



**BLACK  
AFRICAN  
BEAUTIFUL**

NOVEMBER 2024

#GirlsWantFunds  
WhatsApp group



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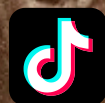
#GirlsWantFunds  
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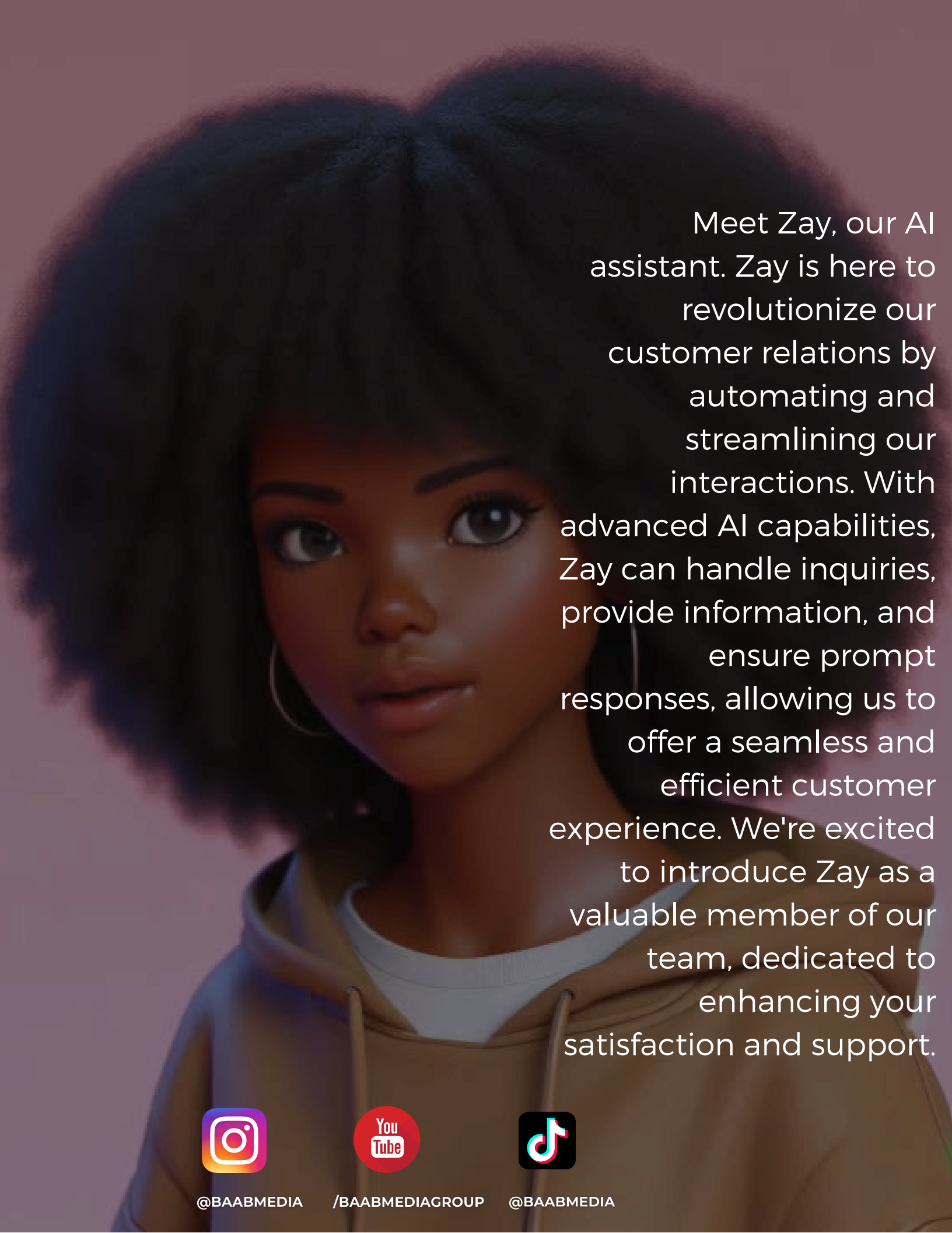
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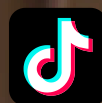
Meet Zay, our AI assistant. Zay is here to revolutionize our customer relations by automating and streamlining our interactions. With advanced AI capabilities, Zay can handle inquiries, provide information, and ensure prompt responses, allowing us to offer a seamless and efficient customer experience. We're excited to introduce Zay as a valuable member of our team, dedicated to enhancing your satisfaction and support.



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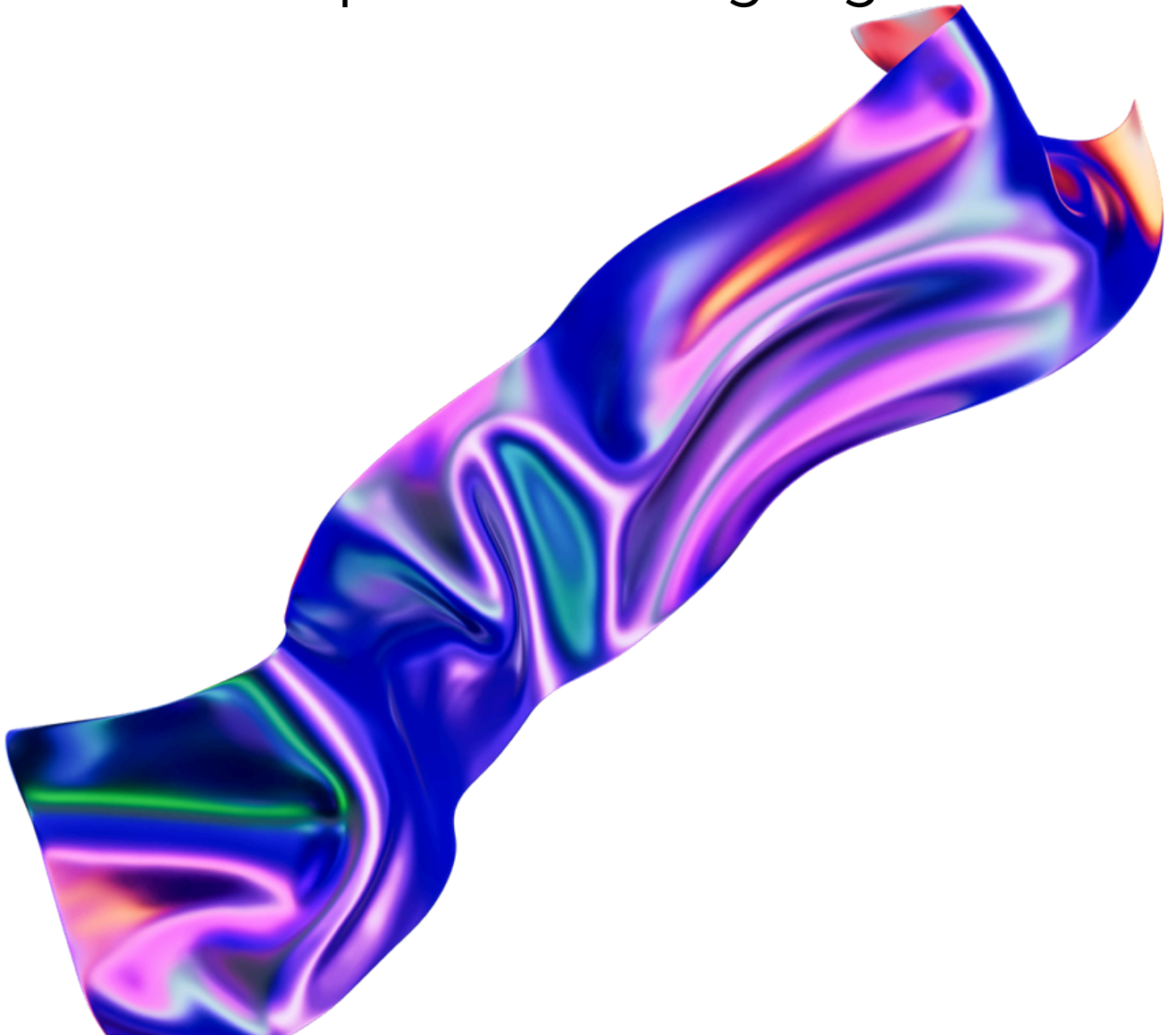
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# EXECUTIVE SUMMARY

BAAB Media Group, a black, youth, and women-owned digital marketing company, seeks to have growth and impact in 2024. The purpose of this report is to have an overview of the company's legal and compliance, finances and operational highlights.





## FROM THE FOUNDERS DESK: CLOSING OUT 2024

2024 has been a transformative and dynamic year for us at BAAB Media Group. This year brought remarkable growth and innovation through restructuring, rebranding, and the introduction of streamlined services designed to enhance the ease of onboarding for both new and existing clients. We also proudly launched the **BAAB Nanny Care Programme**, a support initiative for our working moms that allowed us to grow our team by one valuable member.

Our PR arm expanded significantly this year, enhancing our ability to monitor and protect our brand and reputation across digital and print media platforms. We also made a bold commitment to three of the United Nations' Sustainable Development Goals (**SDGs**)—**SDG 5 (Gender Equality)**, **SDG 9 (Industry, Innovation, and Infrastructure)**, and **SDG 10 (Reduced Inequalities)**. This commitment was further solidified through our graduation from the YBI Sustainability Training Programme, supported by MyDough.

