

Channel Mobile Social Media



Our Agenda



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Our welcome message to you



Who We Are

Meet who is behind the curtain.



Our Services

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We want to hear from you



Introduction

Our welcome message to you





Welcome Message

Social media marketing refers to content creation and engagement while gaining traffic through social media platforms. These are the platforms that allow direct communication from brands to consumers. These allow both brands and consumers to share trends and ideas to influence the growth of the brand.



“
MARKETING IS
NO LONGER
ABOUT THE
STUFF YOU
MAKE, BUT
ABOUT THE
STORIES YOU
TELL.”

SETH GODIN



Who We Are

Meet who is behind the curtain.



Who are we?

Channel Mobile is a renowned specialist mobile marketing agency based in the heart of Cape Town.

With innovative creative thinking we have expanded our services by introducing a Social Media department. With the fusion of mobile and social media, we are able to provide impressive results throughout our clients campaigns.





Our Services

What we do

Our Services



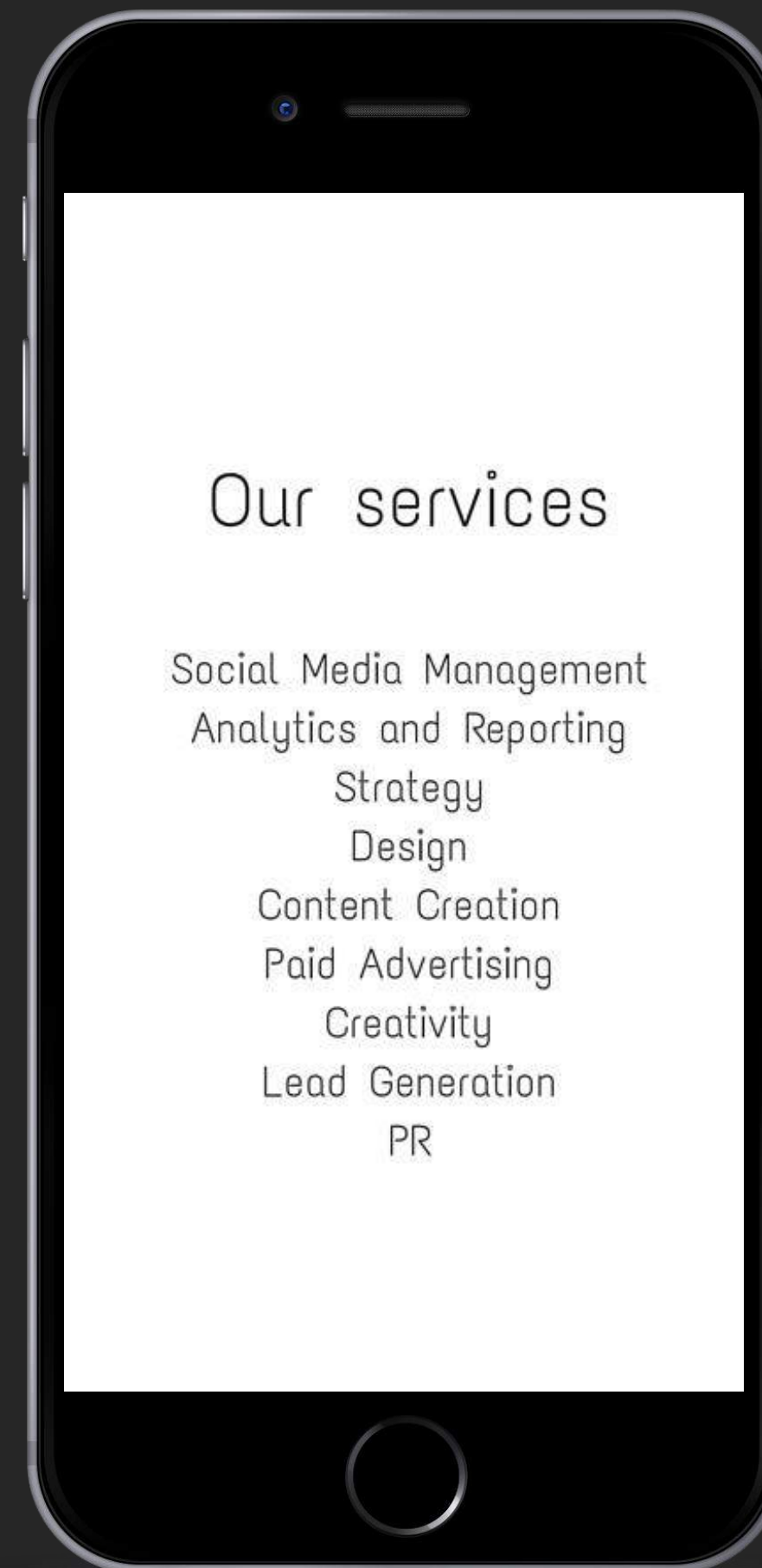
Social Media Management

Monitoring, contributing to, filtering, measuring and otherwise guiding the presence of the brand, product or corporation on social media platforms.



Strategy

The understanding of brand and message they wish to communicate by creating coherent proposals.



Analytics Setup

The tracking of the customers journey and acquiring relevant data.



Reporting

Detailed mobile ready reports on all Social Media campaigns.





