

The logo features the text 'I Am Digital' in a bold, white, sans-serif font. The word 'I' is a simple vertical line. 'Am' is contained within a white speech bubble shape that has a tail pointing towards the bottom right. 'Digital' is in a larger font size than 'Am'. Below 'Digital' is the word 'group' in a smaller, lowercase, white, sans-serif font.

# I Am Digital group

Helping businesses unlock their  
marketing potential through conversation



# THINK DIFFERENT

At IDAG we cover every corner of your marketing. Ensuring your online presence is up to scratch with a creative and reliable digital marketing strategy, which drives results and inspires your target audience.

This includes everything from generating an online presence or managing your social media platforms, we will help you stand out from the noise.

We look at your business objectives and create a tailored approach that works for you. We understand that digital isn't for everyone, and some businesses struggle to stay on top of their online presence.

We can manage this essential aspect of the modern business strategy, giving you more time to focus on your business.

Whether a new start or established entity, let us breathe life into your ideas. We can take control of your space and work with you to ensure that your company and its message remains consistent and visible through your social media channels or your website.

**Anything is possible.**

# COMMUNICATION IS KEY

From us to you and from you to your client, communication is key!

It's hard to stand out from the crowd. However, with the right team in your corner, you can ignite your brand and see real change.

Digital, social, events and branding, crafted with love, intelligence and emotion.

**We are different.**

**I Am Brand**  
development

**I Am Public**  
relations

**I Am SEO**  
services

**I Am Website**  
design

**I Am Social Talent**  
management

**I Am Business**  
consultancy

**I Am Event**  
management

## OUR SERVICES

Evolution, exploration and movement are key to the success of any business.

Following rebranding in 2019 to more accurately convey the relevant areas of expertise we afford our clients the following services:

- I Am Social Media
- I Am Social Talent Management • I Am Brand Development
- I Am Public Relations
- I Am Event Management
- I Am Website Design
- I Am SEO Services

We provide a creative marketing haven for businesses locally, nationally and internationally.

# 01.

## Brand Strategy & Identity Design

We help you relay your brand's message and personality through its logo, colours, shapes, and typography. Visual branding, done right, will appeal to your target audience, builds trust, and make your brand memorable.

# 02.

## Advertising/SEO Campaigns

Reach the audiences who don't even know you exist...yet. Paid advertising is a great way to guide more traffic to your site and increase business. Stop wasting money advertising to users who will never convert. Instead, we can help you find your "ideal" users and create stellar niche paid ad campaigns to convert them.

# 03.

## Brand Consulting

Bring us in when you're executing campaigns, big events, implementing a new brand strategy or expanding the company. We'll help your brand navigate through change and make sure its personality and strategy is being implemented and the quality of the work is being maintained.

# 04.

## Digital Things

The first place you go to find information on someone is their website or social media. So with digital taking over across the globe, it's important to position yourself in the market covering all the basics.



## Innovate

Our Innovate package is perfect if you are starting up a new business, product or making changes to your current business or profits by introducing new methods of marketing or ideas.

The Innovate package includes:

- Content creation – photos, videos, reels, TikToks, graphics
- Social Media Management & Social Media Ads Management
- Facebook, Instagram, Twitter, LinkedIn, Pinterest & TikTok
- Posting schedule 3 times per week over 3 platforms of your choice to include key dates and dates relevant to your business.
- Posting to include Facebook/Instagram Stories
- Social Ads Reporting
- Engage with customers where necessary to give an active presence online



## Activate

Our Activate package is ideal if you want to start introducing paid socials to your marketing campaigns.

The Activate package includes:

- Marketing Consultancy – weekly check in with digital marketing executive
- One site visit for content creation per month
- Monthly Meeting with Marketing Director
- Increase brand awareness
- Implement new strategies to increase sales
- Content creation
- Social Media Management
- Posting schedule 5 times per week over 5 platforms of your choice to include key dates and dates relevant to your business.
- Review management
- Engage with customers where necessary to give an active presence online
- Ads management for Facebook/Instagram & Pinterest



## Dominate

Our Dominate package is the all-rounder, everything you need to succeed.

- Marketing Consultancy – responsive contact Marketing Director to address any adhoc posts or business requirements over the month.
- Site visits for content creation
- Build your brand and increase brand awareness
- Implement new strategies to increase sales
- Content creation – photos, videos, reels, graphics
- Google AdWord Campaigns & Management
- Daily monitoring of campaigns/keyword performance
- Social Media Management & Ads Management, Facebook, Instagram, Twitter, LinkedIn
- Posting schedule 5 times per week per platform, to include Facebook/Instagram Stories
- Social Ads Reporting
- Customer review management



## Generate

Our Generate package is for e-commerce clients focused on driving sales to your website.

If you are looking for a digital marketing solution with a heavy focus on increasing sales for your eCommerce business, our team have carefully created this package which encompass the elements to achieve increased sales for your business.

This package will cover:

- Creating a shopify website
- SEO
- Competitor Analysis
- Keyword Research
- CTA buttons
- Content creation

## Bespoke for YOU

Everyone is different. So our quotes are bespoke.

We provide a full range of online and offline marketing services and there are no limits in the way our marketing packages can be tailored to assist your company in reaching its full potential.

# SOCIAL

## Let's chat

No box-checking. No half-assing. We push ourselves to create digital solutions that make a marked, measurable impact. We seek out clients who want to do the same.

# You're in **good company**



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**I Am Digital**  
group

Innovate. Activaite. Dominate. Generate.