Personally, 2024 was an incredible year of recognition and development. I was honored to be nominated for the Youth-Owned Brand Awards, supported by Standard Bank, shortlisted for the prestigious Forbes 30 Under 30 Africa, and nominated for the Veblen Director Awards in the category of **Diversity and Inclusion Director of the Year**.

At BAAB Media Group, we realigned our mission this year to embrace the future of digital by focusing on marketing an environment where **AI, digital, and humans thrive**. Our vision remains steadfast: to become South Africa's **#1 AI specialist digital marketing company**. We also refined our core values to emphasize **brand excellence, certitude, equity, and youth empowerment**.

As official YouTube Shorts creators, we reached a milestone of **over 2 million views and 3,000 subscribers**—a testament to our growing digital presence. Additionally, 2024 was a year of research and development, a critical focus for us as we continuously strive to innovate. This journey included attending the McKinsey Forward Programme Advanced Level, which made history with its **largest and most diverse cohort of 3,000 graduates**.



## FROM THE FOUNDERS DESK

I also completed a training course on digital skills for jobs and income, offered by the Department of Communications and Digital Technologies in partnership with GIZ.

We proudly launched the **#GirlsWantFunds** initiative, which aims to empower women entrepreneurs by improving their **access to capital across key sectors such as energy, fintech, digital, and construction**. As part of this initiative, we continue to emphasize the importance of raising capital to ensure long-term business sustainability and succession.

Our research this year highlighted significant opportunities in digital marketing, which has a projected compound annual growth rate (CAGR) of **13.1%** between **2024 and 2032**, with a global valuation of **\$363 billion**. Our goal is to capture **1% (R67.6b)** of this market in South Africa and across the African continent.

Looking ahead to 2025, here are five key digital marketing trends we anticipate:

- **Increased Adoption of AI-Driven Campaigns:** AI will play a critical role in hyper-personalizing user experiences and automating campaign management for greater efficiency.
- **Rise of Voice Search Optimization:** As voice-activated technology grows, optimizing for voice search will be essential to remaining competitive.
- **Sustainability-Centric Marketing:** Consumers will continue to prefer brands that demonstrate a strong commitment to environmental and social responsibility.
- **Interactive Content and Immersive Experiences:** From augmented reality (AR) to gamified content, creating interactive experiences will be vital to engaging digital audiences.
- **Continued Growth in Video Marketing:** Video content, especially short-form videos like YouTube Shorts and Instagram Reels, will dominate as the most effective way to reach and engage audiences.



## FROM THE FOUNDERS DESK

As we close our offices for the holiday season, we extend our deepest gratitude to our clients, partners, and stakeholders for supporting our mission. We will resume operations on **10 January 2025** and look forward to another year of innovation and growth together.

Thank you for helping us pursue our vision of becoming South Africa's leading AI specialist digital marketing agency. Wishing you a joyous festive season and a prosperous new year!

Warm regards,

*Zintle Ramano*

Founder & Managing Director | CEO  
BAAB Media Group

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# OUR MISSION



“

At BAAB Media Group we are committed to market an environment where AI, digital and humans thrive.

”



# OUR VISION



“

At BAAB Media Group, our vision is to be the #1 digital marketing AI specialist agency, leading innovation and excellence in the industry. We aim to diversify our portfolio by globalizing our assets and investments across the African continent.

Our core values are:

1. **Brand**
2. **Certitude**
3. **Equity**
4. **Youth**

We are committed to being a highly effective and accountable company through reliable service delivery.”



# PUBLIC RELATIONS

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# A SNAPSHOT OF 2025: MEDIA & STAKEHOLDER ENGAGEMENT

These initiatives and many others are part of Sanlam's collective purpose, which is to empower generations to be financially confident, secure and prosperous. At the heart of our purpose is a journey towards long-term sustainability for South Africans, focused on people, planet and profit which is used for impact.

Below are profiles of some of the women whose small businesses have benefited from Sanlam's empowerment initiatives.

## Zintle Ramano: BAAB Media Group

Beneficiary of Sanlam Re Basadi ESD programme

### From unemployed graduate to digital trailblazer



"Becoming an entrepreneur wasn't a straight path. After high school, I moved to Switzerland where I lived, worked and studied, earning two diplomas in Hospitality Management from the Business Hotel and Management School (BHMS) Luzern and a BA in Global Business Management from Robert Gordon University. I then applied for jobs and attended interviews, but like many other graduates in South Africa, securing employment proved elusive.

Faced with this stark reality and the limitations of traditional employment avenues, I decided to forge my own destiny. In 2018 I founded BAAB Media Group, an award-winning digital marketing agency. Our mission? To create an environment where AI, digital and humans thrive together. South African businesses have a responsibility to contribute to national and global development, and we believe digital marketing is a powerful tool to achieve this.

The impact of benefiting from the Sanlam Re Basadi Enterprise and Supplier Development (ESD) programme has been profound — not just on me but on the women around me. Through our supply value-chain, we've created over 20 jobs. I've gained access to markets I never thought possible and been in rooms with inspiring leaders whose humility and passion have taught me valuable lessons.

As women, we inspire by not only leading but also bringing others along on our journey; it is through that pipeline that women entrepreneurs can thrive in this country. In a country where women are often breadwinners, we need to look at SMEs as job creators and strategically



Publication: Rosebank Killarney Gazette  
 Title: Black Umbrellas opens business avenues  
 AVE: 54307.37

Page: 2  
 Publish Date: 30 August 2024  
 Author: Asanda Mathhare



## Black Umbrellas opens business avenues

Asanda Mathhare  
 The country's staggering 33.5% unemployment rate was highlighted at a Women's Month event at Clico Hotel in Rosebank on August 20.

The event was hosted by Black Umbrellas in partnership with the City of Johannesburg and the Department of Economic Development, Labour and Competitiveness.

The Black African women, entrepreneurs and leaders who were invited to speak at the event were: Asanda Mathhare, CEO of Black Umbrellas; Zintle Ramano, managing director of BAAB Media Group; and Zintle Ramano, managing director of BAAB Media Group.

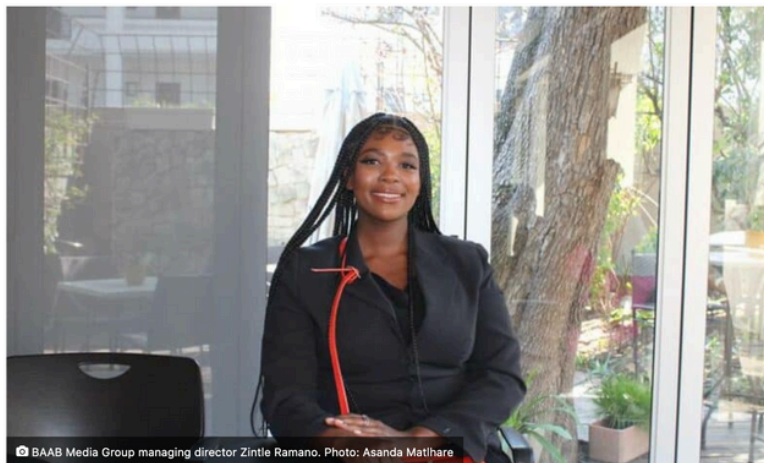
Black Umbrellas has been consistently higher than other companies in the past 10 years. It is a testament to the company's commitment to social impact and its focus on creating jobs for Black African women.

The Black African women, entrepreneurs and leaders who were invited to speak at the event were: Asanda Mathhare, CEO of Black Umbrellas; Zintle Ramano, managing director of BAAB Media Group; and Zintle Ramano, managing director of BAAB Media Group.

Black Umbrellas is an established incubator that brings partners together to support the growth of SMEs.

0 August 28, 2024

Asanda Mathhare 3 minutes read



The country's staggering 33.5% unemployment rate was highlighted at a Women's Month event at Clico Hotel in Rosebank on August 20.



A collage of social media posts and logos for various organizations including Black Umbrellas, BAAB Media Group, and Thari Programme. The posts feature photos of events, speakers, and community members.

# BAAB MEDIA GROUP'S SUSTAINABILITY VISION IN DIGITAL MARKETING



At BAAB Media Group, our alignment with the United Nations' Sustainable Development Goals (SDGs) is foundational to our operations, with a special focus on **SDG 5 (Gender Equality)**, **SDG 9 (Industry, Innovation, and Infrastructure)**, and **SDG 10 (Reduced Inequalities)**. As a 100% Black, youth, and female-owned company, we lead by example, fostering diversity and inclusion through job opportunities for women of all ages and promoting equity in the digital economy. Our commitment to SDG 9 is evident in our role as a 4IR-driven digital marketing company. By leveraging cutting-edge technologies such as artificial intelligence (AI), machine learning, and automation, we contribute to building resilient, inclusive, and sustainable infrastructure that supports the future of work and innovation.

Digital marketing plays a pivotal role in sustainable development by driving awareness and engagement around sustainability initiatives, amplifying the reach of green businesses, and enabling data-driven strategies that reduce waste and optimize resources. Through our hybrid work model and digital-first approach, we reduce our carbon footprint, exemplifying how technology can minimize environmental impact while maximizing efficiency. At BAAB Media Group, we are not just adapting to the digital revolution—we are shaping it to create a world where economic growth and environmental responsibility coexist seamlessly, fostering a more inclusive and sustainable future for all.