Our Portfolio

Take a look at our latest projects



Facebook Pages

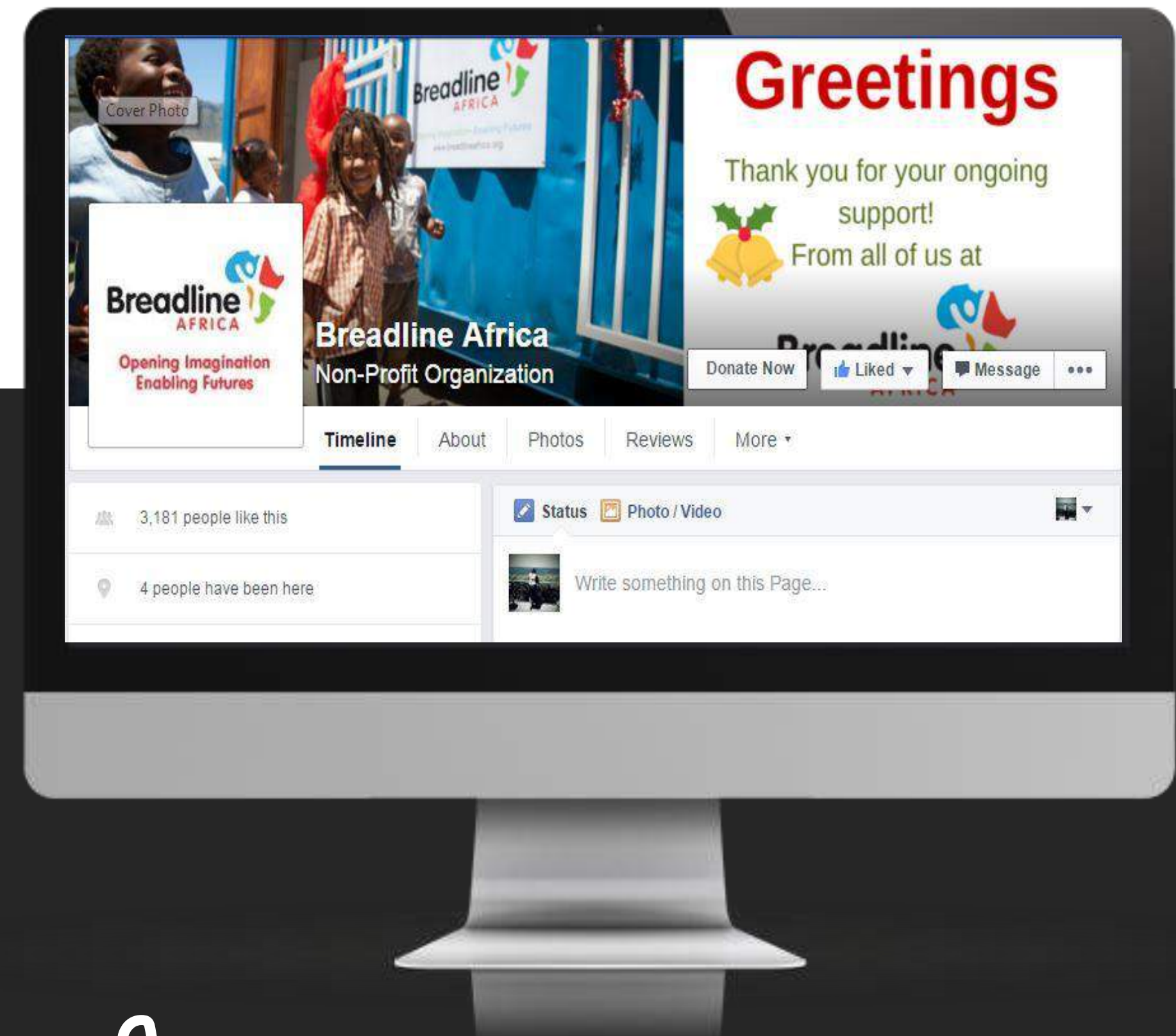
Desktop view – existing clients

THE SCHOOL LIBRARY ROCKS



