



Profile



MESSAGE FROM THE **CEO**

- Bluseke Bluseke



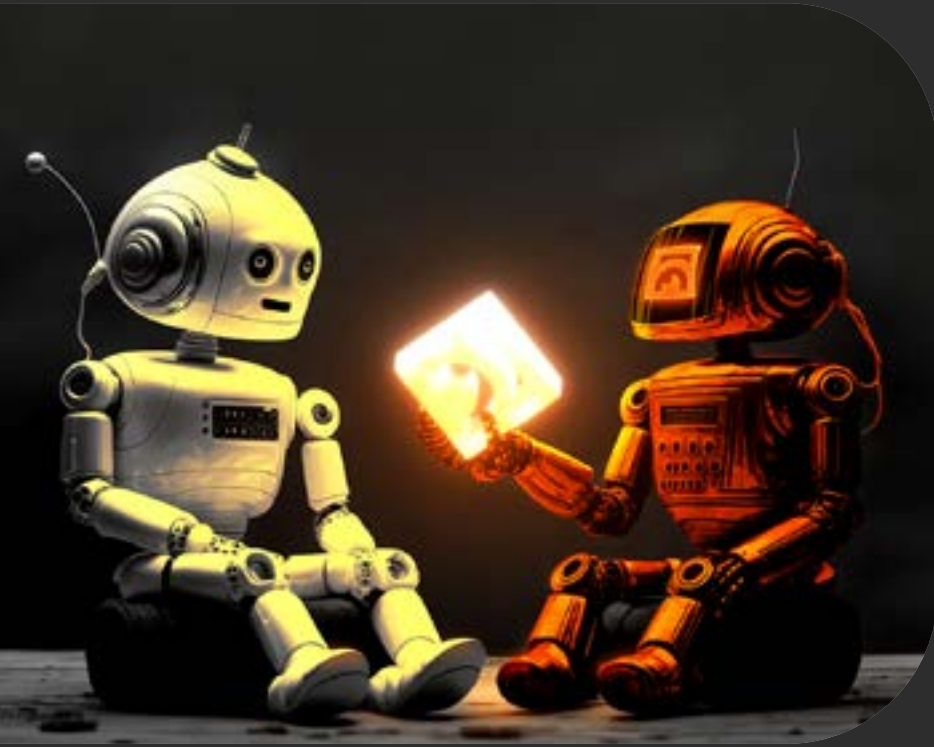
Every brand has a story, you are just not telling it well.



What if marketing didn't exist? There would be a huge disconnect between people, products and services. What if marketing isn't done effectively? The disconnect still exists. This is the gap we have designed ourselves to fill.

The goal of Blink is to offer the best blend of in-depth sector expertise in an industry that is underserved. Our core focus is marketing strategy based on research and facts without which, strategies are merely shots in the dark.

Our aim is to be effective, aggressive and robust in our approach to ensure that your brand leaves a lasting impression. If you desire to create; a brand that stands out in the market, a brand that speaks to consumers and a strategy that drives demand for your product, then let us sign on the dotted line and embark on this journey together.



Introduction

Our Company

Blink Marketing Solutions is an innovative marketing firm that comprises of an exceptional team of marketing and industry experts built to help our clients achieve profitable growth through creating, implementing and sustaining marketing strategies.



Vision

To be the most innovative marketing firm in Africa that uses the power of creativity and strategy to build better futures for our people, clients and communities.

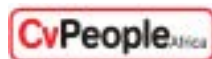


Mission

To offer world class modern marketing solutions to our esteemed clients.



Our Clients



What We Do

Marketing Strategy



Development, Implementation and Execution of Marketing Strategies

Do you want your business to have an edge over its competitors?

Consider your marketing strategy. We study your business and that of your market and develop and create a robust and data driven strategy.





Campaigns & Promotions

Design, Development, Emplementation and Execution of Campaigns and Promotions

Seize the opportunity to make your company memorable. Build the identity, personality and emotion of your brand.

