

COMPANY PROFILE 2024

#EAT



POPCORN

DIGITAL MARKETING

[HTTPS://EAT-POPCORN.COM](https://eat-popcorn.com) | [INFO@EAT-POPCORN.COM](mailto:info@eat-popcorn.com) | 010 312 5216



About Us

#eatPOPcorn was founded in 2014 for the purpose of partnering with small business owners and entrepreneurs to inspire success in their desire to brand, launch and grow their business or product.

At #eatPOPcorn, we are a **full-service Digital Marketing Agency** with expertise in all aspects of online marketing. Our mission is to help our clients optimize their online spending and increase their earnings. To do this, we work in a partner-style, business-aligned concept where we handle their digital marketing efforts, allowing their sales teams and management to focus on their core business activities.

Our clients are our Business Partners



#EATPOPCORN : YOUR DIGITAL MARKETING PARTNER



Our Goals

We HELP Businesses GROW



INCREASE WEBSITE TRAFFIC AND LEADS

Many clients want to increase the number of people who visit their website and ultimately convert into paying customers. #eatPOPCorn Agency could help achieve this goal by developing and executing a **comprehensive SEO and content marketing strategy**, optimizing their website for conversions, and leveraging paid advertising channels like Google Ads and social media advertising.



BUILD BRAND AWARENESS AND AUTHORITY

Some clients may be focused on increasing brand recognition and establishing themselves as thought leaders in their industry. To achieve this goal, #eatPOPCorn Agency could develop a **detailed social media strategy, create engaging content that showcases their expertise**, and leverage influencer marketing tactics to reach a wider audience.



IMPROVE CUSTOMER ENGAGEMENT AND LOYALTY

For clients who want to deepen their relationships with existing customers and foster greater loyalty, #eatPOPCorn Agency will develop an email marketing campaign that **keeps customers informed and engaged, develop loyalty programs** that incentivize repeat purchases, and utilize social media channels to respond to customer inquiries and feedback in a timely and effective manner.



RELATABILITY

In order to be relatable, one needs to fully comprehend, connect, and identify with a process. Our consultant Team works to understand our clients' unique stories and vision so that we can **effectively communicate** them to their desired audiences.



SIMPLICITY



Rendering stories and concepts in a simple manner is not always easy as it needs a deep understanding of each individual process that's involved in a step-by-step format. Our company combines our **knowledge and creativity** in order to create client and customer experiences that are easy, seamless, inspiring and always engaging.



WHAT'S YOUR STORY?

Every story is unique. We want to learn about and convey yours in the very best way possible. In order to **realize your vision** and communicate your unique narrative, we mix wisdom and technology, expertise and creativity to seamlessly blend into a story that future customers will relate to.

Our Vision

We are a diversified team of **digital marketing specialists, inventive thinkers, creative designers, and web developers**. We are enthusiastic about helping customers build their companies and products, achieving their goals, and making a difference by elevating and inspiring ever-changing industry standards. We strive to fully understand our partners unique business platforms and individual approach to their product or service.

In a Digital World, it's easy to become obsolete. The rise of Digital Technologies has altered every aspect of looking at and doing business. It is crucial that every business wishing to succeed in today's world must have a well-designed and properly implemented **strategic digital marketing campaign** in place.



DESIGN **PORTFOLIO**

Case Studies

Visual Gallery

Content Writing

Print Media



CASE STUDY

CLIENT : QSR AFRICA
INDUSTRY : FOOD & BEVERAGE
SERVICE : KITCHEN AUTOMATION SOFTWARE



Brand Identity, Strategy, Branding & Collateral, Print Collateral, Website, Custom Design | www.qsr-africa.co.za

OBJECTIVE

- To raise brand exposure and recognition in the South African market.
- To design and build an aesthetically appealing and comprehensive website that showcases the software in a straightforward, informative, and easy-to-understand manner.
- To demonstrate the many benefits of software solutions as well as the versatility of the software and related products.
- To encourage audience-driven promotions that generate leads.

CHALLENGE

In 2020, QSR Africa was a new start-up company with an affiliation with an Internationally renowned Kitchen Automation provider - QSR Automations Inc. The company had no brand presence in the South African market nor a website and limited social media presence. The brand hadn't activated any significant campaigns to generate new audiences.