## YOUTH BUSINESS INTERNATIONAL (YBI) CONFIRMS THAT

Zintle Ramano

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Completed YBI's Sustainability Training

Abed Tau  
CEO, MyDough

Anita Tiessen  
CEO, YBI



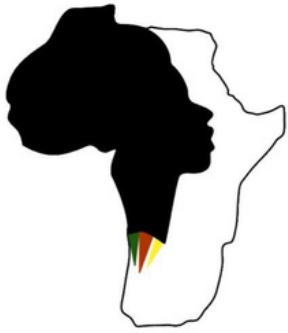
Supported by mydough  
CORPORATE

Our founder Zintle Ramano graduated from the My Dough. Sustainability Toolkit programme supported by J.P. Morgan Chase & Co and implemented by Youth Business International (YBI).

The programme supported by JPMorgan Chase & Co. launched in September 2022 and aims to support 300 micro and small businesses across Germany, France, South Africa, Spain and the UK to become more sustainable and environmentally conscious in their operations.

***“As a digital marketer I believe SMMEs in South Africa have a unique opportunity to drive sustainability by leveraging cutting-edge technologies and innovative practices. At BAAB Media Group, we are passionate about integrating sustainability into every facet of our operations. By embracing 4IR tools, from AI to IoT, we can enhance efficiency and create long-term value that benefits AI, digital and humans.” - Zintle Ramano, The Founder***

# BRAND EVOLUTION



BLACK AFRICAN  
& BEAUTIFUL

Original logo concept 2015 designed and hand-drawn by Tshiamo Ramano which later was turned digital by SoyBoogie for our Tumblr blog known as Black African and Beautiful.



Version 2 of logo modernized by Hakeem Andersen in 2017 as company prepared registration and implementing full operations. The revision still keeps the essence of Africa and woman.



Version 3 of logo now known as BAAB Media Group is vibrant and relatable revised by Alexandra Valentina Nadia in 2019.



Version 4 of logo revised by Alexandra Valentina Nadia in celebration of 5 years of BAAB Media Group in 2023 .



# FINANCIAL OVERVIEW

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# FINANCIAL OVERVIEW

YOUR BUSINESS MIGHT NOT BE IN DIGITAL BUT,  
DIGITAL IS IN YOUR BUSINESS



## Sales Overview

Our **sales overview** for the period of **1 Jan 2024 - 27 Nov 2024** had an increase of **20%** in comparison to the previous financial year period. 63% of our sales came from returning customers and 38% came from new customers.

NB: Our sales overview is the total amount of money expected from all product and service sales, before deducting refunds, shipping, and fees. This includes both online and manual payments.

## Revenue Summary

Our **revenue summary** showed a 40.41% increase in revenue on an accrual basis for the period of 1 Jan 2024 - 27 Nov 2024 in comparison to the previous year.

## Risks and Challenges

Delays in client payment cycles significantly impacted the company's cash flow, making it challenging to meet timely obligations such as software subscription fees and employee salaries. This led to an increase in avoidable bank charges. To address this, we must enforce stricter debt collection policies to ensure more consistent and timely payments.



**LEGAL AND  
COMPLIANCE**

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**@BAABMEDIA**

# CLIENT ONBOARDING SYSTEM



As part of our commitment to ensuring clarity and mutual understanding, we are implementing a structured Client Onboarding System. All new clients will now receive a comprehensive manual outlining the terms and conditions, which must be signed prior to the commencement of any services. Additionally, both new and existing clients are required to sign a **Service Level Agreement (SLA)** corresponding to the specific services booked, ensuring that all parties are aligned on expectations and deliverables before any work begins. Furthermore, a formal contract agreement, a **Non-Disclosure Agreement (NDA)**, and a **Payment Terms Agreement** must be signed by all clients, regardless of their status, to legally bind the terms of service, protect sensitive information, outline payment obligations, and solidify the professional relationship. These measures are designed to enhance transparency, safeguard confidentiality, protect both parties' interests, and streamline our service delivery process.

# CREATIVE COMMONS LICENSE

YOUR BUSINESS MIGHT NOT BE IN DIGITAL BUT,  
DIGITAL IS IN YOUR BUSINESS



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# REVISED PAYMENT TERMS



Effective 27 May 2024

## 1. Deposit Requirement:

- A mandatory **non-refundable 75% deposit** is required before any work can commence.
- Work will not begin **under any circumstance** until the deposit has been received.

## 2. Final Payment:

- The remaining 25% of the total project cost is due within **7 working days** after the completion of the work.
- The completion of work will be formally communicated to the client via email.

## 3. Late Payment Fees:

- If the final payment is not received within the specified 7 working days, a **non-negotiable late fee of R250 per day** will be applied.
- The late fee accrual begins on the **8th working day** following the completion of work.

## 4. Debt Collection:

- If late fees and the remaining balance are not settled within **30 days**, the outstanding amount will be handed over to debt collectors.
- The client will be responsible for any additional costs incurred due to debt collection efforts.

By engaging BAAB Media Group's services, the client agrees to these payment terms. Please ensure timely payments to avoid additional charges and potential disruptions.

For any questions or clarifications regarding these terms, please contact our billing department at [baabmedia.com](http://baabmedia.com)

Thank you for your cooperation.

Sincerely,  
Zintle Ramano  
Founder

# REDRESSAL POLICY

This Digital Marketing Redressal Policy outlines the procedures and mechanisms for addressing concerns, complaints, or grievances related to digital marketing activities undertaken by BAAB Media Group. Our commitment is to provide an effective and transparent process for resolving issues raised by our clients, customers, or stakeholders regarding our digital marketing campaigns, advertisements, content, or any other related activities.

## **Purpose**

The purpose of this policy is to:

1. Establish a structured framework for addressing and resolving complaints and concerns related to digital marketing.
2. Ensure transparency and accountability in our digital marketing practices.
3. Promote a positive and ethical digital marketing environment for our clients, customers, and stakeholders.

## **Scope**

This policy applies to all digital marketing activities conducted by BAAB Media Group, including but not limited to:

- Online advertising campaigns (e.g., Google Ads, Facebook Ads).
- Content marketing efforts (e.g., blog posts, social media content).

# REDRESSAL POLICY

- Email marketing campaigns.
- Search engine optimization (SEO) practices.
- Social media marketing activities.

## Principles

1. Fairness: We are committed to treating all parties involved in our digital marketing activities fairly and equitably.
2. Transparency: We will be transparent in our digital marketing practices and provide clear information regarding our advertisements, promotions, and content.
3. Privacy: We will respect the privacy of individuals and adhere to relevant data protection laws and regulations.
4. Ethical Practices: We will follow ethical and industry best practices in all our digital marketing efforts.

## Complaint Resolution Process

### Step 1: Reporting

Any individual or entity with a complaint or concern related to [BAAB Media Group]'s digital marketing activities may submit their complaint through one of the following channels:

# REDRESSAL POLICY

[BAAB Media Group] will work diligently to address and resolve the complaint within 7-14 business days of acknowledging receipt. The resolution may involve taking corrective actions, providing explanations, or offering remedies as deemed appropriate.

## Step 5: Communication

Once the complaint is resolved, [BAAB Media Group] will communicate the resolution to the complainant in writing or through the preferred communication channel specified in the complaint. If additional time is needed for resolution, regular updates will be provided to the complainant.

## Step 6: Escalation

If the complainant is not satisfied with the resolution provided in Step 4, they may request an escalation. In such cases, the complaint will be reviewed by a higher-level authority within [BAAB Media Group], and additional actions will be taken to address the concern.

## Record Keeping

[BAAB Media Group] will maintain records of all complaints, investigations, resolutions, and related documentation in a secure and confidential manner.

## Review and Updates



# REDRESSAL POLICY

This Digital Marketing Redressal Policy will be reviewed periodically to ensure its effectiveness and compliance with evolving laws and regulations. Updates or revisions to this policy may be made as necessary.

## Conclusion

[BAAB Media Group] is committed to upholding the highest standards of ethics and transparency in its digital marketing practices. We encourage all stakeholders to communicate their concerns promptly, allowing us to address and resolve issues effectively and in a timely manner.

Date: 13 Sept. 2023

Authorized by: Zintle Ramano

A close-up, low-key photograph of a woman with curly hair wearing a headset with a microphone. She is looking down and has a slight smile. The image is dark and moody, with a focus on her face and the headset. The text is overlaid in white, bold, sans-serif font.

# OPERATIONAL HIGHLIGHTS

WELCOME TO THE DIGITAL ECONOMY

# OPERATIONAL HIGHLIGHTS

2024



## Our Working Hours

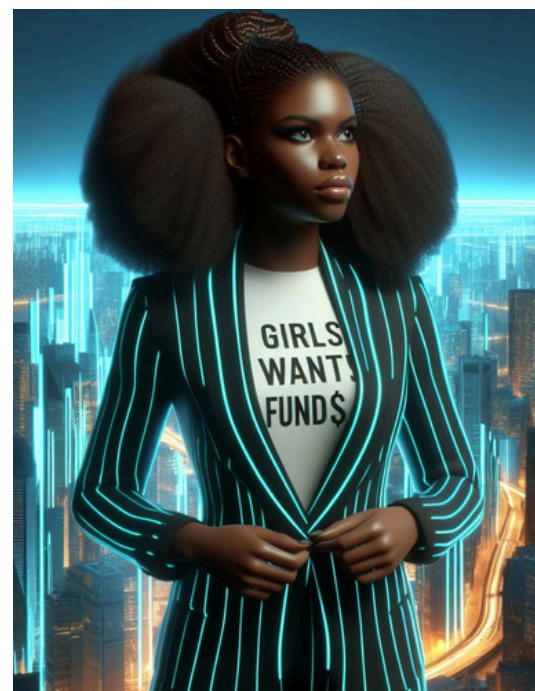
Our operating hours are **Monday-Thursday 08:00-17:00** assistance needed outside of business hours is **billable at R750/hour**. We are **not open on public holidays or weekends**.

