NQOBILE VILI

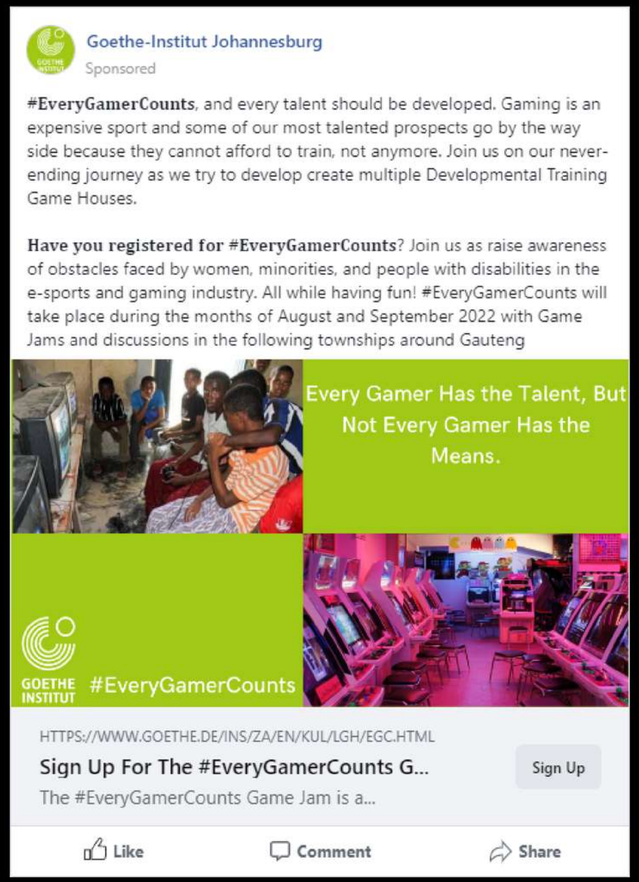
DIGITAL MARKETER

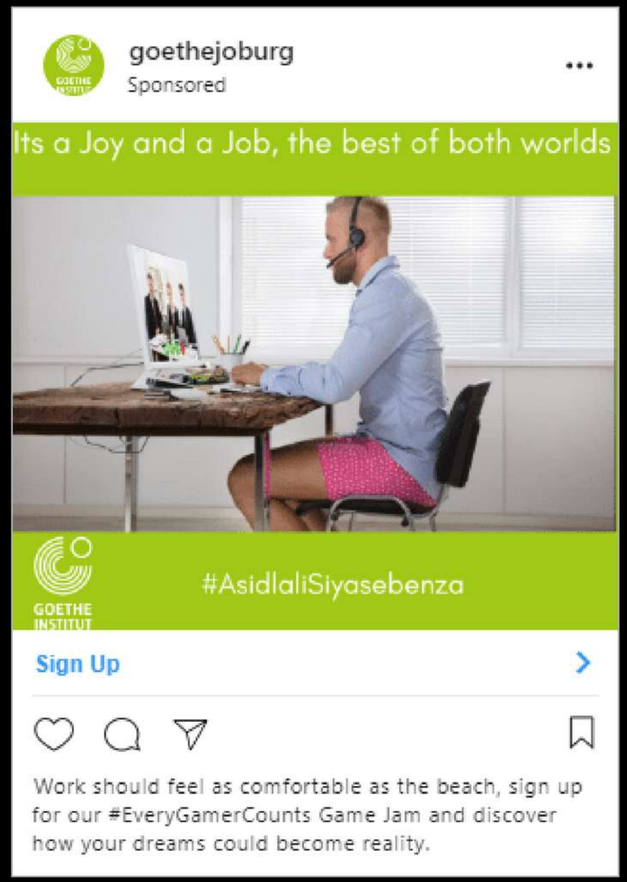
COPYWRITING

The next few slide contain copy that I did for the Goethe Institut and Pura. The Goethe Institut's copy is more formal as the company is linked with the German Government. The Pura copy is more informal and fun as that is the brand's identity

VISUALS

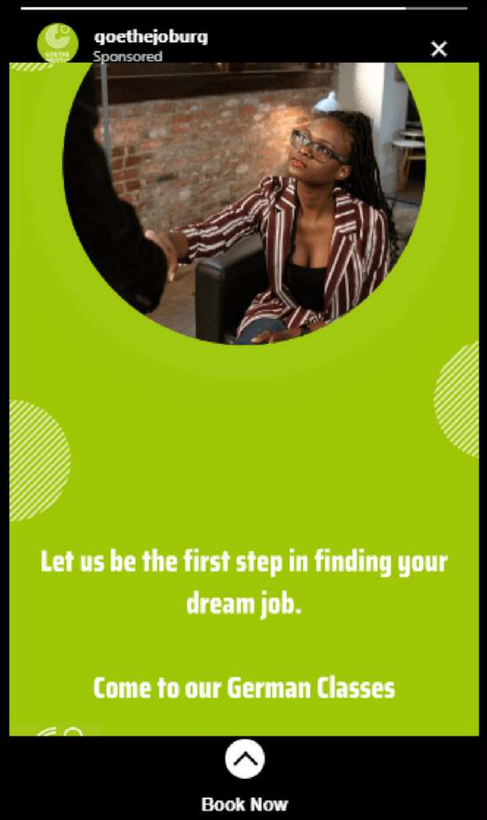
Additional Ad Sets, that could be beneficial to the #EveryGamerCounts Campaign.