STRATEGY & EXECUTION

We partnered with QSR Africa to create a new logo and corporate image that aligned with their goals. We then took their creative design and ideas to develop a colorful and attractive brand, accompanying collateral, and website that displayed the software and its program's remarkable adaptability and diverse integrations. We increased interest and generated leads with focused SEO methods, social media marketing, and personalized email campaigns.

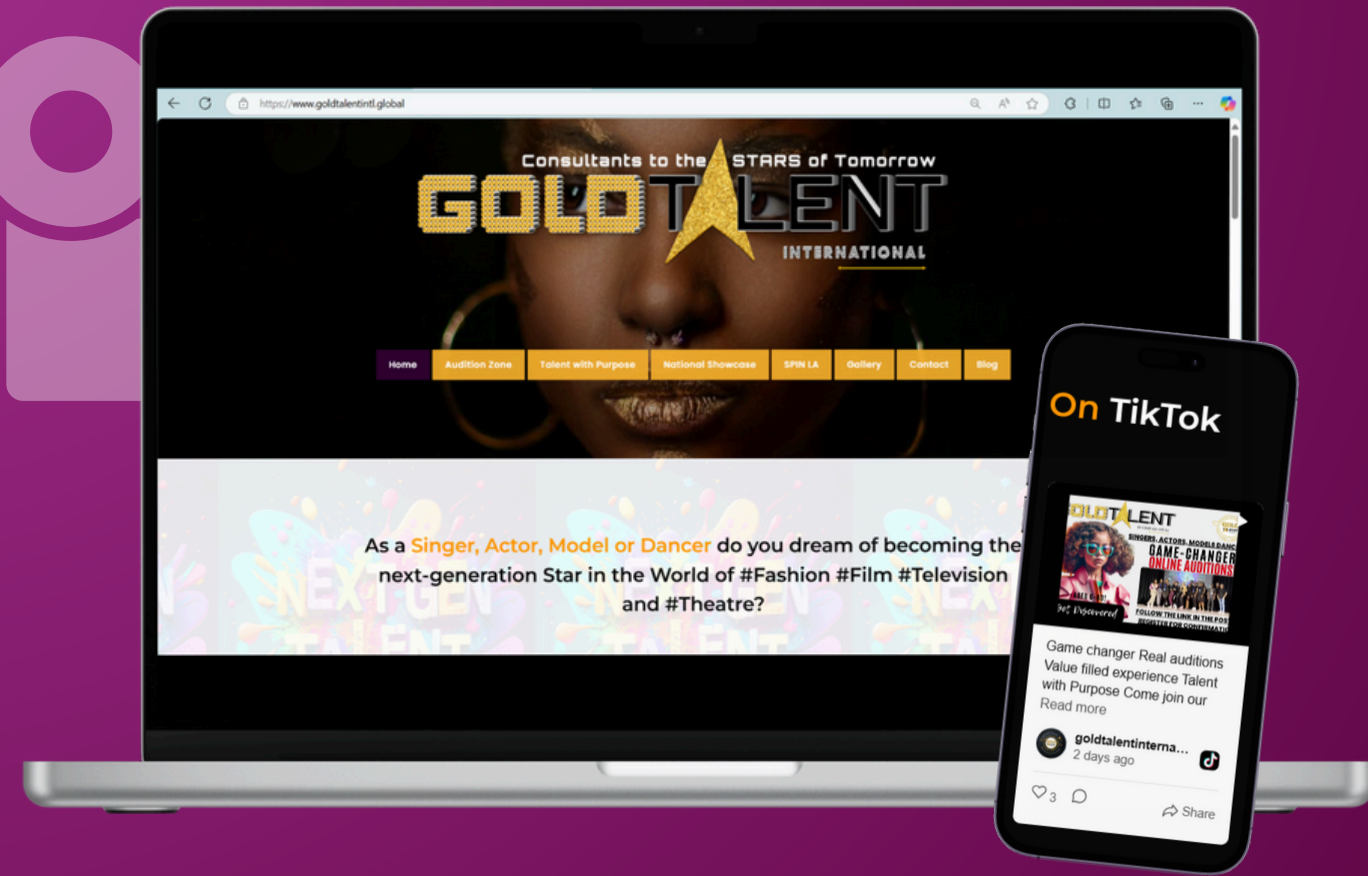


SERVICES USED

- Logo Design
- Website Design & Development
- Content Creation
- SEO
- Creative Artwork
- Social Management
- Social Media Activation
- Email Marketing
- Search Ads
- Display Ads
- Strategic Partnerships



