

USING THE KLT STRATEGY TO GROW AFRICA-BASED BUSINESSES.

Result-Driven & Low-Cost Digital Marketing Services through All Digital Marketing Services from a single Digital Marketing Subscription Plan (DMSP), By TES Digitals (#1 Subscription-based digital marketing Agency in Africa).

The KLT (Know us, Like us, and Trust us) strategy is a powerful marketing approach that focuses on building a strong and lasting relationship with prospective customers. By implementing this strategy through digital marketing subscription plans, you can effectively engage with your audience, establish credibility, and foster trust.

K
(KNOW US)

The first step is to make your target audience aware of your brand and what you offer. Use various digital marketing channels, such as social media, search engine optimization (SEO), content marketing, and email marketing, to increase your brand's visibility. Create compelling content that educates and informs your audience about your products or services. Showcase your expertise and unique selling propositions to differentiate yourself from competitors.

L
(LIKE US)

Once your target audience becomes aware of your brand, focus on building a connection and fostering likability. Engage with your audience through social media platforms by responding to comments, messages, and inquiries promptly. Share valuable and relevant content that resonates with your target audience's interests and preferences. Use storytelling techniques to create an emotional connection and humanize your brand. Encourage user-generated content and reviews to highlight positive experiences and build social proof.

T
(TRUST US)

Building trust is crucial for converting potential customers into loyal advocates. Establish your credibility by providing valuable and accurate information consistently. Incorporate testimonials, case studies, and success stories into your digital marketing campaigns to demonstrate your track record of delivering results. Highlight any industry awards, certifications, or partnerships that enhance your reputation. Ensure transparency in your business practices, such as pricing, policies, and customer support. Use secure online payment gateways and data protection measures to reassure customers about their privacy and security.

Common Digital Marketing Mistakes by Startups and Companies

Outsourcing Digital Marketing Services Separately

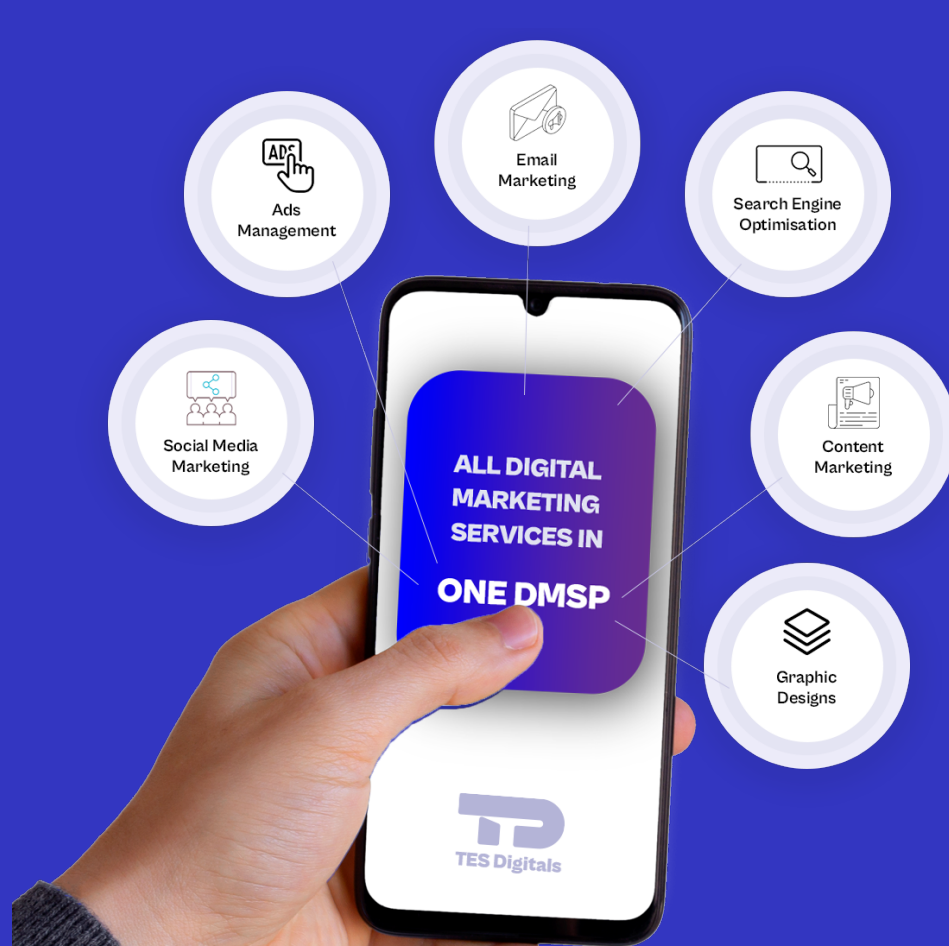
You don't want to break your bank or exhaust your business capital all because of marketing, so you need to reduce your marketing expenses. One common mistake made by startups is, outsourcing digital marketing services separately.



