



THE LIGHT FROM THE SOUTH

**CREDENTIALS  
DECK 2023**







O N L I N E

## WHO ARE WE?

Arora Online is named for Aurora Australis  
– *the southern lights.*

We aim to shine from the South,  
helping your online presence take flight.

Arora Online seamlessly blends creativity with strategy,  
using data and ingenuity to light your digital path.

We forge meaningful partnerships with our clients,  
and provide personalised, agile support built  
on our knowledge and experience.

We partner with agencies, brands, and businesses  
of all sizes.







**Steven van Wyk**  
**Account & Strategy**  
**Director**

- Post Graduate Diploma in Entrepreneurship
- 6 years of experience
- Brand strategy
- New business development
- Market research
- Social & paid media marketing strategy
- Copywriting
- CRM strategy
- Strategic partnerships
- Digital transformation strategy



**Kareesha Naidoo**  
**Digital Marketing**  
**Director**

- Masters Degree in English
- 8 years of experience
- Social media management & strategies
- Paid media management & planning
- Campaign & social community management
- Social media campaign reporting
- Survey analysis & reporting



**Paulina de Souza-Matthews**  
**Creative Director**

- International Diploma in Print Production & Design
- 10 years of experience in digital & print
- Website design
- Social media design & animated GIFs
- Logo & CI design
- Newsletter design
- Presentation design

# THE TEAM



**Siphokazi Zondwa**  
**Digital Designer**

- International Diploma in Print Production & Design
- 4 years of experience in digital & print design
- Layout design
- Social media design & Animated GIFs
- Logo & CI design
- Newsletter
- Presentation design
- Illustration development
- Animation



**Neil Wilke**  
**Project Manager**

- 4 years in online marketing
- Copywriting
- Digital strategy
- Email marketing
- Data analysis
- Brand communications
- Social media marketing
- Creative strategy



**Kamohelo Vezi**  
**Junior Digital Strategist**

- BA Communication Science degree
- 4 years experience in social media marketing
- Copywriting
- Digital strategy
- Digital brand analysis
- Social media management
- Campaign concepts
- Social marketing strategy



**Paige Mashini**  
**Influencer Manager**

- 5 years of experience in Public Relations
- Campaign Concepts
- Media Relations
- Copywriting
- Advertorials
- Social Media Influencer Campaign Management

# THE TEAM



## INFLUENCER MARKETING

We streamline the connection between your brand and influencers. Unlock the power of these top content creators, as they craft authentic messaging around your brand. Benefit from their reach, deep engagement, and followers.

Arora Online specialises in influencer marketing strategy, campaign conceptualisation, influencer campaign management, paid media strategy & implementation to support influencer marketing, plus influencer campaign data analysis.



In 2021, Arora Online was a finalist in the New Generation Awards for Best Influencer Campaign for our work on Garden Day. In 2022 we are nominated for 2 New Generation Awards: **Most Viral Campaign, and Best Influencer Campaign.**

Arora Online was recently listed as one of the **Top 8 Influencer Agencies in South Africa.** [Learn more here.](#)

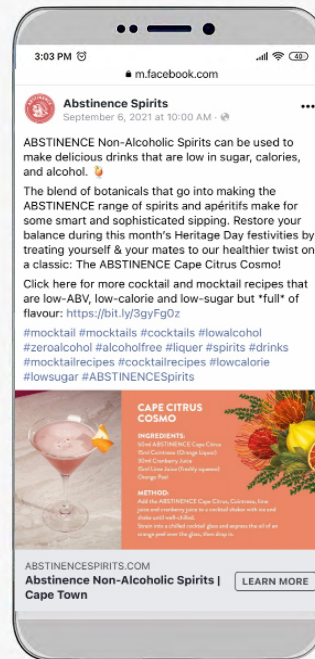
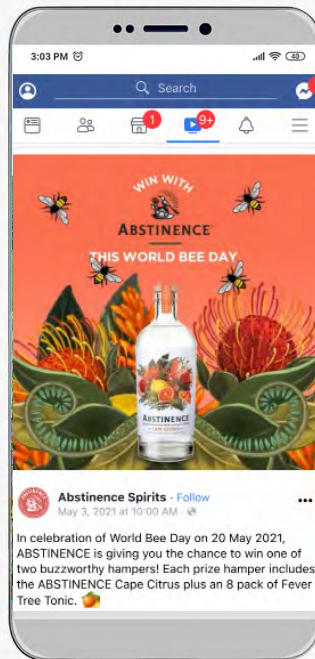
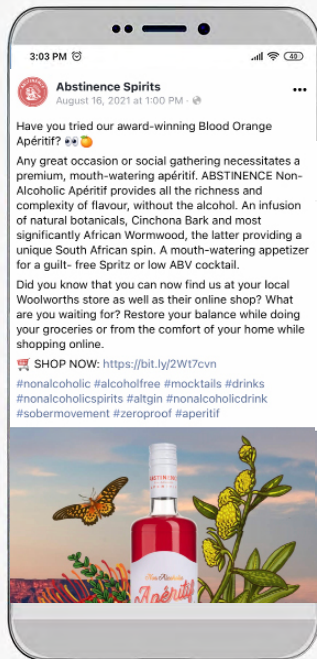
The results of Arora Online's work on Lacoste's TikTok campaign are highlighted in an IPSOS Brand Lift Study. [Learn more here.](#)

# OUR SERVICES

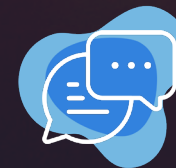


## TIKTOK MARKETING

TikTok has taken the world by storm with billions of monthly active users! Arora Online can craft your TikTok strategy, edit your short-form video content, manage your TikTok account, implement paid media to boost your content at scale to the right audience, and provide detailed reporting with insights & recommendations to guide content creation.