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CASE STUDY

CLIENT : GOLD TALENT INTL
INDUSTRY : PERFORMING ARTS & ENTERTAINMENT
SERVICE : TALENT & MODEL AGENCY



Brand Strategy, Branding & Collateral, Print Collateral, Video Production, Website, Custom Design | www.goldtalentintl.global

OBJECTIVE

- To raise brand exposure and recognition in the International Market.
- To create online audition platforms suited to the new digital age.
- To design and build an aesthetically appealing and comprehensive website that showcase the opportunities available to prospective performing arts.
- To encourage audience-driven promotions that generate leads.

CHALLENGE

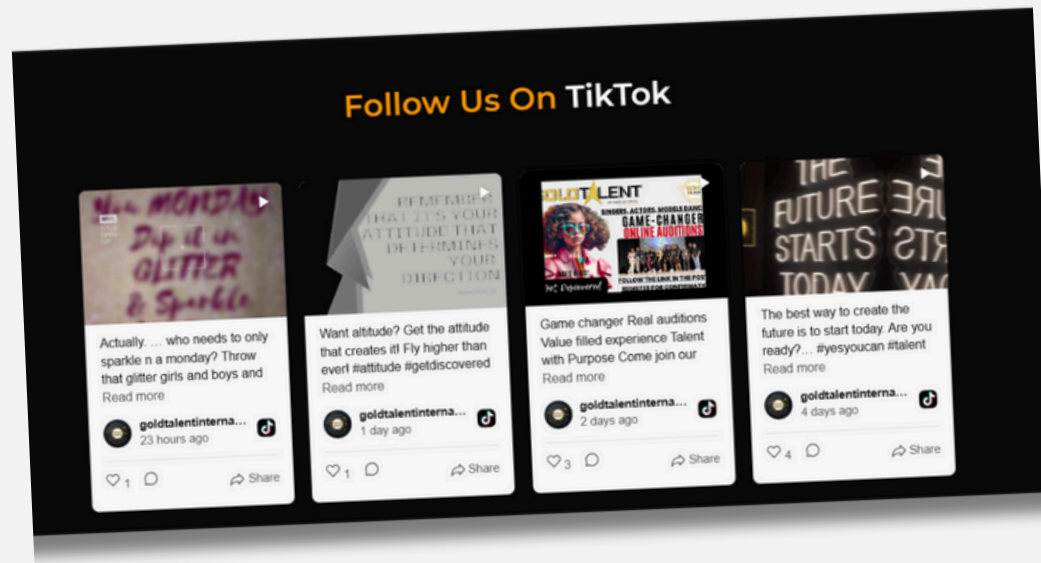
Although Gold Talent International is a globally networked international talent and modeling platform, they had a limited online presence, relying mostly on print media advertisements to generate leads for their one-on-one talent scouting events, which were rendered obsolete due to the Covid pandemic in 2020. Their website was not mobile-friendly or up to date, the company had multiple social media accounts, but the postings were low impact and the follower base was minimal, resulting in low levels of engagement.

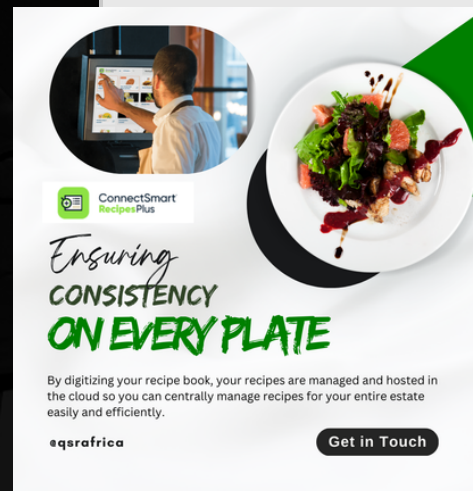
STRATEGY & EXECUTION

We collaborated with Gold Talent International to redesign a modern and aesthetically pleasing logo and brand image that would appeal to their target audience. The website was subsequently redesigned to improve user experience, and cost effective sales funnels were developed using targeted Social Media ads, Google Ads, and bespoke email campaigns. We also enhanced interest and produced leads by developing online training videos and artist development programs to encourage performing artists to audition with the agency and guarantee they were completely prepared before visiting the iPOP International Showcase in Los Angeles.