## Process Improvements

We have implemented a new sufficient client onboarding system that ensures we deliver innovative quality service delivery from start to finish.

## Website Traffic

In 2024, BAAB Media Group achieved significant milestones that highlight our growth and industry positioning. We recorded a **40.4% increase in revenue**, demonstrating the impact of our strategic efforts and client collaborations. On Google Search, our optimized SEO strategies garnered **22,000 impressions**, while our website analytics revealed an average session duration of **5 minutes and 26 seconds**, outperforming industry competitors by **92%**. Additionally, our blog attracted over **1 000 unique visitors**, showcasing our ability to engage and inform our audience. With **67%** of our site visitors from the **United States** and **15%** from **South Africa**, our data reflects an expanding global footprint. These insights underscore our financial and operational achievements and set a strong foundation for continued growth in 2025.





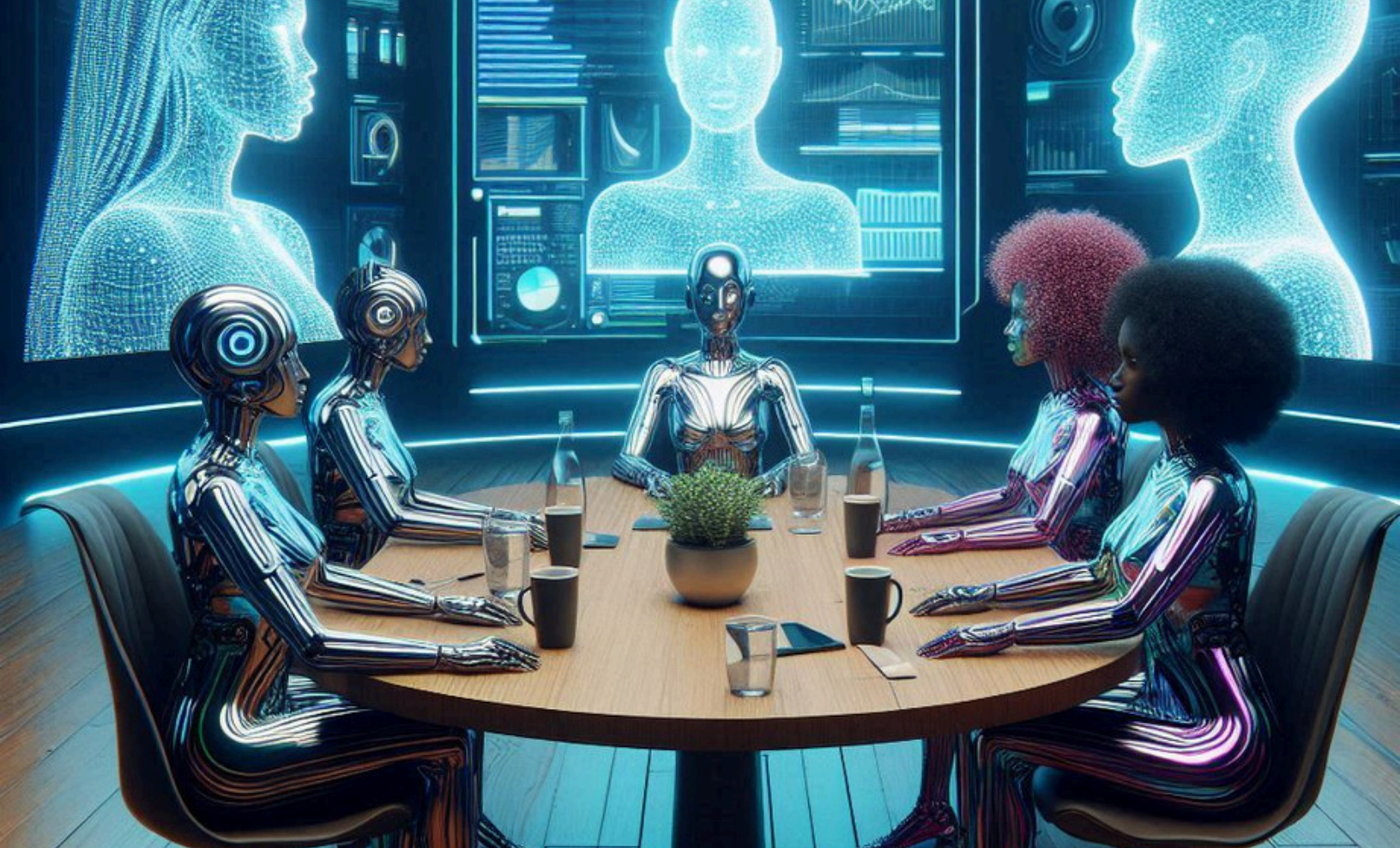
# NEW SERVICES

WELCOME TO THE DIGITAL ECONOMY

[BAABMEDIA.COM](http://BAABMEDIA.COM)

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@BAABMEDIA



# AI-DRIVEN MARKETING STRATEGY

Developing comprehensive digital marketing strategies using AI insights.

Personalizing marketing messages based on customer data and behavior analysis.

Predictive analytics to forecast trends and customer actions.

Pricing

## **Small Business: R15 000/month**

- AI-powered data analysis and reporting
- Basic customer segmentation and targeting
- Automated email marketing campaigns
- Monthly performance analytics

## **Non-Profit Organisations: R30 000/month**

## **Large Business:**

Basic Strategy: ZAR 50,000 - ZAR 100,000

Comprehensive Strategy: ZAR 120,000 - ZAR 250,000 or more



# AD CAMPAIGN MANAGEMENT

WHERE DIGITAL, AI AND HUMANS THRIVE

AI-driven ad campaign management refers to the use of artificial intelligence technologies to automate and optimize various marketing tasks. Real-time bidding and budget allocation using AI algorithms.

Monitoring and adjusting campaigns dynamically for better performance.

Pricing:

## **Small Campaigns: R8 000/month**

- Automated ad placement and bidding
- Basic targeting and audience segmentation
- Monthly performance reports

## **Medium Campaigns:**

Setup Fee: ZAR 20,000 - ZAR 50,000

Monthly Management Fee: ZAR 15,000 - ZAR 40,000

Performance-Based Fee: 5-10% of the ad spend

## **Large Campaigns:**

Setup Fee: ZAR 50,000 - ZAR 100,000

Monthly Management Fee: ZAR 40,000 - ZAR 100,000

Performance-Based Fee: 5-10% of the ad spend

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# OUR SERVICES

WELCOME TO THE DIGITAL ECONOMY





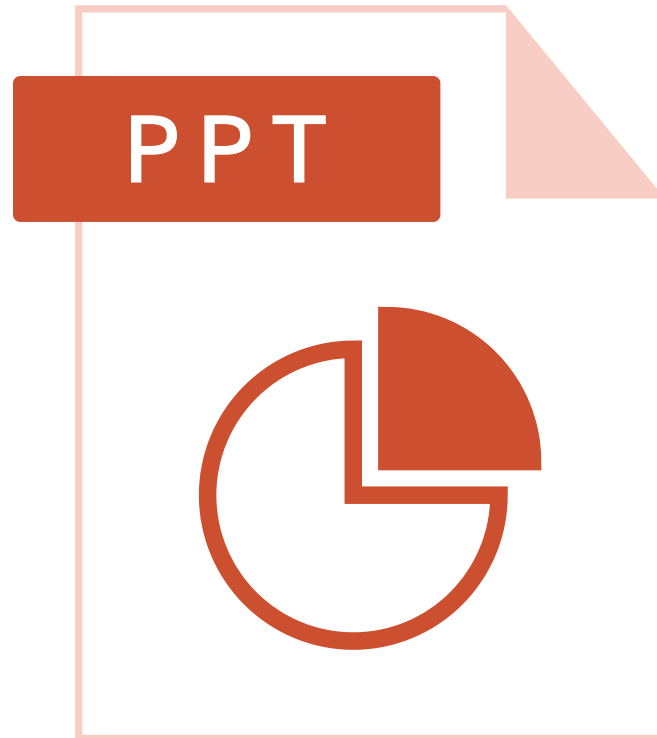


# EMAIL MARKETING

## THE CENTER OF YOUR BUSINESS

Email marketing is crucial for small businesses due to several reasons. Firstly, it is a cost-effective strategy, making it suitable for businesses with limited marketing budgets. Additionally, it enables direct communication between the business and its customers, fostering relationships and keeping customers informed. Moreover, email marketing has the potential to increase conversion rates by delivering personalized content and offers. It also aids in customer retention and loyalty through regular engagement and exclusive incentives. Furthermore, email marketing allows for targeted and personalized messaging by segmenting the subscriber list. It provides measurable results and analytics, enabling businesses to track performance and optimize campaigns. Automation features make email marketing scalable and efficient. Overall, email marketing is a versatile and valuable tool for small businesses to engage with customers, drive conversions, and cultivate long-term relationships.