Our Solution & Proposition

All Digital Marketing Services in a plan

Result-Driven and Low-Cost digital marketing services that enhances results, minimises costs, and quickens corporate expansion in a single plan.



Our Subscription Plans

Are you running an SME, Start-Up, or Established Business? Our Digital Marketing Subscription Plans (DMSP) have been uniquely designed to help you find more traffic, generate more leads and get more business for your business. Choose your preferred plan.

Lead Generator

₦158,000
Per Month

For start-ups and light ecommerce businesses. This subscription will deliver polished campaigns for your brand, boosting marketing, and growing sales.

- Boost Traffic
- Generate Leads
- Drive Sales
- Fb & IG Ads
- Social Media Management
- Graphic Designs(10)
- Website Management (Basic)

- Google Ads
- Email Marketing
- Video marketing
- Content Marketing
- Search Engine Optimization
- Engage Prospects
- Nurture Customers
- Optimise Conversions

Engagement Engine

₦250,000
Per Month

For established businesses ready to scale, and needing an expert agency to help achieve aggressive goals of improving sales and profits.

- Boost Traffic
- Generate Leads
- Drive Sales
- Fb & IG Ads
- Google Ads
- Email Marketing
- Social Media Management
- Graphic Designs(15)
- Website Management
- Optimise Conversions

- Video Marketing
- Content Marketing
- Search Engine Optimization
- Engage Prospects
- Nurture Customers

Growth Rocket

₦460,000
Per Month

For organisations that know the value of superior marketing. You're driving brand performance and sales via innovative full-funnel digital advertising and marketing.

- Boost Traffic
- Generate Leads
- Drive Sales
- Fb & IG Ads
- Google Ads
- Video Marketing
- Content Marketing
- Search Engine Optimization
- Email Marketing
- Social Media Management
- Graphic Designs(15)
- Website Management
- Optimise Conversions
- Engage Prospects
- Nurture Customers

SPECIAL OFFER FOR AFRICAN BUSINESSES

20%

DISCOUNT ON ENGAGEMENT ENGINE PLAN

OLD

~~₦250,000~~
Per Month

NEW

₦200,000
Per Month

PLAN FEATURES

Generating Leads
Boosting Traffic
Driving Sales

Through

Facebook Ads (Lead Generation)
Instagram Ads (Lead Generation)
Google Ads (Traffic Generation)

Engaging & Converting Leads Using

Email Marketing
Social Media Management
Graphic Designs
Content Creation & Marketing
Video Marketing

ADDITIONALS

Website Management
Search Engine Optimisation
(Lifted from Growth Rocket Plan)

Some of the things we'll be doing each month.



Driving qualified traffic to your website through Facebook, Instagram and Google Ads.



Leveraging Google Remarketing & promoting to visitors who have already shown an interest in you.



Setting up Live Chat for instant messaging with prospects.



Getting social on Instagram and driving fresh traffic to your website.



Adding landing pages to your website, for paid media visitors, optimised for conversion.



Producing and posting interactive content – ebooks, infographics, videos, webinars etc.




Writing insatiable Content that will rank well with Google and engage prospects.




Focusing on Mobile Usability because more than 50% of your visitors are there.

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