SERVICES USED

- Logo Design
- Website Re-design & Development
- Content Creation
- SEO
- Creative Artwork
- Social Management
- Video Production
- Online Training Course Development
- Email Marketing
- Search Ads
- Display Ads
- Strategic Partnerships





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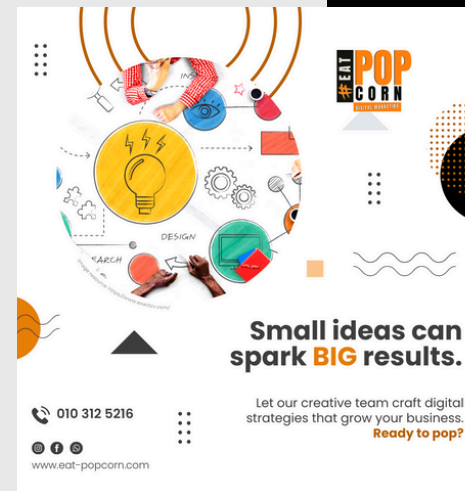


#EATPOPCORN

Turn Clicks Into Customers!

At #eatPOPCorn Agency, we specialize in SEO, social media, and content strategies that drive results. Ready to grow? Let's chat - 010 312 5216

www.eat-popcorn.com



#EATPOPCORN

Small ideas can spark BIG results.

Let our creative team craft digital strategies that grow your business. **Ready to pop?**

010 312 5216

www.eat-popcorn.com



Food Review

QSR (Quick Service Restaurant) Africa Solutions

Did you know that a solid **Digital Marketing Strategy** can greatly impact your Restaurant's success?

Margarita Pizza
@qsr-africa

FIND OUT MORE
WWW.QSR-AFRICA.CO.ZA



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Struggling to stand out?

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"Growth is never by mere chance; it is the result of forces working together."

- James Cash Penney

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Visual Gallery Social Media Ads

The social media ads showcase the types of content that can be posted on various social media platforms to **engage with followers and promote a brand.**

