



# EVERGREEN MEDIA

C +27 83 680 8216

E NATALIE.DASILVA@EVERGREENMEDIA.CO.ZA

W WWW.EVERGREENMEDIA.CO.ZA



keep things simple & creative

## for your business development

### Choose Us

Because you need to remain focused on what you do best – manufacturing and delivering your product or providing services to your market. In the current economic climate, you can't afford to take your eye off the ball. At the same time you need to market your company as aggressively as possible to generate sales leads and activity.

Appointing Evergreen Media as your marketing partner enables you to do both, without negatively impacting your standard business processes.

We'll devise a specific and targeted digital marketing strategy aligned to your marketing budget that keeps you relevant, fits your company image, generates quality sales leads and, ultimately, drives revenue.

### B2B Marketing in a digital world

*There's no doubt sales and marketing has evolved tremendously and at a mind-blowing pace over the past two decades. From the relative simplicity of the old days where print advertising, trade exhibitions and the 'telephone slog' were all B2B marketers had to consider, they are now overwhelmed by almost countless means to market and sell a company's products or services to the right people.*

*The benefit is an ability to expose your business to a wider audience than was ever available through traditional media and, at the same time, target a more relevant buyer who is actively searching your products and services.*

*With an in-depth knowledge of the industrial and manufacturing sectors, we will guide you in selecting the correct channels and options for YOUR specific industry and the products or services you provide. While we offer numerous digital marketing strategies; we'll never recommend one that isn't going to work for you.*

## Business profile About Us

**Natalie da Silva (Managing Director)** and **Louise Coetzee (Operations Director)** have worked in business-to-business (B2B) and trade publishing for more than three decades with specific experience in the building and construction; architectural; general industrial; food and beverage manufacturing; pharmaceutical and cosmetics manufacturing; as well as the printing and packaging sectors.

The in-depth knowledge gained over the years in both the traditional sphere of publishing, as well as managing their respective business entities through media's evolution to the world of digital and search marketing, has given Natalie and Louise distinctive insight into both sides of the coin – the manufacturer or supplier selling a specific product or service as well as the audience or potential client in need of and wanting to buy that product or service.

This deep knowledge and understanding of how specialist B2B industrial marketing can be most effectively devised to reach your customers and an ability to carefully plan and position your campaign accurately, places the Evergreen team in the unique position to deliver effective results to your business across the myriad media available today – and simplify it all for you in the process.

## What We Do?

### Our Business Service



#### EXHIBITION CATALOGUES

Experts in the process of collating, compiling, sub-editing and printing data to produce exhibition catalogues and industry-specific buyers' guides.



#### DIGITAL ADVERTISING AND MARKETING

Search advertisements, display advertisements, video and lead generation advertisements. Thorough keyword research and analysis guides us in creating and delivering the correct advertisements through the correct channels for your specific industry.



#### LEAD GENERATION

Finely tuned campaigns that gather leads for your sales teams to follow through and close sales.



#### SEARCH ENGINE MARKETING (SEM)

It's all about increasing your website's profile. Effective SEM also includes myriad other activities and we cover them all.



#### SEARCH ENGINE OPTIMISATION (SEO)

This refers to effectively positioning your website amongst the top organic search results, growing your website presence naturally and gradually reducing the need to rely on paid search to generate leads.

# What We Do?

## Our Business Service



### E-COMMERCE

If you have products that can be sold directly to your customers through your website, then e-commerce is certainly an option to consider.



### SOCIAL MEDIA

There's Facebook, LinkedIn, Instagram, Twitter, YouTube and many more. We help select the channels that work best in YOUR industry.



### CONTENT DEVELOPMENT

Professional, relevant and insightful content. Specific content is relevant to individual audiences and, through carefully researched industry trends, we provide meaningful content for use through carefully selected marketing channels.



### PROOFREADING AND COPY EDITING

Ensure the message you put out to the digital world is accurate, relevant, informative and grammatically correct.



### NEWSLETTERS

Professionally devised email communication is still one of the most rewarding ways to keep in touch with your current and potential customers and maintain high levels of engagement.



### WEBSITE DESIGN & DEVELOPMENT

We develop or rework your website with a marketing mindset. We give consideration to not only the user interface but also the various search engine algorithms, to ensure your website both looks good and can be found by search engines. We're one of the few developers who take search results into account from the very beginning, thereby ensuring the long-term success of your website.



### WEBSITE MANAGEMENT & REPORTING

The insights gained from ongoing, in-depth analysis and reporting on your website are vital to successful digital marketing campaigns and continued enhancement and improvement. We also offer content updating and uploading, along with regular website maintenance.

## Get in touch



Direct

Our location

1 Atholl Towers Building  
129 Patricia Rd  
Sandown  
Sandton  
2196