VISUALS

Content that higlights a positive German lifestyle in South Africa and Germany.



Social Media Mock-ups

Learn More

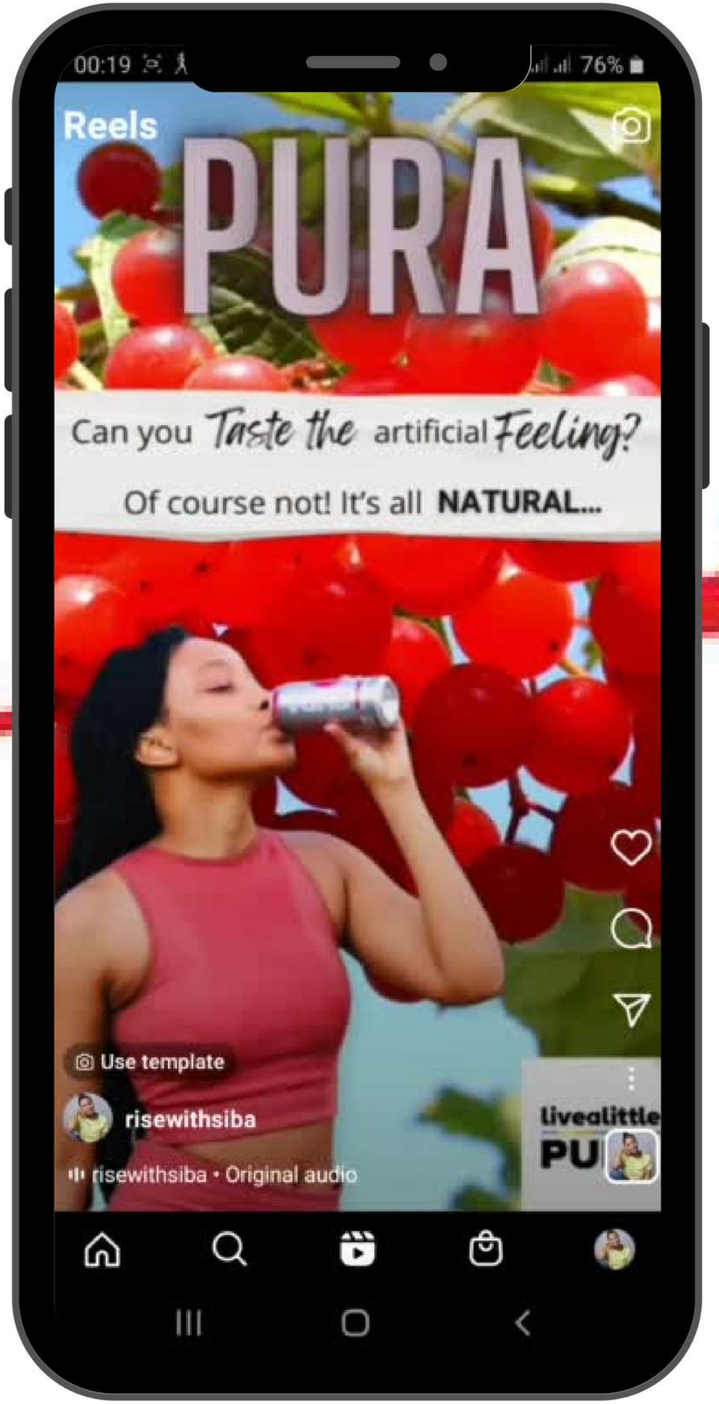
We don't lie about our ingredients.
+Low sugar,
+Natural Flavours,
+No Colourants,
+No Preservatives.

