



PIVOT DIGITAL MEDIA
Pragmatic. Insights. Solutions

A 360 Digital Marketing Agency

[Audio Media](#) | [Creative Media](#) | [News Media](#)

Contact

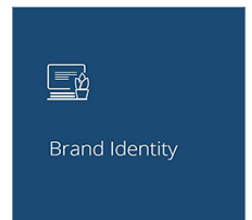
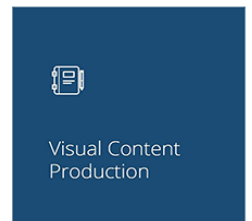
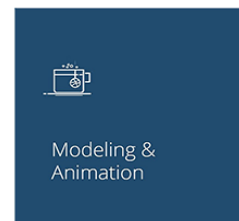
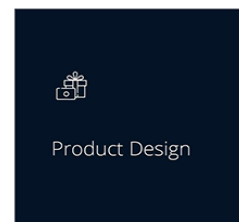
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PRAGMATIC. INSIGHTS. SOLUTIONS.

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Content

Introduction

About us

Our Focus

Our Services

Web Design & Development

Social Media

Search Engine Optimization

Pay-Per-Click (PPC)

Digital Content & Video

Branding & Events Promotion

Our Brands

Audio Media

Creative Media

News Media

Media Buying

Introduction



The purpose of our digital marketing proposal is to give you a bit of information about the brand Pivot Digital Media and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your company needs.

All our proposals are based on data and analysis on your brand's digital presence that makes us feel like we are a good fit for one another.

We'll be excited to get to work helping you reach your digital marketing goals.

About us



Pivot Digital Media is a full-service integrated digital marketing and media buying agency based in Accra, Ghana.

We combine a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients in hotel and estate management, events promotions, and general through-the-line advertising.

By improving the effectiveness of your online people, we merge content creation and ad placements with digital PR to successfully run campaigns that promote direct bookings and sales via our client's websites or trusted sources.

"We improve the effectiveness of your online people."

Our Focus

Pivot Digital Media is an end-to-end provider of digital marketing services for both big brands and small businesses. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

Web Design & Development

Social Media

Search Engine Optimization (SEO)

Pay-Per-Click

Digital Content & Video

Influencer Marketing

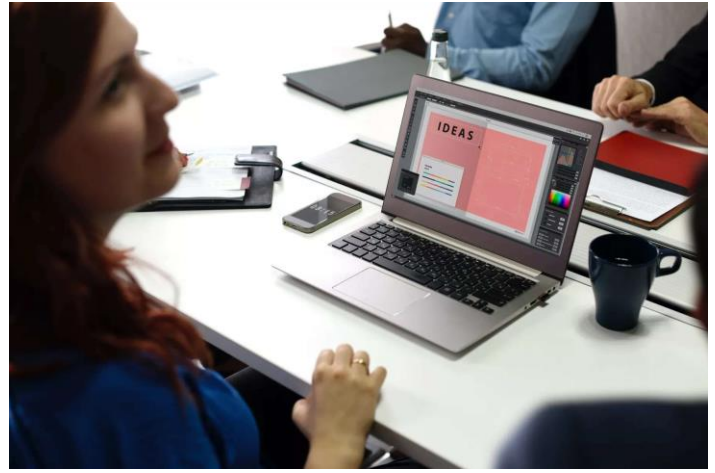
Branding

Events Promotion

Media Buying



Our Services



WEB DESIGN & DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Pivot Digital Media's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.



SOCIAL MEDIA

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media SEARCH ENGINE OPTIMIZATION is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement
- Social Media Design

Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.



SEARCH ENGINE OPTIMIZATION

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. At Pivot Digital Media, we specialize in an innovative approach to SEO that SEARCH ENGINE OPTIMIZATION uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting



PAY-PER-CLICK (PPC)

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth. Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Pivot Digital Media, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.



DIGITAL CONTENT & VIDEO

Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies DIGITAL CONTENT & VIDEO that help them inspire, entertain, and educate their target audiences. At Pivot Digital Media, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video & Photo Production
- Graphic Design
- Multi-language Content

Whether you're producing blog posts, images, or videos, Pivot Digital Media can be trusted to support your content marketing efforts.



INFLUENCER MARKETING

More than 90 percent of users trust an influencer's recommendation over a brand, which is why influencer marketing is becoming a critical investment for companies. With a powerful influencer on your side, your business can generate brand awareness, as well as drive sales.

With Pivots on your side, you can do even more.