**Our email marketing service begins at R10 000 /month**



# PRESENTATION DESIGN

## THE CENTER OF YOUR BUSINESS

Effective PowerPoint presentation design is essential in the business world for several reasons. Firstly, it enables clear and concise communication, allowing complex ideas and information to be conveyed in a straightforward manner. Secondly, it adds professionalism and enhances brand image by incorporating consistent visual elements that reflect the business's identity. Thirdly, it engages the audience through the use of visuals, such as images, charts, and diagrams, which help to simplify and reinforce the message. Moreover, well-designed presentations have a persuasive impact, influencing the audience's opinions and encouraging the desired actions. Additionally, PowerPoint presentations provide a structured format that organizes content logically, ensuring a smooth flow of information. Lastly, they save time by condensing information effectively, maximizing the use of presentation time. Overall, investing in well-designed PowerPoint presentations enables businesses to communicate effectively, strengthen their brand, and achieve their objectives.

**Our Presentation Design service begins at R10 000 for 10 slides**



# WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

## Desktop-Only Version:

1. Design (Once-off): R10 000
2. Development and Maintenance (Per annum):  
R100 000
  - Monthly Cost: R8 300
3. Additional Services (Included):
  - Google or Facebook Ads
  - Google SEO
  - Analytics Report

## Total Cost (Yearly):

- Design: R10 000 (Once-off)
- Development and Maintenance: R100 000 (Annually)

## Payment Terms:

- 75% Deposit before work begins:  $0.75 * (R10,000 + R100,000)$



# WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

## Desktop + Mobile Version:

- 1.Design (Once-off): R15,000
- 2.Development and Maintenance (Per annum): R80,000
  - Monthly Cost: R8,300
- 3.Additional Services (Included):
  - Google or Facebook Ads
  - Google SEO
  - Analytics Report

## Total Cost (Yearly):

- Design: R15,000 (Once-off)
- Development and Maintenance: R80,000 (Annually)

## Payment Terms:

- 75% Deposit before work begins:  $0.75 * (R15,000 + R80,000)$

Remember, the total yearly cost includes both the once-off design fee and the annual development and maintenance fee. If you have any specific questions or need further clarification, feel free to ask!

# SERVICES

## APP DEVELOPMENT

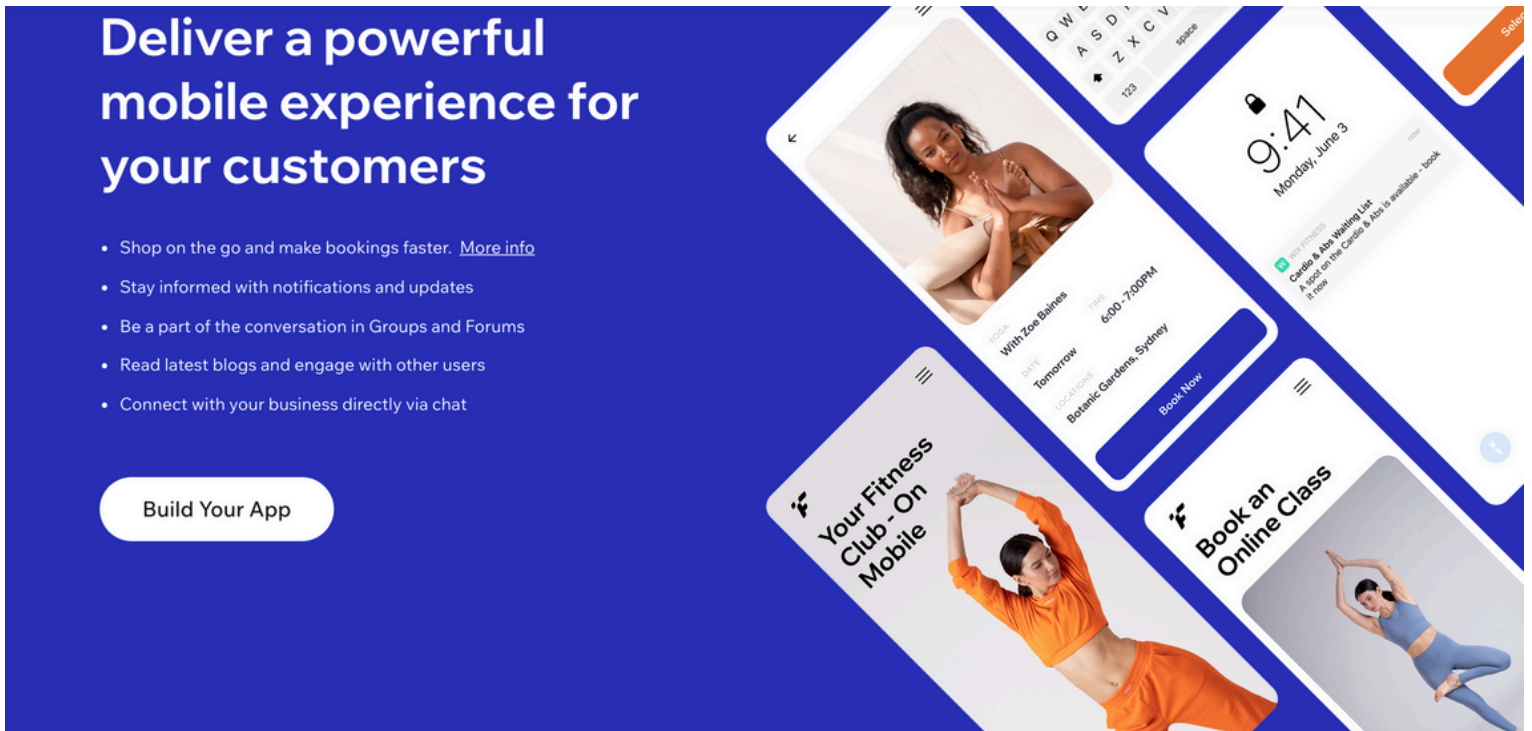
Get a fully branded app.

### **Your Logo, Your Branding**

Get complete app ownership with your (and only your) branding.

### **Total Creative Freedom**

Design your app icon and customize the layout, look and feel to create the app you're looking for.



**Deliver a powerful mobile experience for your customers**

- Shop on the go and make bookings faster. [More info](#)
- Stay informed with notifications and updates
- Be a part of the conversation in Groups and Forums
- Read latest blogs and engage with other users
- Connect with your business directly via chat

[Build Your App](#)

### **Native for iOS and Android**

Customers can download your app on the App Store and Google Play.

### **Grow with 100s of Business Solutions**

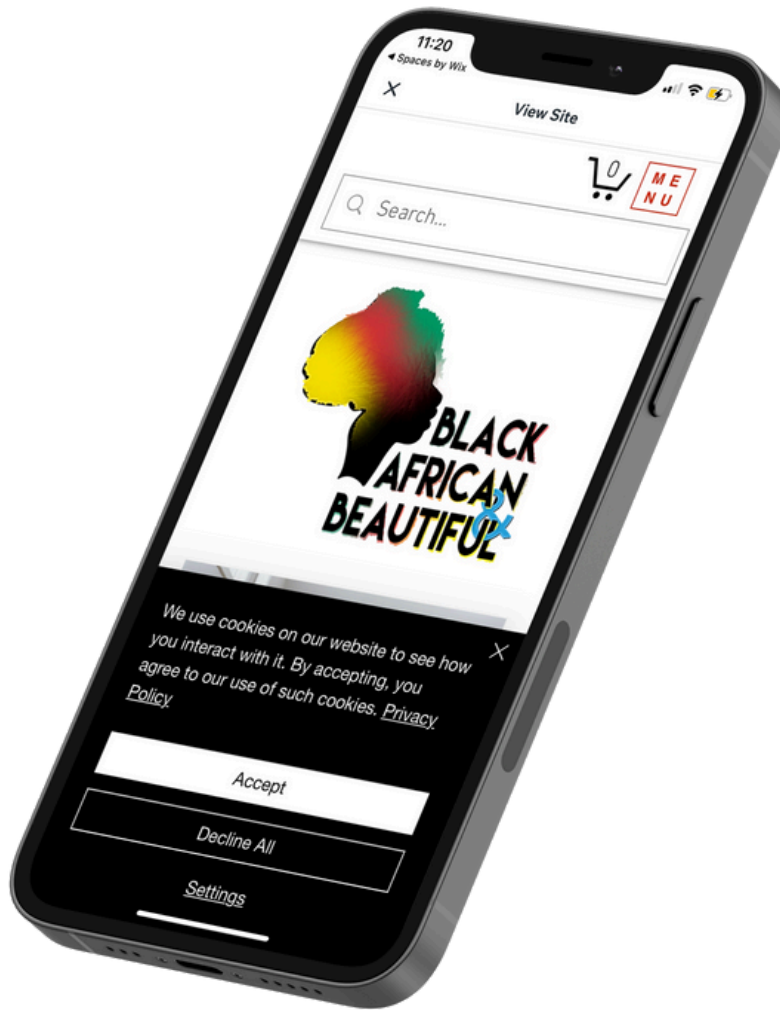
Your app and site activity are integrated in one centralized place.

### **Fully Synced with Your Website**

Your site, dashboard and app activity are seamlessly integrated.