#livealittlePURA #healthieriseasy

Trick Shot

Can you *Taste the* artifical *Feeling?*

Of course not, it's all **NATURAL!**



SOCIAL MEDIA MANAGEMENT

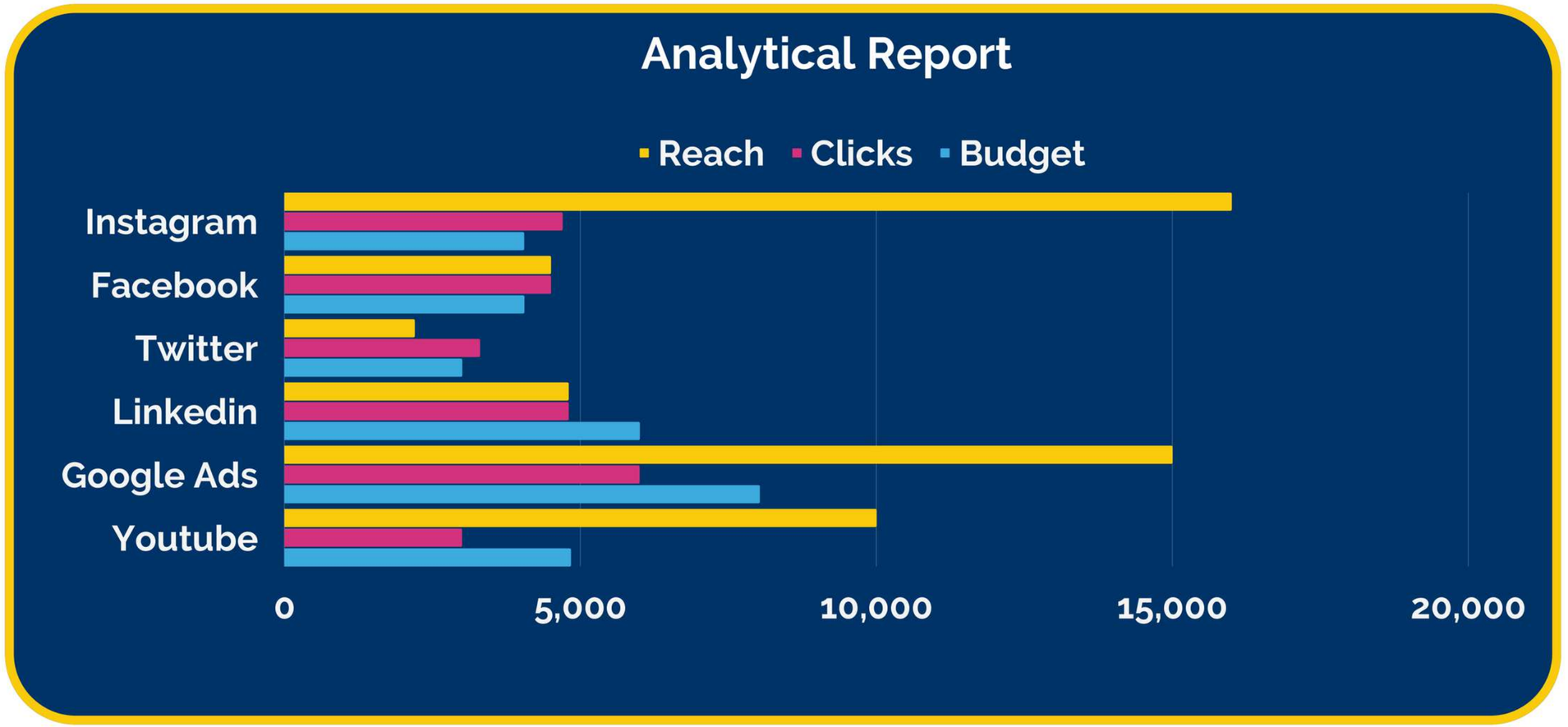
The next group of slides higlight my social media management skills, these slides will include breifs that showcase my handling of a social media budget, my e-commerce strategy skills, my social media auditing skills and finally my campaign strategy skills

SOCIAL MEDIA BUDGETING

The next slide is from a brief with Digify Africa on Digify PRO Online, the slide shows off my management of money and data analytics skills.

digify
PRO ONLINE

BUDGET



Expenditure

- R150 per post for 27post for 3 months
- R150 per post for 27 post for 3 months
- R40 per post for 27 post for 3 months
- R99 daily average clicks for 3 months
- R76 Ad appearance on Youtube for 3 months
- R500 per day for 14 posts on LinkedIn

E-COMMERCE STRATEGY

The next two slides show off my e-commerce strategy for the Goethe Institut and Adidas Ultra Boosts Campaign. Both campaigns revolved around the optimisation of website traffic

E-COMMERCE STRATEGY

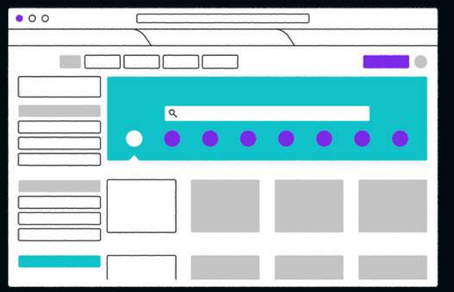
GOETHE INSTITUT

SEO

- Keywords Rankings- For people to quickly discover our website
- Lower Bounce Rate 38%
- Average Page Load
- Organic Clickthrough Rate
- Page Per Session

UX/UI

- Average Time on Task. This KPI tells you how long a user spends completing a specific task
- Customer feedback
- Task Completion Rate
- Error Occurrence Rate
- Customer Satisfaction
- System Usability Scale.