We help create an approach that gets the message across to get the desired out-come from your target market.

- Brand Campaigns
- Product and services campaigns
- PR Campaigns (internal & external).



ROI & ROO

Measure and tracking of ROI and ROO from Campaigns and Promotions

Progress tracking is integral to any business. We help you track your growth and also employ strategies that are the most cost effective and ensure that you gain the most out of your investment.



Market Research

Whether the business is big or small, old or new; market research is a vital element of the business strategy.

For a company to move forward, it will have to make informed decisions based on the data.



Media Buying



Digital

- Display
- PPC
- Pre-roll video
- Native
- Digital audio



Socials

- Facebook
- Twitter
- Instagram
- Snapchat
- YouTube
- LinkedIn



Mobile

- Mobile search
- In app
- contextual
- Geofencing



Radio

- National
- Local
- AM/FM
- Satellite
- Streaming



OOH

- Billboards
- Transit
- Airports
- Malls
- Stadiums



TV

- National network
- National/regional cable
- Local/spot



Print

- Magazines
- Newspaper Local, regional, national publication



Activations Services



Blink is a leading provider of event experiences across the nation. Our team has extensive expertise in creating and implementing activations for events of all sizes. We constantly strive to innovate and keep our team motivated to effectively promote your brand. Our areas of specialization include:

- Event production and Entertainment
- Education
- Surveys
- Brand Awareness campaigns
- Roadshows



Public Relations

PR services play a crucial role in creating a positive company image, managing relationships with key stakeholders, and building brand credibility. Our services include;

- Crisis management
- Content Creation
- Media relations
- special events
- Social media
- Networking support
- Creative resource
- Market research
- Writing
- Media contacts

Product Design and Development

At Blink, we approach this process with a focus on understanding the needs and preferences of our target audience, as well as the market trends and competitors in the industry. Our team of designers, engineers, and product managers collaborate on each stage of the process, from generating ideas to refining the final product. We use software tools to facilitate the design and development process, and ensure that the end result is a product that is innovative, functional, and visually appealing.



Digital Marketing

In today's world, Digital marketing is a crucial aspect of any business. It consists of various techniques and strategies used to promote products or services online, reach out to potential customers, and establish an online presence. Our company specializes in providing comprehensive digital marketing services to businesses of all sizes and industries.

Services include;

- Search Engine Optimisation (SEO)
- Pay-per-click (PPC) Advertising
- Social Media Marketing
- App Design
- Reporting
- Email Marketing
- Content Marketing
- Website Design



Print Services

Our print marketing services are the perfect solution for businesses looking to make a lasting impression in the physical world. We understand the importance of effectively communicating your brand message through tangible marketing materials that truly captivate and engage your target audience.

We print;

- T- shirts
- Pull-up banners and Backdrop banners
- Vinyl & Video flex
- Flyers & Brochures
- Posters & Billboards
- 3D

Production

Whether you need a TV commercial that tells your brand's story, a radio ad that grabs attention, a jingle that sticks in people's minds, or animated material that brings your message to life, we have the expertise to make it happen.

We specialize in;

- TV commercial (concept and execution)
- Radio Advertisements
- Jingle production
- Script writing
- Talent scouting
- Animated Advertisements



What makes Blink the best choice?

From the kick-start of our operations, we have ridden on the backbone of our company cultural norms;



Target focus

We provide our clients with a clearly-focused marketing strategy.

Relationships

We believe in a relationship-centric approach; our clients receive a personalized experience from our skilled team because we know that great customer experience has real intrinsic value

Innovation

For one to stand out in the market, innovation is key. We offer unique and creative solutions and methods for each of our clients to ensure they keep up with evolving demands.

Flexibility

We value diversity and uniqueness. We realize all companies have those elements and that's why we do not rely on one size fits all approach, we take the time to understand each of our clients needs

Uncompromising

We will not compromise on what we serve our clients. We aim to deliver at every opportunity.



CONTACTS

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