# SERVICES

APP DEVELOPMENT



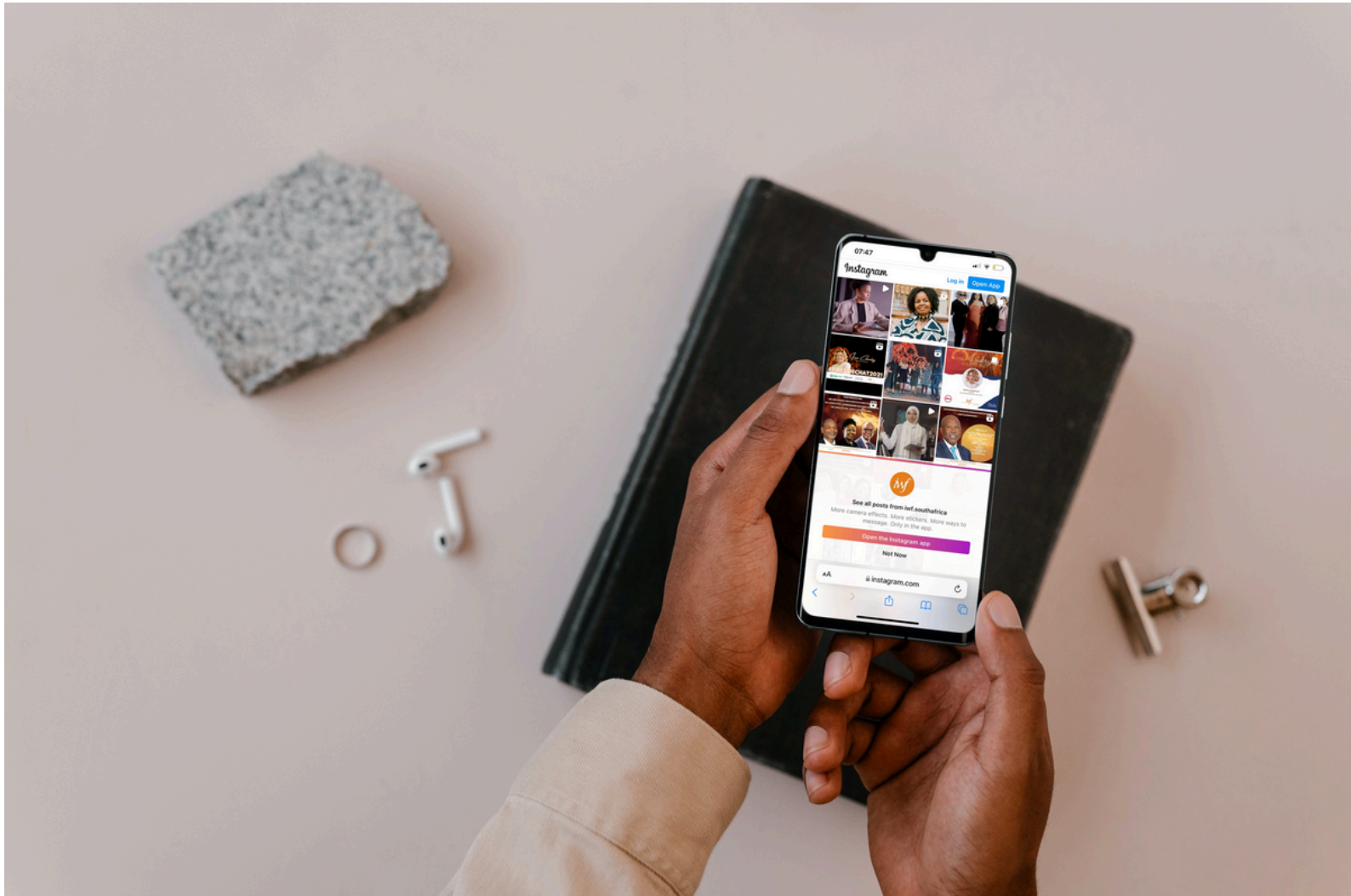
***\*NB Price quote does not include registration fee for Apple's App Store (from R1600 a year) and Google Play (R390 one time fee), or any additional fee that Google or Apple may charge. These fees are subject to change.***

***The publication of your app is subject to the approval and requirements of Apple and Google.***

***This service is only available to clients who develop their website through BAAB Media Group.***

# SOCIAL MEDIA RATES

INSTAGRAM

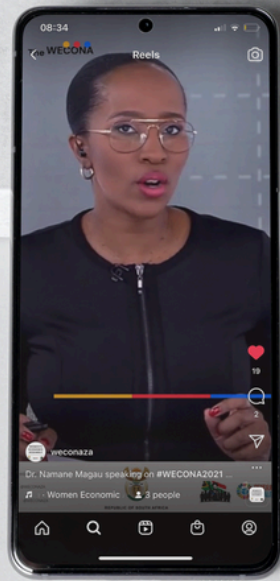


## **INSTAGRAM STATIC POST** **Our Instagram Static Post is starts at R10 000.**

Static posts establish the aesthetic of your Instagram page that'll appeal your niche and brand values to your audience. This service is inclusive of a graphic design package of up to 3 carousel designs as well as posting onto your feed at optimal times to achieve maximum engagement.

# SOCIAL MEDIA RATES

Cross-platform short-form video package



## CROSS-PLATFORM SHORT-FORM VIDEO PACKAGE

**Starting Price: R15 000**

Package Inclusions:

### 1. Content Strategy & Planning

- Initial consultation to understand brand goals and target audience.
- Customized content calendar for consistent posting.

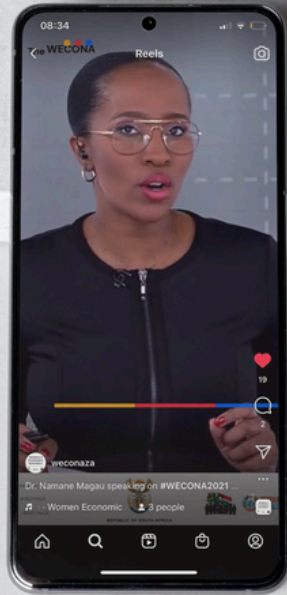
### 2. Video Production

- Up to 5 short-form videos (15-60 seconds each).
- Scriptwriting and storyboarding.
- Professional editing with animations and effects.
- Music and sound design tailored to platform guidelines.



# SOCIAL MEDIA RATES

Cross-platform short-form video package



## CROSS-PLATFORM SHORT-FORM VIDEO PACKAGE

### 3. Platform Optimization

- Tailored formats for TikTok, Instagram Reels, YouTube Shorts, and Facebook.
- SEO-friendly titles, descriptions, and hashtags.

### 4. Performance Tracking

- Monthly analytics report with engagement insights.
- Recommendations for future content strategies.

### 5. Add-Ons (Optional)

- Additional videos: R3,000 each.
- Influencer collaboration.
- Paid promotion strategy.

# SOCIAL MEDIA RATES

## INSTAGRAM



### **INSTAGRAM STORY POST**

Our Instagram Story starts at R20 000

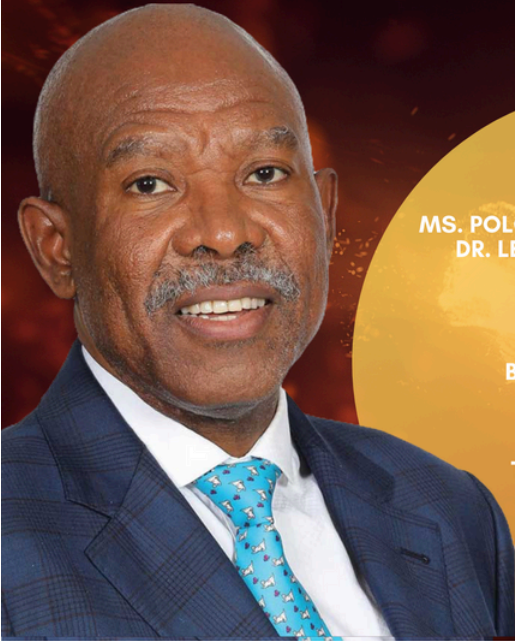
Story posts are 15-60 second video or photo content that appear in a portrait format aimed at sharing your everyday personal and business moments. Stories are a quick, easy way to share moments and experiences. Use text, music, stickers and GIFs to bring your story to life. Add the Questions sticker and other interactive features to your Stories to share and get feedback from your followers. This service includes creating story content in vertical format, graphic design package of up to 3 story design posts as well as posting at peak hours to optimize maximum engagement on your page.

YOU ARE INVITED: A ROUNDTABLE DIALOGUE

# FIRESIDE CHAT WITH

GOVERNOR OF THE SOUTH AFRICAN RESERVE BANK

LESETJA KGANYAGO



FACILITATED BY:

MS. POLO LETEKA, ABSIP PRESIDENT  
DR. LEILA FOURIE, CEO OF JSE

PANELISTS FROM:  
ABSA  
AFRICAN BANK  
BBBEE COMMISSION  
PIC  
FINANCIAL  
SECTOR  
TRANSFORMATION  
COUNCIL  
STANDARD BANK

1 SEPTEMBER 2021, 09:30-11:30 SAST



HOSTED BY



RSVP HERE

## GRAPHIC DESIGN

FOR FLYERS, POSTERS AND MORE

Whether you need to announce a sale, create a Twitter header, an Instagram Static or Story post we have the tools you need to increase your brand visibility.

For a price of **R10 000/month** you can request as up to 20 designs incl. design templates for your business' branding.