806 Followers since October 2015

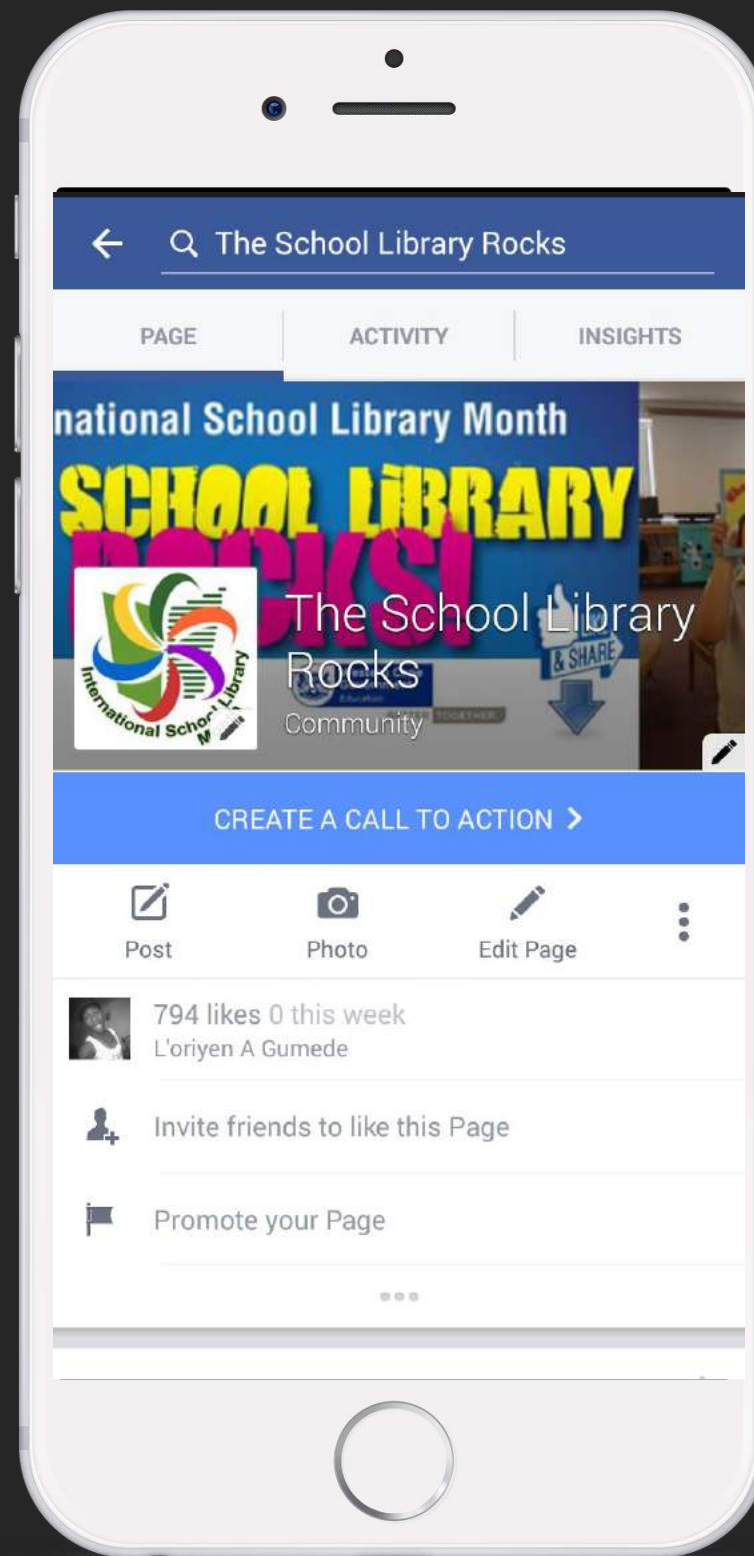
BREADLINE AFRICA



3 306 Followers to date

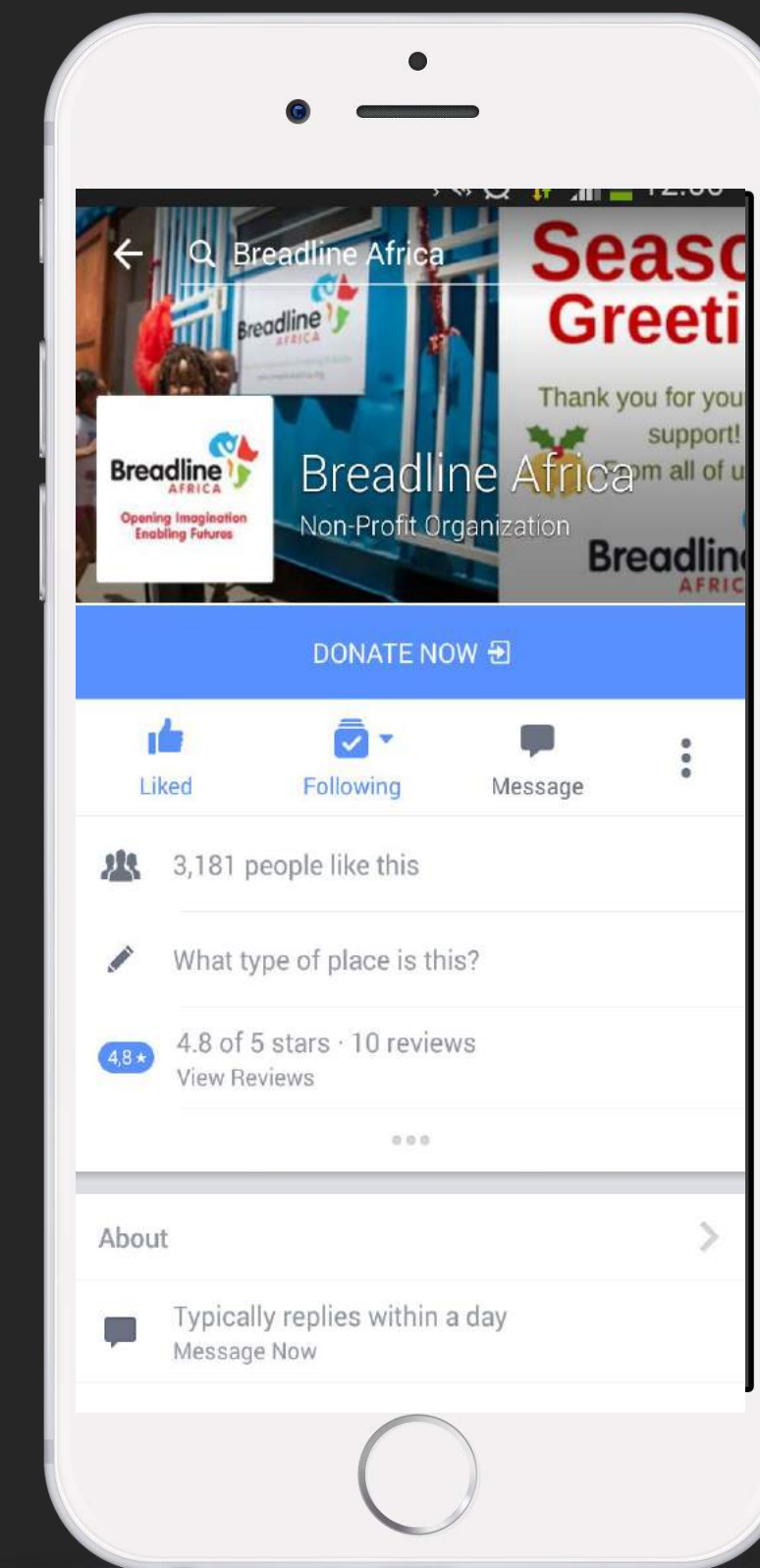
Facebook Pages

Mobile View - Existing clients



The School Library Rocks

Celebrated library month in October with major giveaways to schools and learners.