E-commerce growth strategy

20% OFF

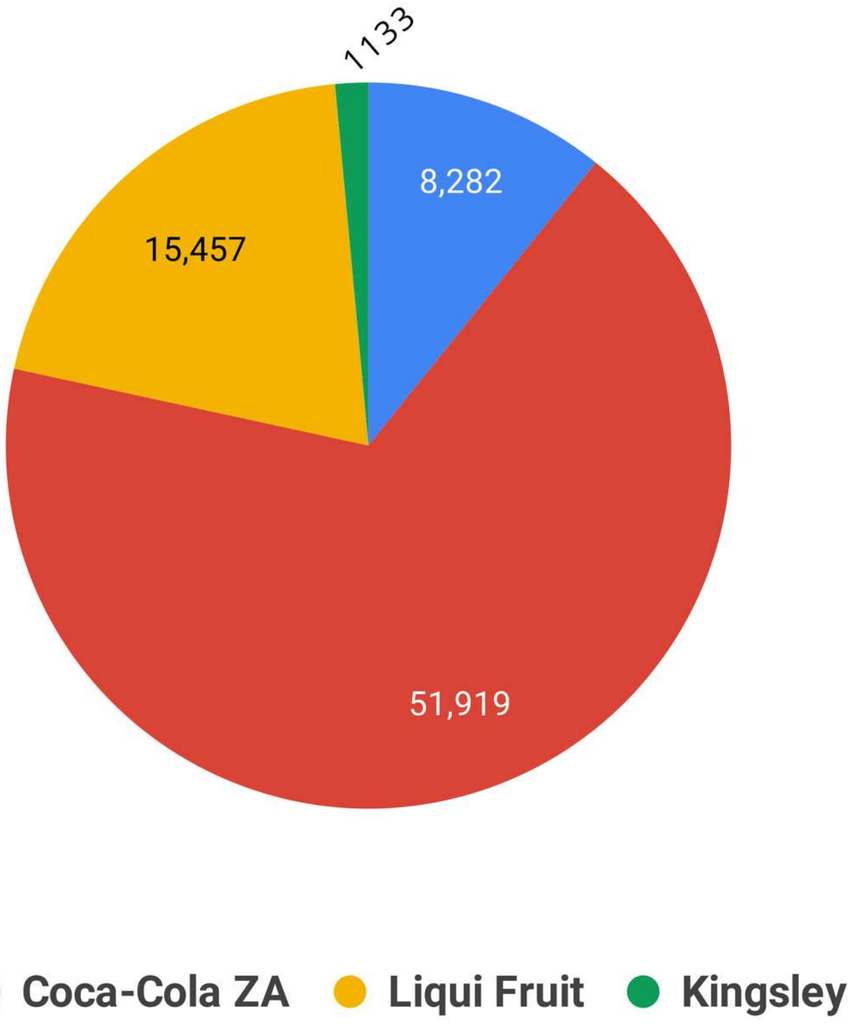
- Our CTA will be to offer people a 20% discount for every online purchase of the Ultraboost
- Our influencer will be sharing the 20% discount link on her socials every time she posts to raise awareness and we will be using UTM Tracking link to track the perfomance of the links
- We will also be offering free delivery for those that spend more than R4000.00 on our online store

SOCIAL MEDIA AUDITING

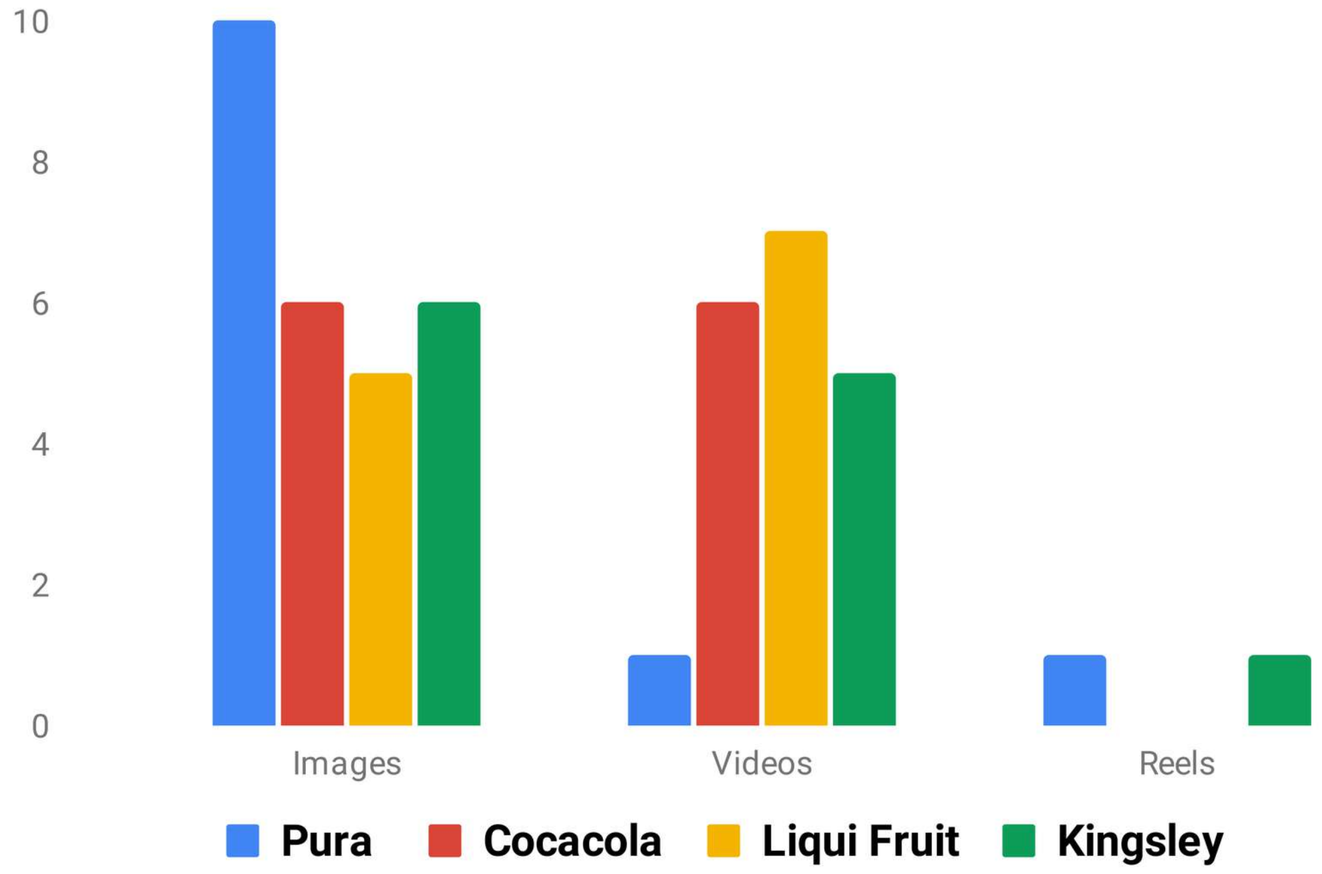
The next slides showcase a social media audit I did for Pura, Ther social media audit revovles around total following, content format and engagement and follower growth rates. The audit looked at Pura and a few of their competitors.