TECH INNOVATION & GENDER INCLUSION

# #SHEREIGNSTECH AWARDS2021

CATEGORIES:

1. LET HER START 2021
2. LET HER GROW 2021

17 SEPTEMBER, 2021  
10 - 3 P.M.  
VIRTUAL EVENT

REGISTER ON  
YLCIDEAL.CO.ZA





BLACK AFRICAN  
& BEAUTIFUL

DESIGNED BY BAAB MEDIA GROUP (PTY) LTD

# LOGO DESIGN

FOR FLYERS, POSTERS AND MORE

Our logo design package is charged at **R5 000** which includes:

1. Base Logo Design: R5,000
  - This includes the creation of the initial logo design.
2. Transparent Background (PNG): Included
  - The cost covers the delivery of the logo in PNG format with a transparent background.
3. Revisions: Up to 3 revisions allowed
  - The price includes the provision for up to three rounds of revisions to ensure client satisfaction.

A close-up, high-angle photograph of two smartphones, one in the foreground and one in the background, both with their camera lenses visible. The phones are dark-colored, and the lighting is dramatic, highlighting the metallic and glass textures of the camera modules. The background is dark and out of focus.

BAABMEDIA.COM

@BAABMEDIA

# OUR PACKAGES

WELCOME TO THE DIGITAL ECONOMY



BLACK AFRICAN  
& BEAUTIFUL



## BRAND MANAGEMENT

AN ALL INCLUSIVE PLAN

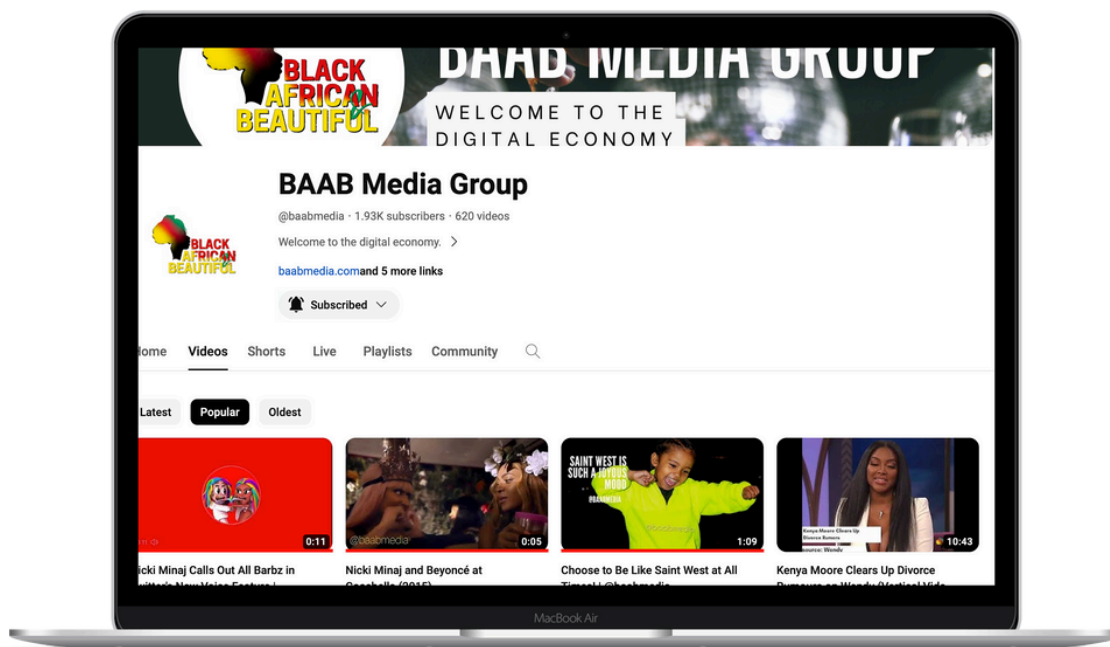
The success of our digital brand management is evident within our clientele network, particularly resonating with YouTubers, spirits brands, and corporations.

**An administrative fee of R15,000/month** is applicable for our comprehensive management services.

Our management package encompasses a valuable portfolio, incorporating digital brand identity and social media management across platforms such as YouTube, Instagram, Twitter, and Facebook. The combined value of these services is estimated at a **R42,500/annum**.

# SOCIAL MEDIA RATES

## YOUTUBE



## THE YOUTUBE CREATORS PACKAGE

Our YouTube channel has achieved remarkable success with over 1.9K subscribers and an impressive 1M views. The consistent growth in views, likes, comments, and subscribers is a testament to the effectiveness of our digital brand management efforts.

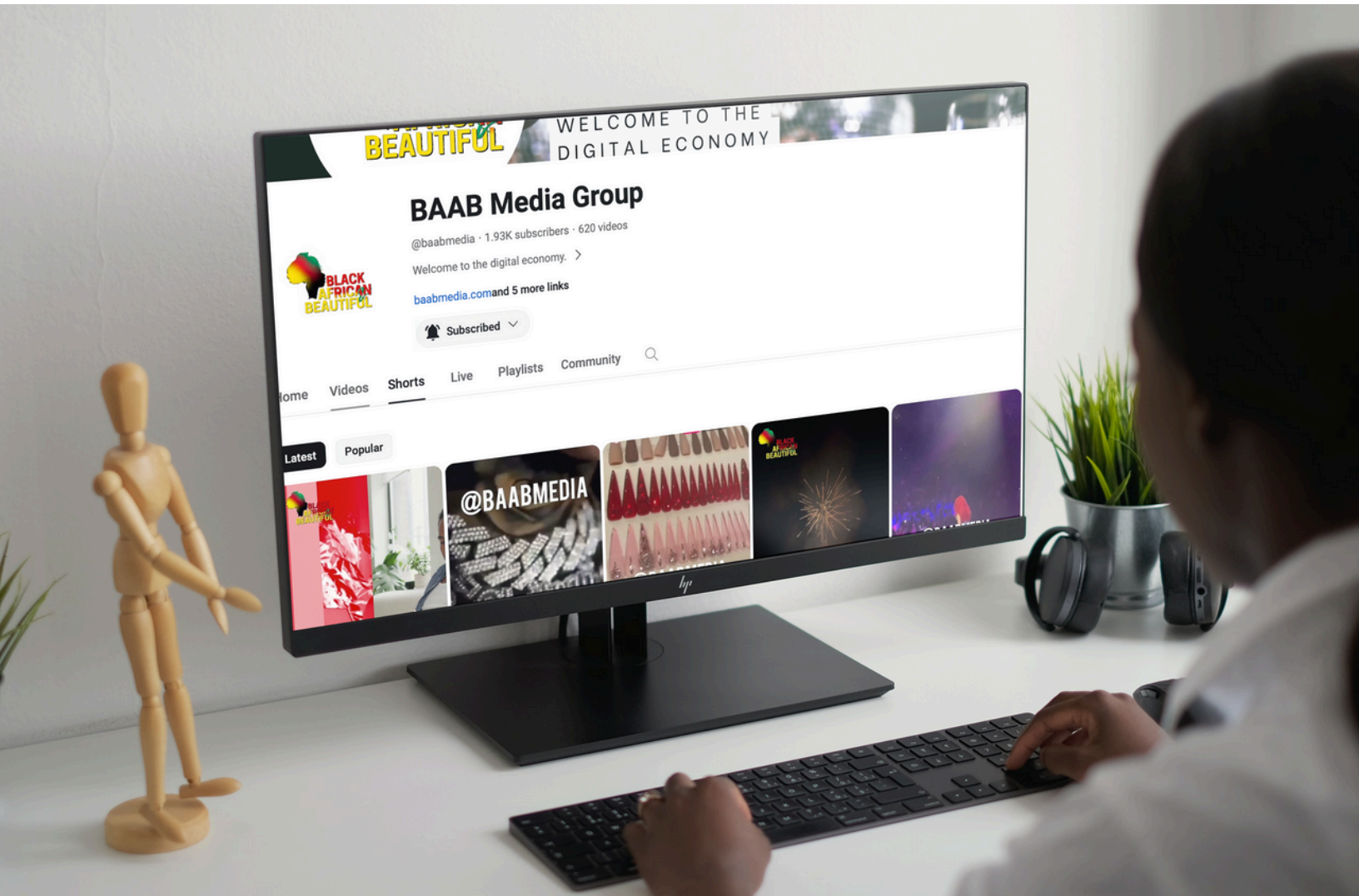
Package Value: **R6 250 per video/month**

### Inclusions:

1. Content Creation: Engaging and tailored content development to resonate with the target audience.
2. Channel Management: Strategic oversight and management of the YouTube channel to enhance visibility and engagement.
3. Video Editing: Professional editing services for videos, with a maximum duration of 30 minutes per video.
4. Video Uploading:\*\* Efficient and timely uploading of edited videos to the YouTube channel.

# SOCIAL MEDIA RATES

## YOUTUBE



## THE YOUTUBE CREATORS PACKAGE

### Exclusions:

Live Streaming Services: Please note that live streaming services are not included in the base package and will be billed separately.

This package is designed to optimize your YouTube presence, ensuring a consistent and compelling brand narrative that resonates with your audience. The total value per annum **R75,000** per video investment reflects the value we bring in terms of content quality, strategic management, and sustained channel growth.

For further inquiries or customization of services, please feel free to contact our team.



# SOCIAL MEDIA RATES

TIKTOK



## THE TIKTOK CREATORS PACKAGE

TikTok is the leading destination for short-form mobile video. TikTok has become the most relevant social media for brands to endorse their products and services especially when targeting Gen Z.

