



A TLOU GROUP SUBSIDIARY

Tlou Marketing

Strategic thinking, creative execution and digital
delivery — all under one roof.



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06

SERVICE
AREAS

100%

BLACK-OWNED
AGENCY

2006

GROUP
FOUNDED

All Under One Roof

Tlou Marketing is a 100% black-owned, close-knit team of strategic thinkers, creative designers and digital specialists. We work across industries to formulate and implement marketing — brand and product positioning, sponsorship activations in sport, arts and culture, and the full marketing communications mix.

Our service promise: a motivated, talented team that delivers from concept to completion. We build long-term partnerships through people-centred work, clean thinking and a focus on customer satisfaction.



From concept to completion — strategy, creative and delivery handled by one team rather than stitched together across three.

06

SERVICE AREAS
UNDER ONE ROOF

SERVICE PROMISE

**Concept to completion,
by the people who
pitched it.**

03

DISCIPLINES: STRATEGY,
CREATIVE, DIGITAL

STRATEGY · CREATIVE · DIGITAL

Clean Thinking. Clean Delivery.

STRATEGY

BRAND

DIGITAL

MOBILE

CAMPAIGNS

HOSTING

What We Deliver

Six service areas, delivered by one team. Each is set out in full over the pages that follow.

01

Marketing Strategy

Strategic marketing and communications planning grounded in your business needs and market analysis.

02

Brand & Identity

Branding and corporate identity, promotional material, multimedia, animation and 3D modelling.

03

Digital & Web

E-business and digital portals, advertising, multimedia and interactive web design.

04

Mobile Marketing

M-commerce, m-advertising and m-marketing — meeting customers where they actually engage.

05

Campaign Management

End-to-end implementation and project management through trusted third-party suppliers.

06

Enterprise Hosting

Domain registration, web hosting, maintenance and support at ISP-grade reliability.



Marketing Strategy

Strategic marketing and communications planning grounded in your business needs, market analysis — internal and external — insights, and clear recommendations.

Strategy is written to be acted on, not filed. Every plan lands with the recommendations and the sequence to execute them.

Scope

What a strategy covers

- Business needs analysis
- Internal and external market analysis
- Brand and product positioning
- Marketing communications mix
- Sponsorship activation planning
- Insights and recommendations

Sponsorship activation in sport, arts and culture

POSITIONING
ACTIVATION
MEASUREMENT



SERVICE TWO

Brand & Identity

Branding and corporate identity work, promotional material, multimedia, animation, 3D modelling and audio/visual production.

- Branding and corporate identity
- Promotional material
- Multimedia and animation
- 3D modelling
- Audio and visual production

3D

MODELLING AND
ANIMATION IN-HOUSE

A/V

AUDIO AND VISUAL
PRODUCTION

THE POINT

An identity is the sum of every place a business shows up. We build the system, not just the logo.

SERVICE THREE

Digital & Web

01

Platforms

- E-business and digital portals
- Interactive web design
- Basic, corporate and animated builds

02

Advertising

- Banner advertising
- Pop-up advertising
- Multimedia production

ALSO AVAILABLE

Enterprise hosting, domains and support — so the site you launch stays up.

Mobile Marketing

Meeting customers where they actually engage — on the device that is always with them.

01

M-Commerce

Transacting on mobile — the storefront in the customer's hand.

02

M-Advertising

Paid placement built for small screens and short attention.

03

M-Marketing

Campaigns designed mobile-first rather than resized down to fit.

Campaigns & Hosting

05

Campaign Management

End-to-end implementation and project management, delivered through trusted third-party suppliers where specialist production is needed.

- Implementation planning
- Supplier selection and management
- Production oversight
- Delivery against schedule and budget

06

Enterprise Hosting

The infrastructure behind the work — so a site or portal we build stays available after launch.

- Domain registration
- Web hosting
- Maintenance and support
- ISP-grade reliability



ONE ACCOUNTABLE TEAM

Suppliers are managed by us, not handed to you. One point of contact runs the brief from first conversation to final delivery.

Brief To Delivery

01 Brief and business needs

What the business actually needs to shift, and what success looks like.

02 Analysis and insight

Internal and external market analysis, turned into recommendations rather than a deck of charts.

03 Creative and build

Identity, content and platforms produced by the team that wrote the strategy.

04 Implementation and support

Campaign management through to hosting and maintenance once it is live.

PEOPLE-CENTRED

Long-term partnerships, built on clean thinking and a focus on customer satisfaction.

04

STEPS FROM
BRIEF TO
DELIVERY

Part Of The Tlou Group

Tlou Group is a 100% black-owned diversified South African investment company founded in November 2006. Each subsidiary operates independently while drawing on the collective expertise and resources of the group.

01	Tlou Technologies	ICT, cloud, BI and enterprise security
02	Touch Data Analytics	Business intelligence and data quality
03	Tlou Marketing	Brand, digital marketing and web
04	Tlou Engineering	Asset management and condition monitoring
05	Tlou Foundation College	Accredited ICT and 4IR skills development
06	Tlou Financial Services	Accounting, tax and consulting for SMMEs
07	TBPN Resources	Licensed petroleum products wholesaler

Brief Us

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**Tell us what needs to shift.
We'll tell you how.**

STRATEGY
CREATIVE
DIGITAL



Tlou Marketing

A TLOU GROUP SUBSIDIARY · 100% BLACK-OWNED
STRATEGY · BRAND · DIGITAL · MOBILE · CAMPAIGNS · HOSTING