
- LinkedIn Optimization
- Social Media Policy
- Social Media Strategy Development

## EXPERIENCE GAINED

### Formulate and develop a strong Social Media Strategy

*Individual or Team creation*

Know the platforms you work on and the optimal times to engage while reviewing customer responses using a customer service system.

### Content Curation Methods and Production Guidance

*Design methods for creatives & non creatives*

Understand online posting policies and how to create effective design using simple content creation tools.

### Management of Digital Advertising Budgets

*Curation, Management & Reporting*

Understand how to create ads across platforms, how to read analytic data and report in line with management reports.

# about us

## HASHTAG SOUTH AFRICA SOCIAL MEDIA PTY LTD

is a new entity formed in lined with the National Development Plan 2030 of South Africa to introduce, implement and integrate the use of Social Media, Cloud Computing, Mobile Application Development and Fibre Communications into SME's, Corporate and Public Sectors in #SouthAfrica and around the world.

## OUR MISSION

To grow the utility of digital technology and communication in South Africa. We share a global mission to connect our planet's people to each other by the means of the Internet.

## OUR VISION FOR #SOUTHAFRICA

To showcase the products and service of South Africa to its citizens and the world for trade development, investment and tourism growth,

While expanding digital internet access across our Country and Africa.

## INDUSTRIES OF FOCUS



2011

UNPACKED NATIONAL  
DEVELOPMENT PLAN  
SOUTH AFRICA

2012

REGISTERED FOR TRADE AS  
HASHTAG SOUTH AFRICA  
SOCIAL MEDIA PTY LTD

2013

BEST NEWCOMER OF THE YEAR  
(ICT-SMART EXCHANGE) TECH  
INCUBATOR KZN

2014

LISTED ONLINE AS TOP 10  
MOST INNOVATIVE START UPS  
IN SOUTH AFRICA(BUZZ SA)



**HASHTAG** | South  
Africa