### 1. TikTok Creators Package: R10 000 per TikTok

- This includes the entire TikTok creators package for one TikTok video.

### 2. Film Production Equipment:

- Camera
- Ringlight
- Mic (if needed)
- These are all included in the package to ensure high-quality video production.

# SOCIAL MEDIA RATES

TIKTOK



## THE TIKTOK CREATORS PACKAGE

### 3. Post-Production Editing and Post:

- The cost covers the editing and post-production processes to enhance the final TikTok video.

# SOCIAL MEDIA RATES

## INSTAGRAM



### THE INSTAGRAM MARKETING PACKAGE

Experience the power of impactful content through our versatile Instagram services. Our offerings include Static Posts at **R10 000**, Reels that leave a lasting impression priced at **R15 000**, and immersive Story Posts at **R20 000**. Each package is designed to captivate your audience and boost your brand's presence. The breakdown of costs includes **R10 000** for Static Posts, **R15 000** for Reels, and **R20 000** for Story Posts.

# SOCIAL MEDIA RATES

## INSTAGRAM

“ I attended the February and April tables. My main lessons and value that I have gleaned from my seats:

Taking an intentional view into investing in yourself and your journey through continuous learning and development will propel you forward in your pursuits, whether personal or professional.

Compassion, kindness, and humility are essential traits of great leaders, and contrary to popular belief, they are key in leading inspired teams and organisations.

If you must compete, compete with yourself and your capabilities. Strive to always be the best representation of your current capabilities and future aspirations. ”

 @a\_seatatthetable

 A Seat at the Table ZA



## THE INSTAGRAM MARKETING PACKAGE

With our services, you get more than just posts. We provide graphic creation that speaks volumes about your brand, expert content production and editing for a polished and professional look, and a tailored Instagram marketing plan to ensure your content reaches the right audience. Don't miss out on this fantastic opportunity to elevate your Instagram game. Engage your audience, enhance your brand, and witness your business soar to new heights.

# SOCIAL MEDIA RATES

META

## THE META FILTER PACKAGE

Our Meta Filter

Package is priced at

**R80 000.**

Cost breakdown:

**R50 000** - design, creation  
and tailor-made filter

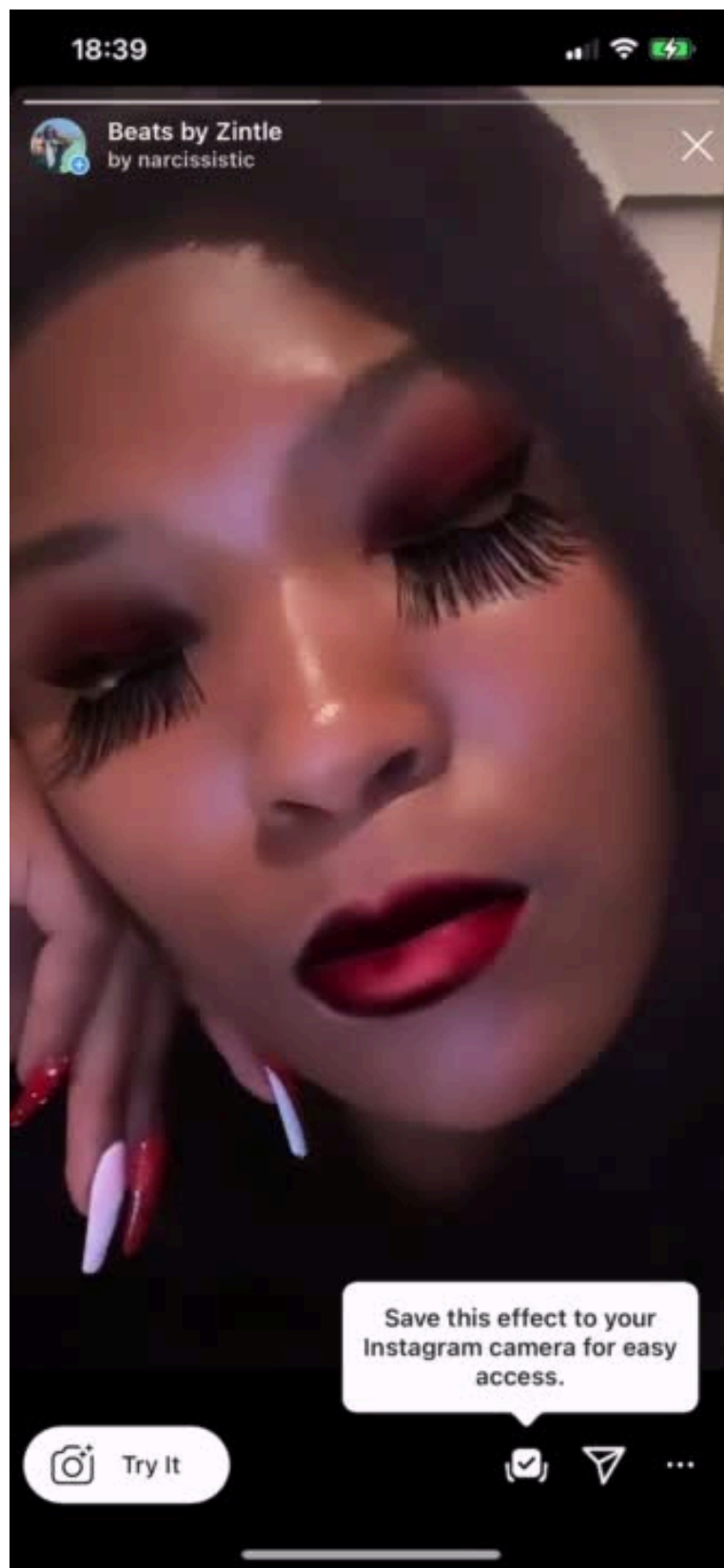
**R25 000** - maintenance and  
adjustments

**R5 000** - admin

From design concept to  
final publication takes 14-30  
days dependent on client  
revisions.

This filter is available in  
both Meta Facebook and  
Instagram.

Our filter won the  
Trendsetter award with  
Meta (2022) for over 10K  
Impressions



# SOCIAL MEDIA RATES

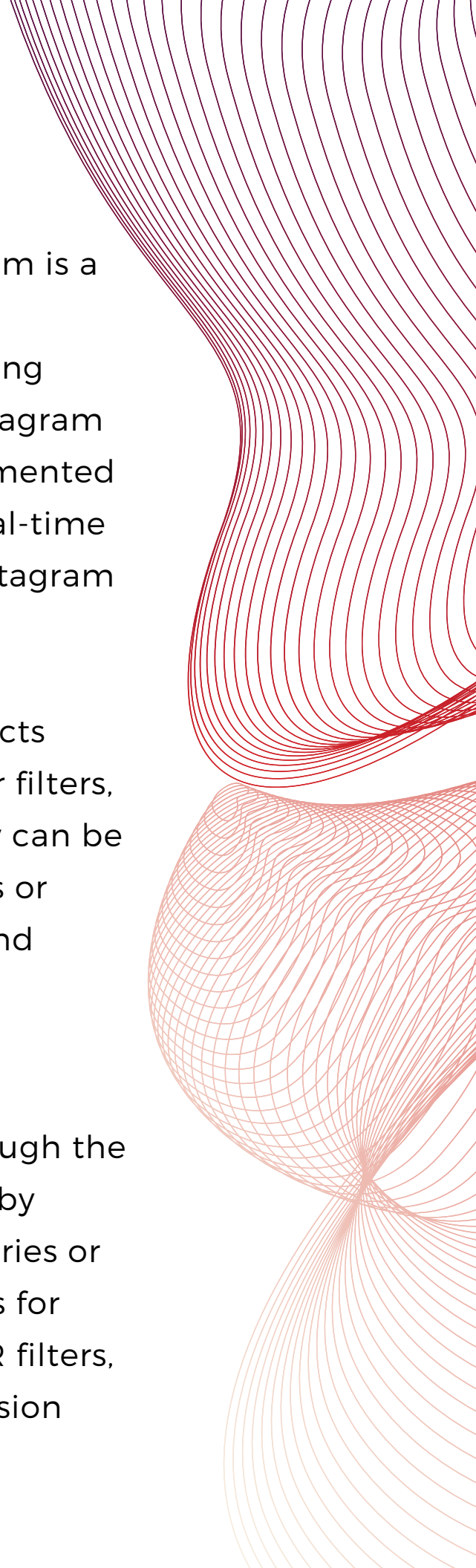
META

## THE META FILTER PACKAGE

An augmented reality (AR) filter for Instagram is a digital overlay that alters or enhances the appearance of a user's face or the surrounding environment when viewed through the Instagram camera. These filters are created using augmented reality technology and can be applied in real-time to images or videos captured within the Instagram app.

AR filters on Instagram can add various effects such as masks, animations, 3D objects, color filters, makeup, virtual accessories, and more. They can be interactive, responding to facial movements or gestures, and often provide an immersive and engaging experience for users.

Users can access AR filters created by other Instagram users or brands by browsing through the available filters in the Instagram camera or by tapping on filters used by others in their stories or posts. Additionally, Instagram provides tools for creators to design and publish their own AR filters, allowing for a wide range of creative expression and customization.





For any further business inquiries or bookings  
visit [baabmedia.com](http://baabmedia.com) or 067 061 7903



BAAB Media Group  
Where AI, digital and humans thrive.