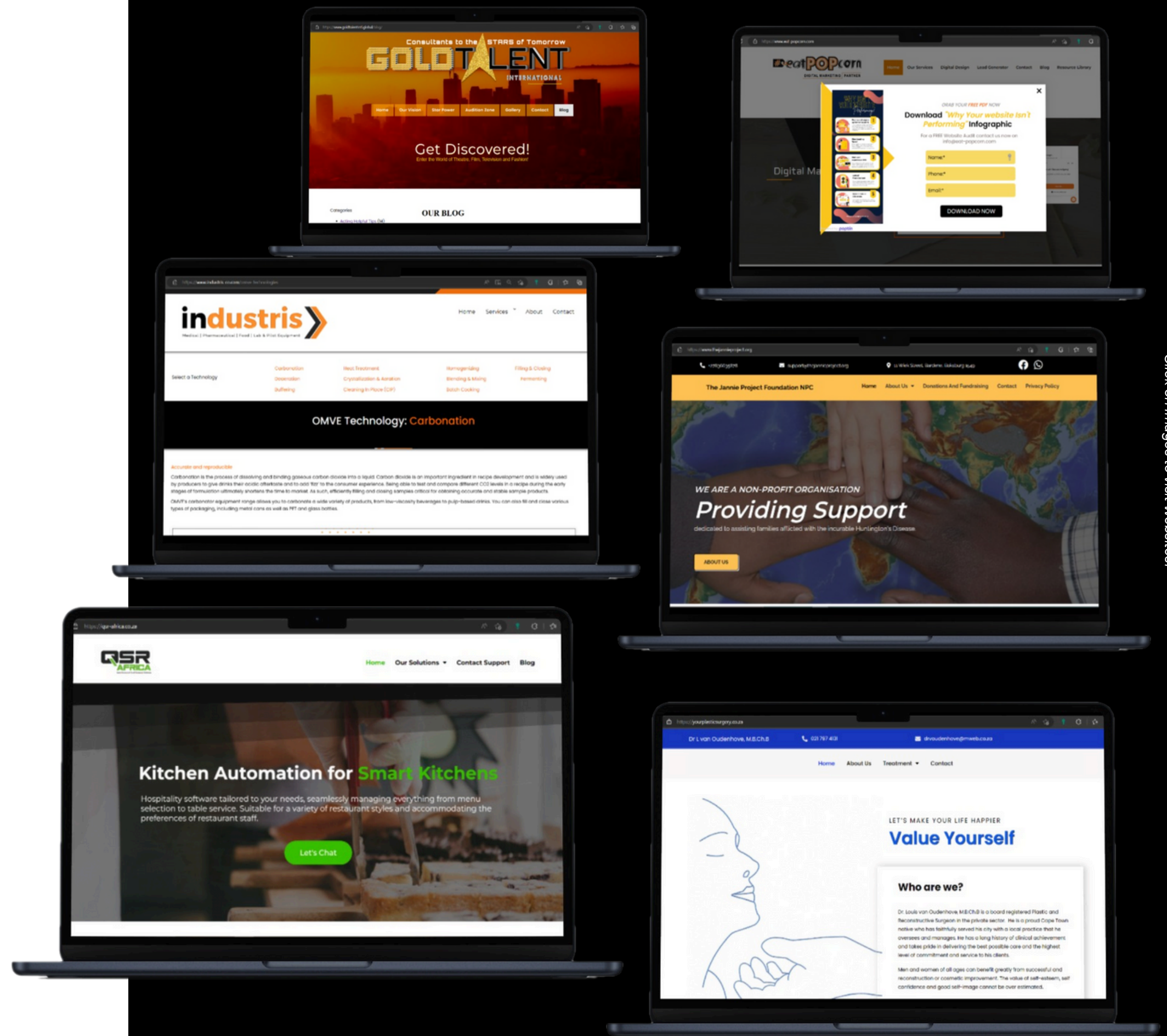
This includes a mix of visuals such as **photos, videos, and infographics**, as well as written content such as captions, hashtags, and calls to action. By using a variety of content types and staying on brand, companies can build a strong social media presence and reach their target audience effectively.

Visual Gallery Web Design & Development

The following designs (click on the link to view the websites) showcase our team's expertise in **creating visually stunning and user-friendly websites that are optimized for performance and functionality.**

By demonstrating our ability to deliver exceptional design and development work, we aim to inspire confidence in potential clients and showcase our commitment to excellence.

And yes, we have included our own #eatPOPCorn website - we are proud of it!



Click on Images to visit websites!

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Content Writing

At #eatPOPCorn Agency, our portfolio showcases a wide variety of content writing samples that demonstrate our expertise in **crafting compelling and engaging content for various industries and platforms.** From blog posts and articles to social media captions and website copy, our team of skilled writers is equipped to handle any content writing challenge.

As a digital marketing agency, we understand the importance of **high-quality content in driving traffic, engagement, and conversions.** That's why we offer a range of content writing services to help our clients achieve their marketing goals. Our services include keyword research and optimization, content strategy development, copywriting for website pages, landing pages, and email campaigns, as well as social media content creation.

BLOG: [UNDERSTANDING MOTIVATION AND WORKPLACE LIFESTYLE](#)