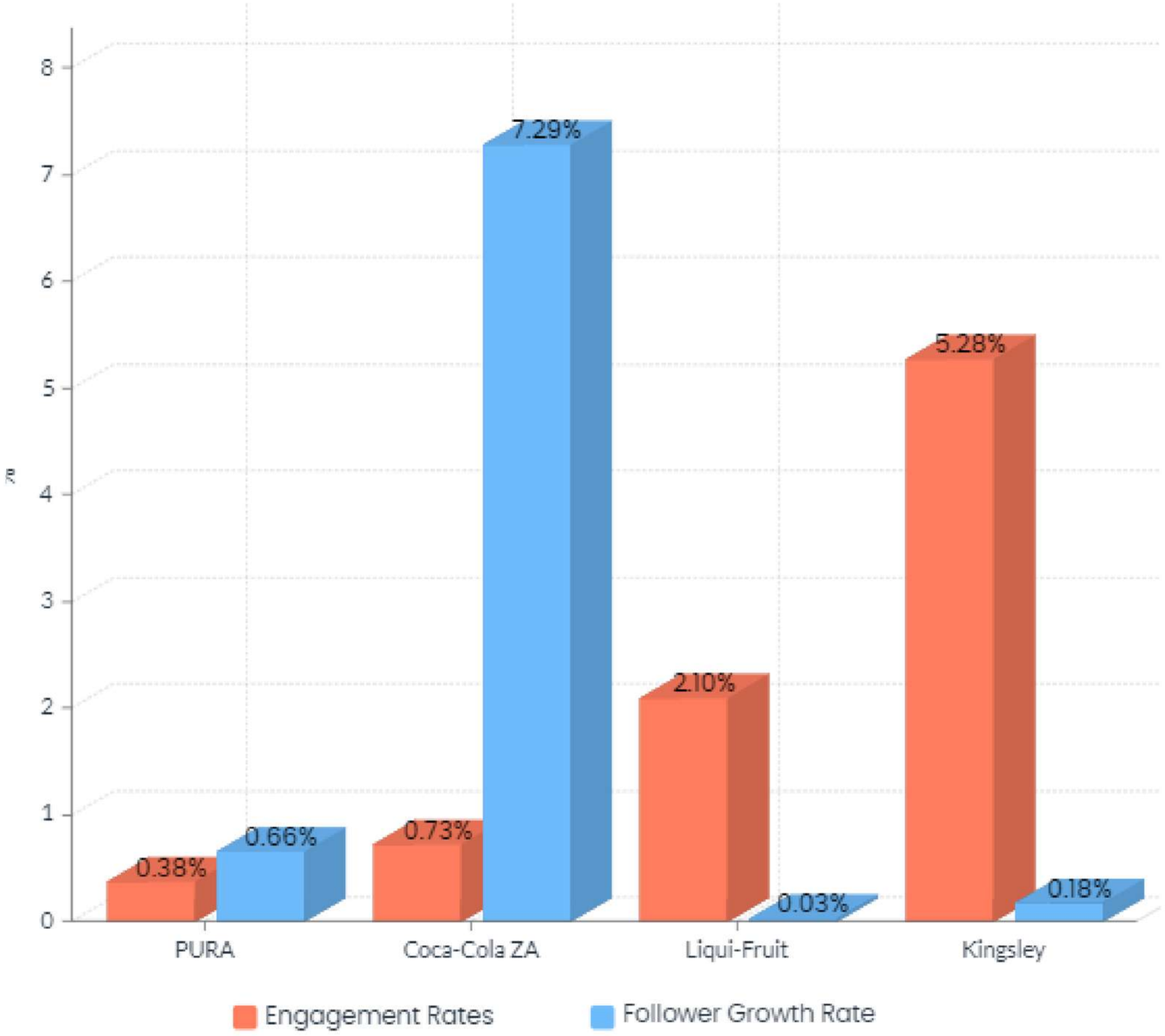
COMPETITOR ANALYSIS

TOTAL FOLLOWERS



CONTENT FORMAT




8
7
6
5
4
3
2
1
0
7.29%
5.28%
2.10%
0.73%
0.66%
0.38%
0.18%
0.03%
PURA
Coca-Cola ZA
Liqui-Fruit
Kingsley
Engagement Rates
Follower Growth Rate