Breadline Africa

NGO that is converting containers into useful buildings for young children in poor communities in Southern Africa

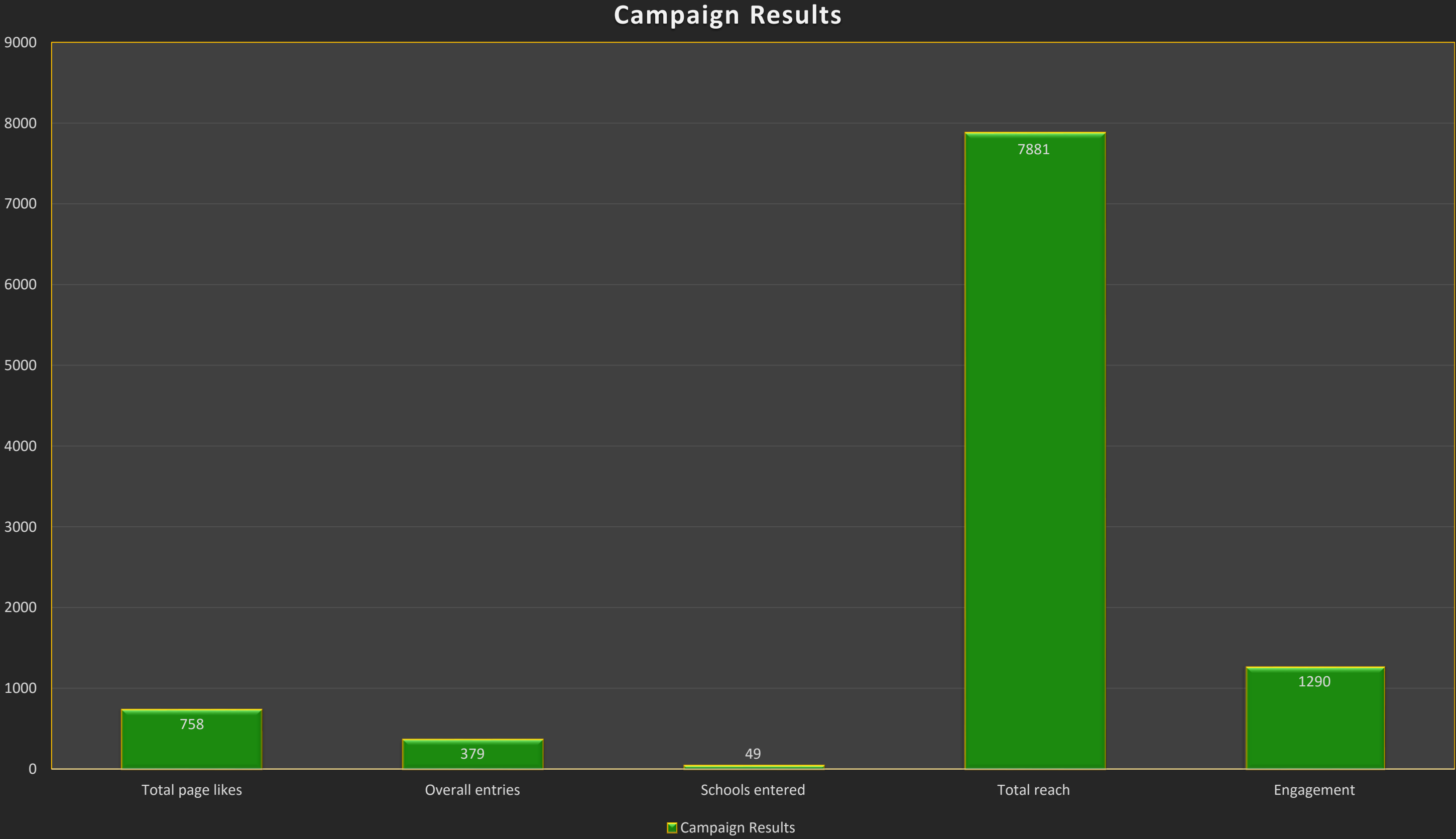
Case Study | The School Library Rocks

Campaign Objectives

In October we celebrated library month. Breadline Africa and the Western Cape Education Department decided to partner up and create The School Library Rocks campaign. Their aim was to get the Western Cape learners reading , while rewarding the winning schools with Library equipment.

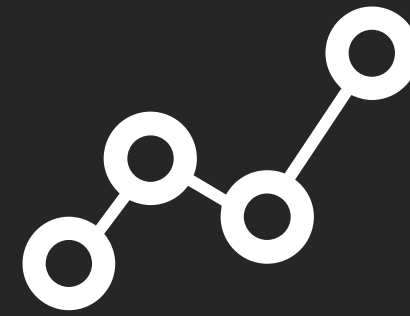
Campaign Solution

Channel Mobile decided to create a Facebook competition to host the entries. We sent emails and SMS's to notify teachers about the campaign.



Channel Mobile Execution | The School Library Rocks