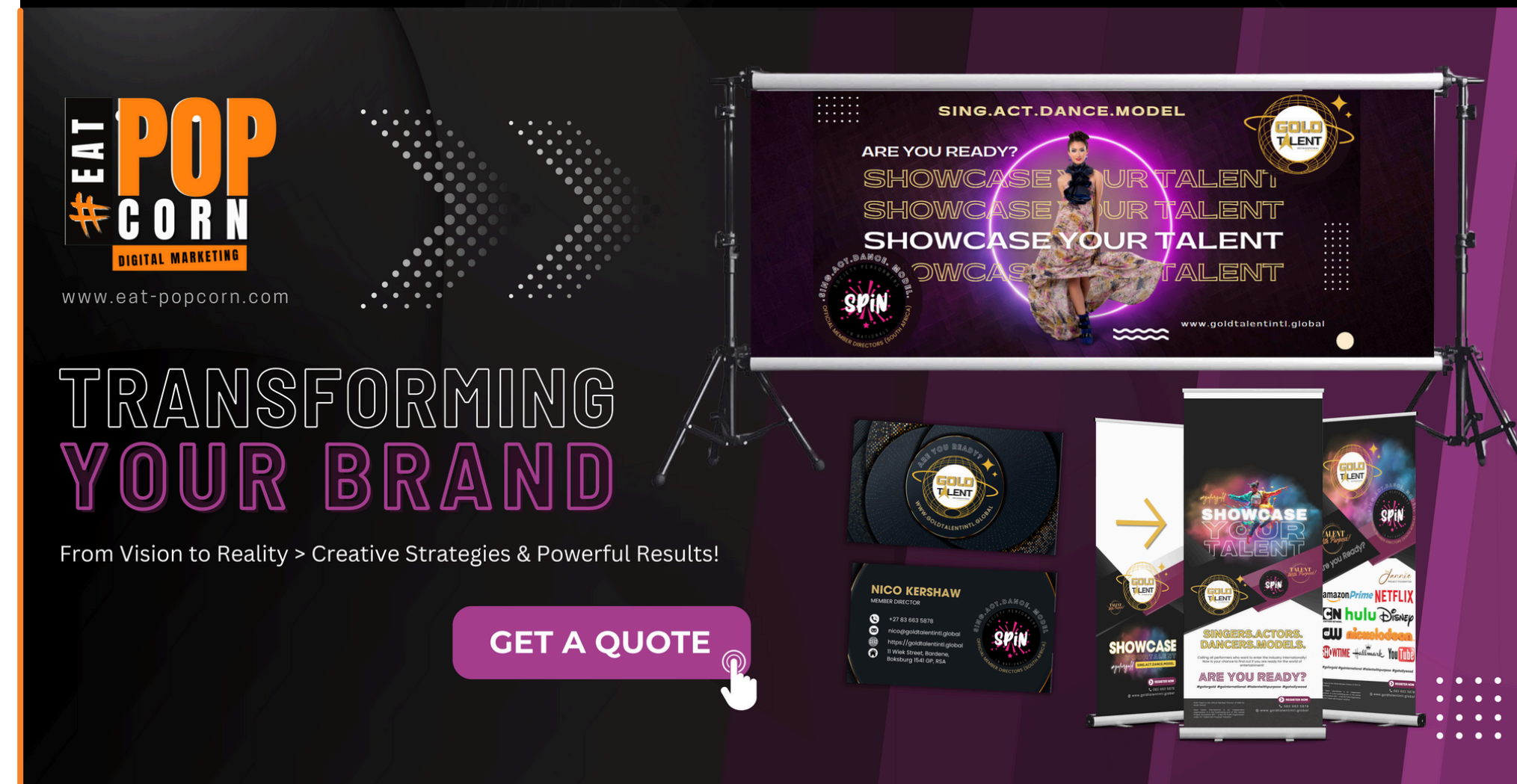


Print Media

At #eatPOPCorn Agency, we understand that visual communication is an essential aspect of digital marketing. That's why we offer custom-built presentation and brochure services, as well as infographics, to ensure that our clients stand out from the crowd.

Our designs showcase our expertise in **creating visually engaging content** that effectively communicates our clients' brand messaging and values. We work closely with our clients to understand their specific needs and tailor our design to their audience.

Our designers use the latest tools and technologies to create stunning visuals that are not only aesthetically pleasing but also convey complex information in an easy-to-understand manner. We pride ourselves on our ability to deliver **high-quality presentations, brochures, and infographics** that help our clients achieve their marketing goals.



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LETS GET STARTED..

We are **YOUR** Digital Marketing Partner

We are all about producing **extraordinary outcomes**, whether you wish to work on branding and identity building, creating a custom website, or a cloud based platform.

Reach out to us today by following the easy links provided.



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