PURA
SODA
LIVE A LITTLE
CRANBERRY

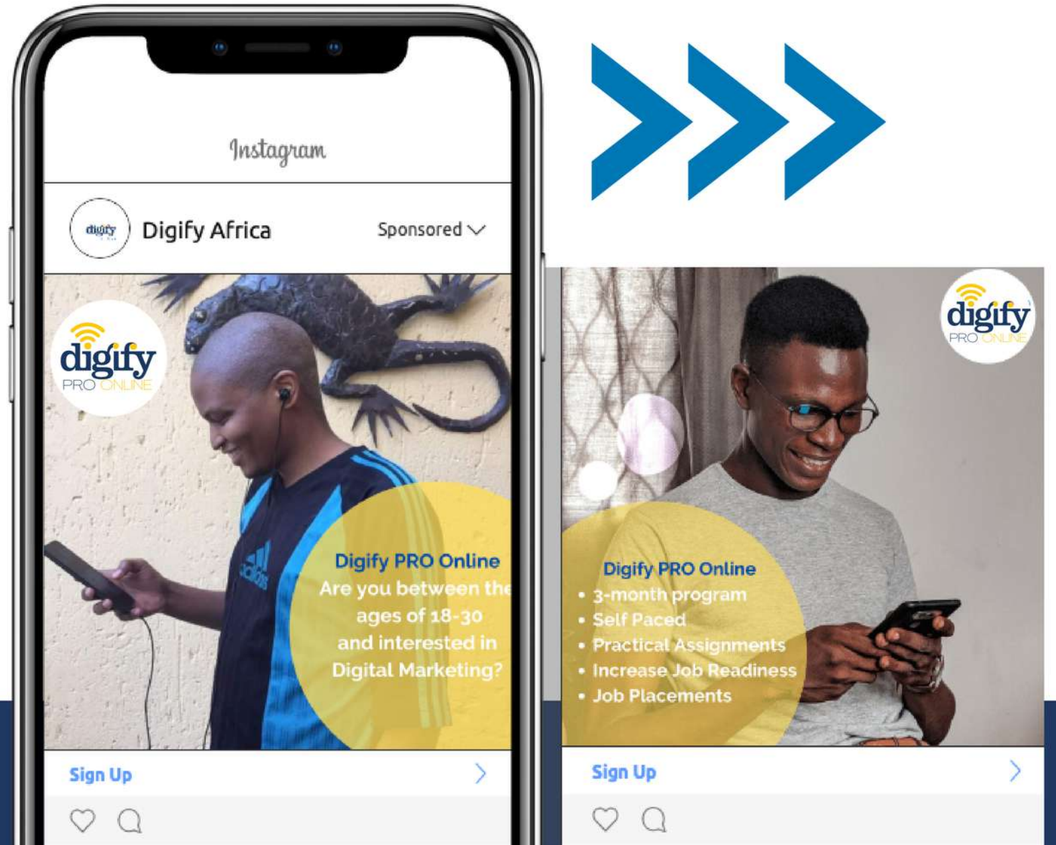
CAMPAIGN STRATEGY

Lastly, the next few slides revovle around the campaign strategies I helped create for Digify PRO Online and the Adidas Ultra Boost briefs

THE "FRIEND OF A FRIEND" CAMPAIGN.

We want to build a community and create awareness about the program

- We will encourage Pro Alumni to tag friends and family
- Add #FriendOFrAFriend #DigifyProOnline on our posts, pages and groups
- This will help build awareness and inspire others willing to join
- It will help with reach and getting people to join in building a more diverse Digital community and learning about career opportunities



digify PRO ONLINE

digify
PRO ONLINE

SOCIAL MEDIA METHODS

USE SOCIAL MEDIA TOOL

- Using tools to plan ahead of time.
- Helps with productivity
- Helps to focus on the overall strategy

TRACK & ANALYZE METRICS

- Help Improve online performance
- Help determine if you on the right track
- Utilize unique ways to interact with audience and increase reach

TAG LINKS TO THE WEBSITE ON POSTS

- Help inform about Digify Pro
- makes user experience easier and gives access to your clients

ENTICE & EDUCATE WITH INTERACTIVE POSTS

- Lives about testimonials from previous Alumni's
- Posts or Polls educating about modules touched on the program

CAMPAIGN

- We will have an event called DanceWithBontle at the Adidas flagship store in Sandton to create awareness.
- Adidas and Bontle will be inviting nano influencers to Dance with Bontle and send them limited edition Adidas Ultraboosts to wear for the event.
- We will be collaborating with Sindiso Nyoni to create personalised Ultraboosts for our nano influencers. Sindiso will also design parts of the stores interior with upcycled materiels.
- Our nano influencers will be creating user generated content of the Ultraboosts featuring the cool interior of the store.