- Strategizing
- Page creation
- Creative
 - Design of page cover and posts
 - Content creation (including judges bio editing)
- E-mail distribution to all Western Cape Schools
- Bulk SMS distribution to all Western Cape Schools
- Donation requests for smaller giveaways
- Facebook page management
- Winner selection
- Post campaign report



Strategy and reporting

Check out our progress



Social Media Marketing Strategy

With about 80% of the world population accessing the internet through mobile, it is imperative that all campaign strategies are conceptualised through a mobile view.

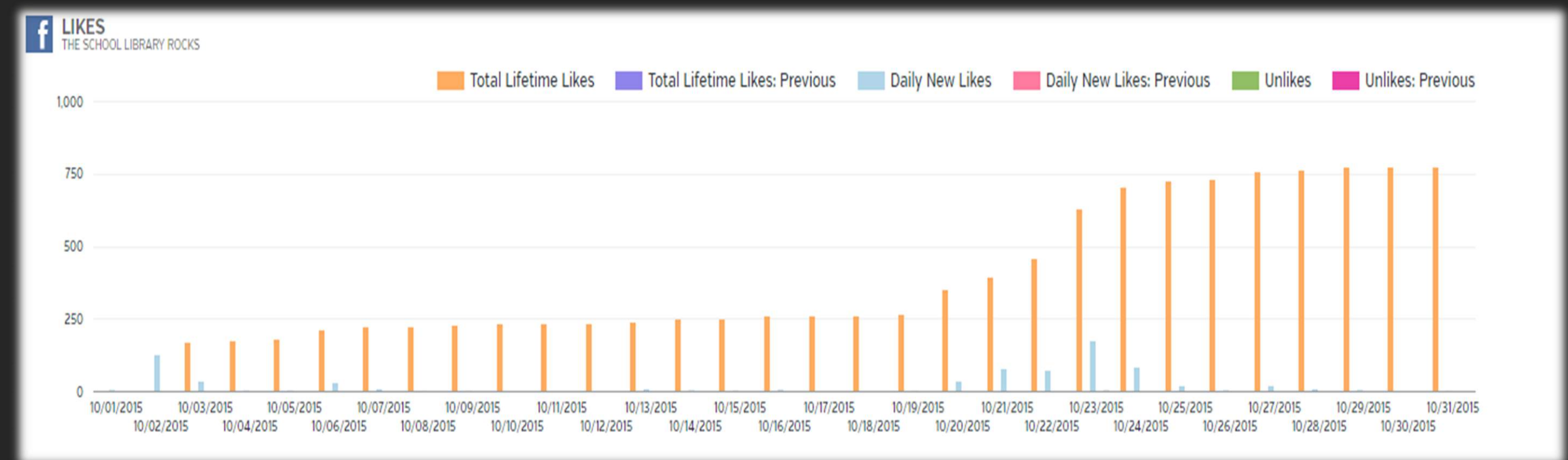
Channel Mobile being a mobile marketing agency, we can easily create an integration of mobile and social media campaigns.