Benefit from word-of-mouth recommendations with influencer marketing. Partner with a trusted industry influencer to drive sales and brand awareness.

Target Audience Research

- Demographic and Interest Research
- Influencer Strategy Development
- Vetting Influencers
- Hiring, Contracting and Communicating with Influencers

At Pivot Digital Media, our data-driven approach, has generated more than \$1.5 million in revenue and more than 4.6 million leads for our clients.



BRANDING & EVENTS PROMOTION

Whether it's brand image, website design and development or media management with PR, we know what it takes to build brands for success. At Pivot Digital Media, we analyse, define, create and monitor your most valuable asset. Our full suite of content services includes:

- Developing a new brand identity
- Repositioning an existing
- management of an established brand
- Or your personal brand and identity

For your brand identity to resonate and remain in the hearts and minds of its intended audience, it needs to be relevant, valuable and constantly evolving.

As event promoters we have worked with many companies to advertise events like music festivals, theatre shows, product launches, parties and community fairs. Our marketing strategies, both offline and online, are the reasons why clients choose Pivot Digital Media.

Our Brands

Audio Media



Netbuzz Radio is an independent digital music distribution, publishing, and internet radio broadcasting in Africa with streaming HQ in Accra, Ghana.

The brand prides itself with reach to over 170 countries and two (2) million streaming reach. Netbuzz Radio has recently partnered with Tune-In App to deliver a unique streaming experience to users connected to [TuneIn Radio](#).

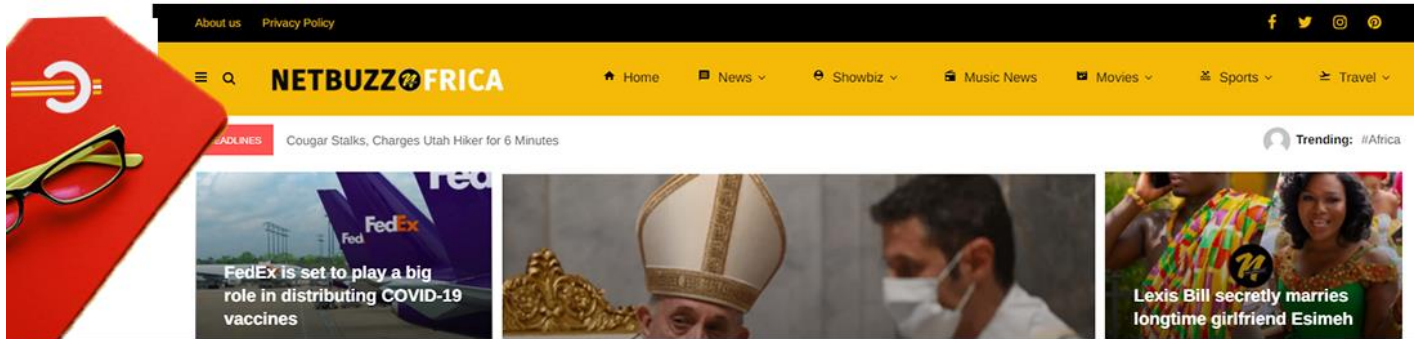
Visit our website via www.Radio.NetbuzzAfrica.com for more | Play the Moment!

Creative Media



At 7 Minutes Concept, we allow brands to purchase, plan, shoot, edit and review professional videos across the globe - all in one package. We strip back the complexity of video production, giving brands and agencies access to a marketplace of creatives, and an automated, end-to-end suite of workflow tools.

Visit our website www.pivotdigitalmedia.tk/videography to learn more | Engaged Content.



Netbuzz Africa specializes in helping companies grow their share of voice on a pan-African scale. Our deep knowledge and understanding of the continent helped us gain recognition and act as an authoritative source of news for the most influential media houses in every African country.

We deliver newsworthy content in the right format, for the right industry sector, making us a trusted resource for journalists seeking newsworthy stories.

We are among the world's leaders in online news, information delivery and promotion.

Visit our website via www.NetbuzzAfrica.com for more | Discover More...

Media Buying

Discover new audiences to grow your customer base by supercharging your customer acquisition efforts through radio and television advert placement.

Using our Intelligence Platform, we deliver targeted messaging via Web & Non-Web channels. A truly one-stop, omni-channel marketing platform that combines data, channels & tools to help businesses reach the right audiences at the right time and place.

Media Platforms We Reach:

E.TV

YFM – 107.9

HAPPY FM – 89.9

CLASS FM – 91.3

ACCRA FM – 100.5

NO.1 FM – 105.3

C.TV

TROTRO TV