INVITE MOCK UP

ADIDAS AND BONTLE INVITE YOU TO
DANCE WITH US
VENUE; ADIDAS FLAGSHIP
DATE;30 AUGUST 2022
TIME;10;00

BRING YOUR ULTRABOOST
,WATER BOTTLE AND A
TOWEL

LOGO DESIGN

The next two slides revovle around the logo and designs I helped create for the Digify PRO Online and European Film Festival South Africa brief.

digify PRO ONLINE

PRESENTED BY

RED DOT. GROUPE

October - December 2022

ADMIT ONE

15 OCT - 25 OCT

9th European Film Festival

2022

Virtual Film Festival

EUROPEAN FILM FESTIVAL

GOETHE INSTITUT

UX DESIGN

The next few slides showcase my UX designing skills, they are mock-ups of a Chatbot for the European Film Festival South Africa brief and student, alumni and recruiter portals for the Digify PRO Online brief

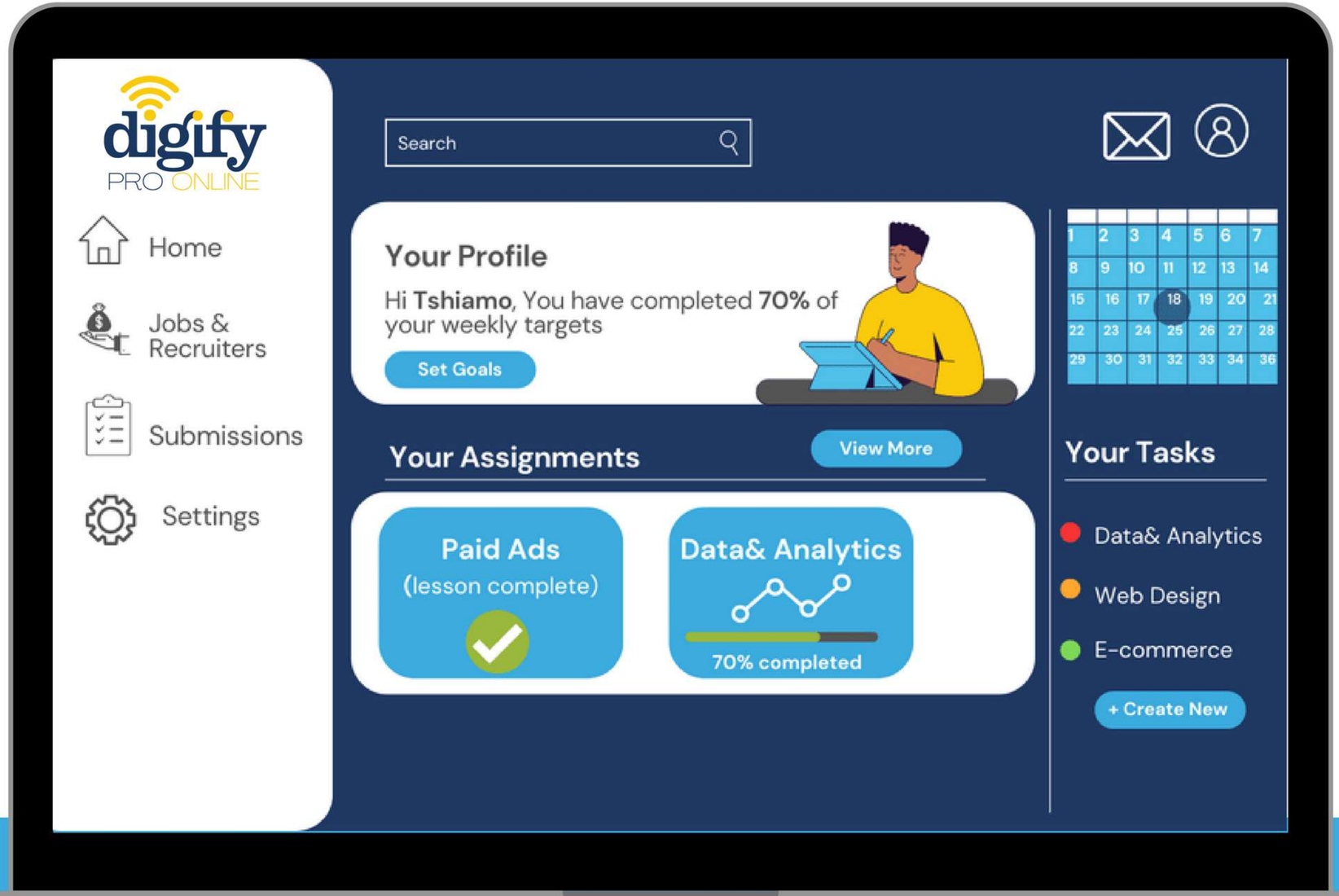
Social media channnls to explore

WhatsApp Chat Box

The idea is to create a WhatsApp chatbot that will be responsible for Q&A prior to the film festival and afterwards.