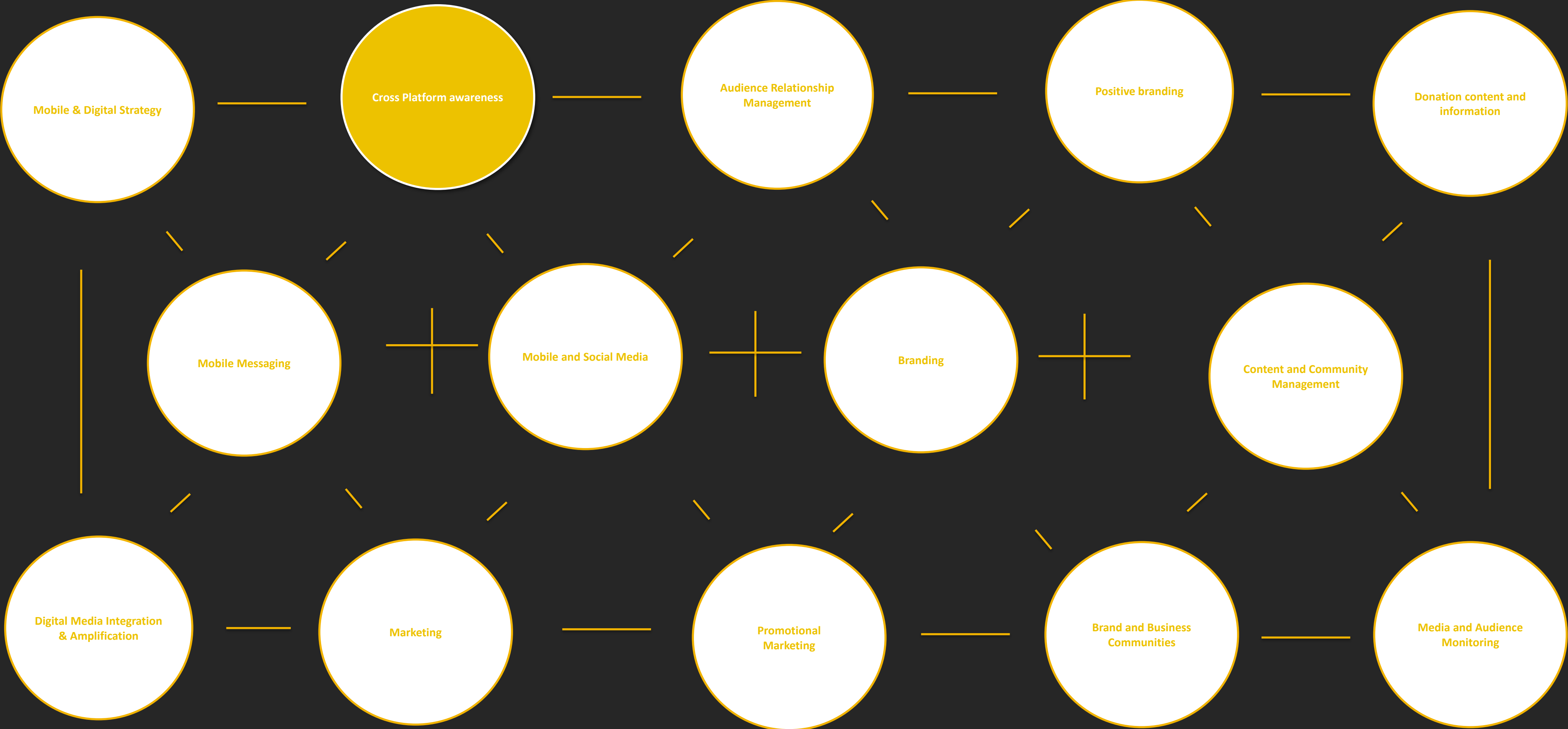
Reporting

Channel Mobile offers detailed reporting. Which includes but not limited to:

- Mobile Friendly, interactive reports
- Full reporting on all social media campaigns
- Email reporting
- Keyword research statistics
- Analytics
- Website performance vs competitors



We Deliver Solutions



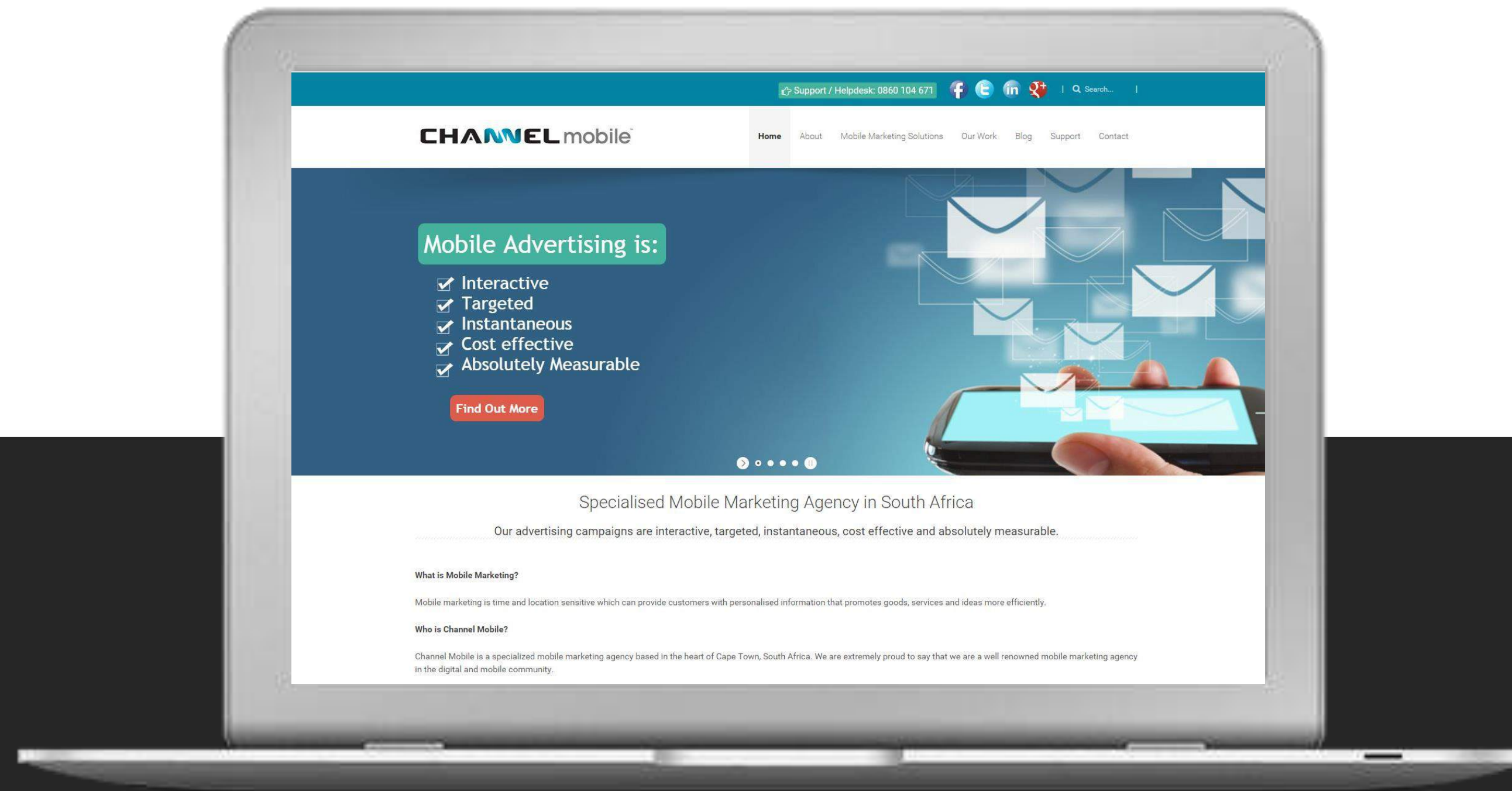


Get In Touch

We would love to hear from you



Channel Mobile



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THANK YOU