WEB LANDING PAGE MOCKUP

Student Portal

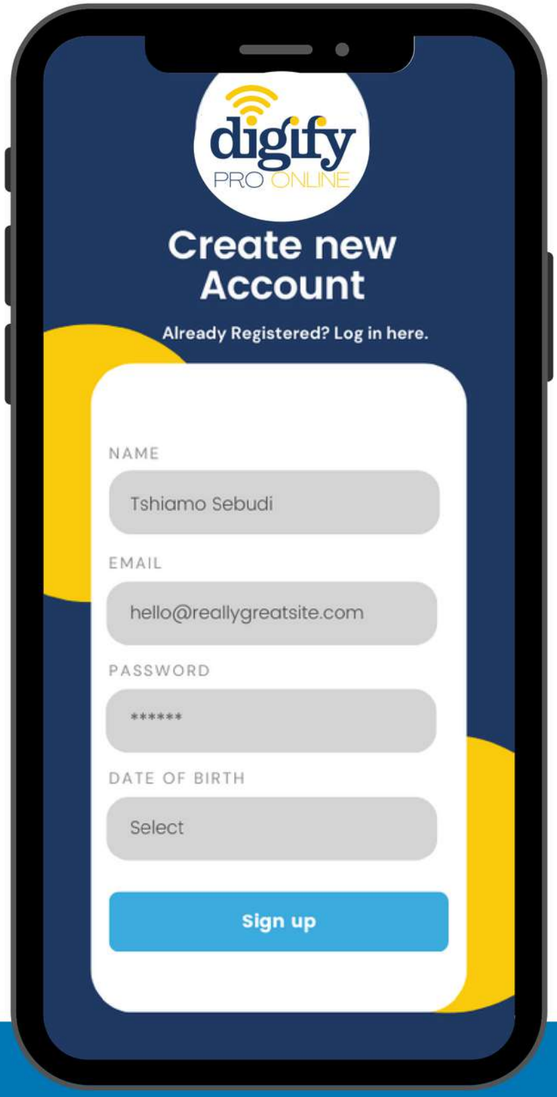


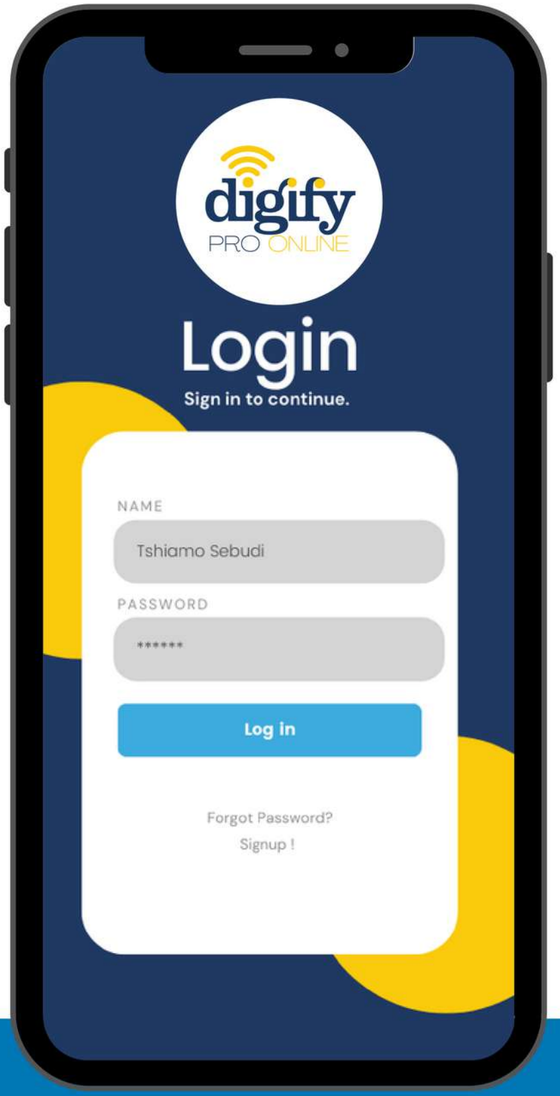
WEB LANDING PAGE MOCKUPS

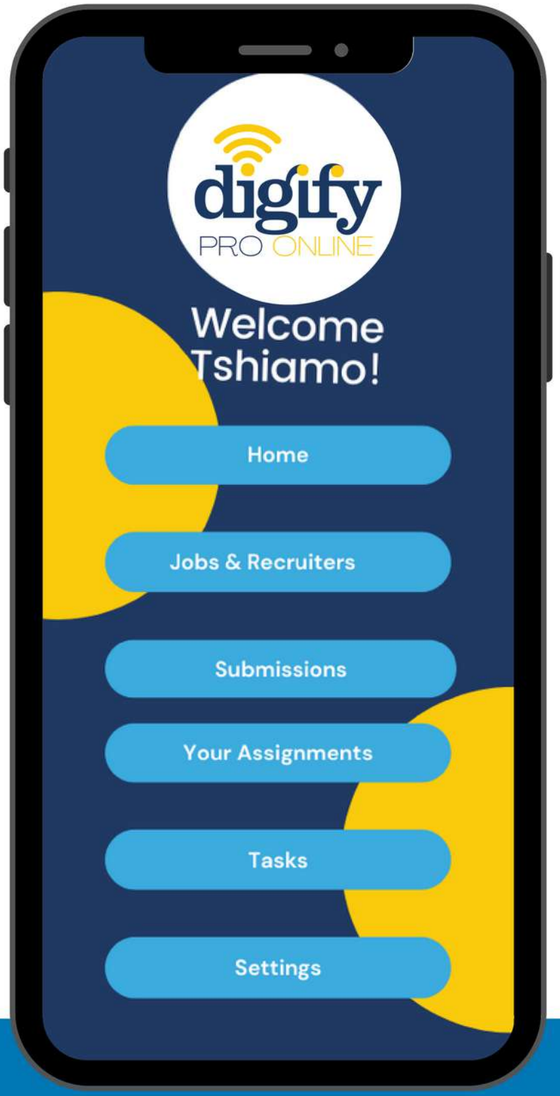
Alumni Portal

Recruiter Portal

WEB LANDING PAGE MOCKUP







THANK U

FOR YOUR TIME