## SOCIAL MEDIA & CONTENT CREATION



Our multi-talented team specialises in content strategy, content marketing, paid media, SEO articles, social media artwork, engaging videos and social media management – to give your brand a competitive edge.

# OUR SERVICES



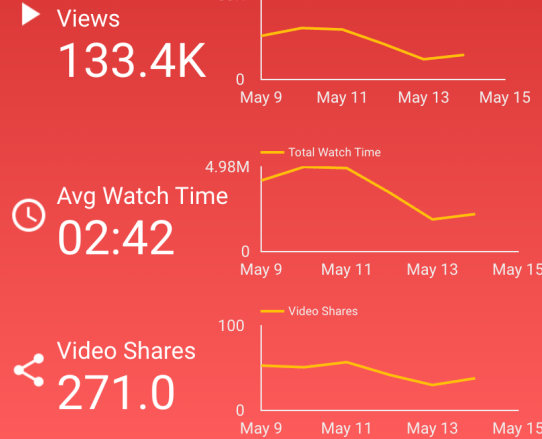
## DATA ANALYTICS

Data analytics is critical to digital marketing efforts because it allows you to spot patterns. These patterns can pinpoint what works and what doesn't, and can therefore help to refine your marketing strategy and improve your Return on Investment (ROI).

The Arora Online team provides detailed monthly and campaign reporting for all platforms. We present the reports to you for ease of understanding and to foster discussion as we align on how to use the data to guide your strategy. We can set up reporting dashboards so you can see all critical data in realtime and at a glance.

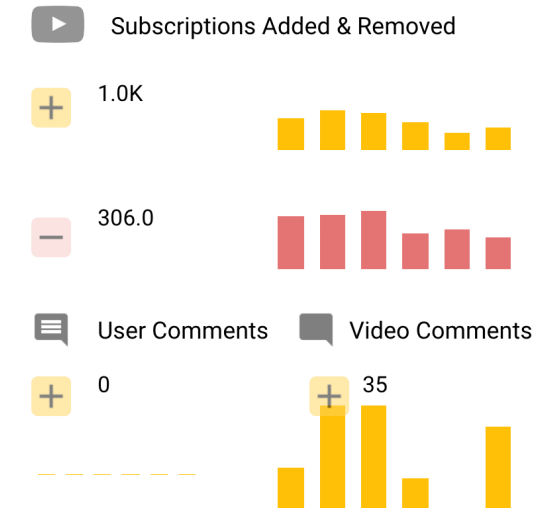
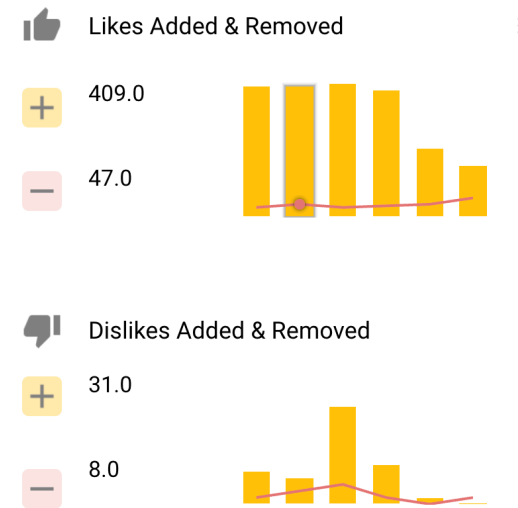


Trending by Views, Watch Time, & Shares

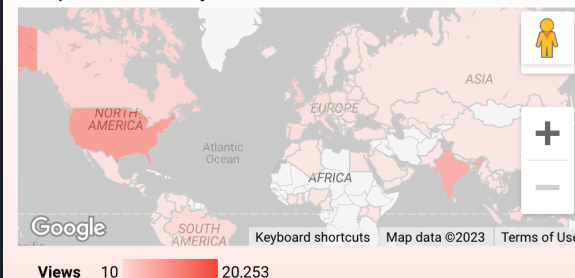


Top Videos Watched

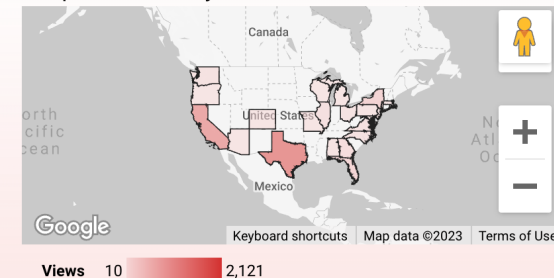
Video Title			
Title	Views	Average V...	Video Sha...
Register for Google A...	9,522		7
Google Analytics 4 Mi...	9,030		32
Welcome to Google A...	8,852		19
Get started with Goog...	6,355		17
Overview of Google A...	5,461		3
The Analytics account ...	4,997		1
Installing the Google T...	4,403		1
Not yet migrated to th...	4,093		10
Measure user activity...	2,881		11



Top Countries By Views



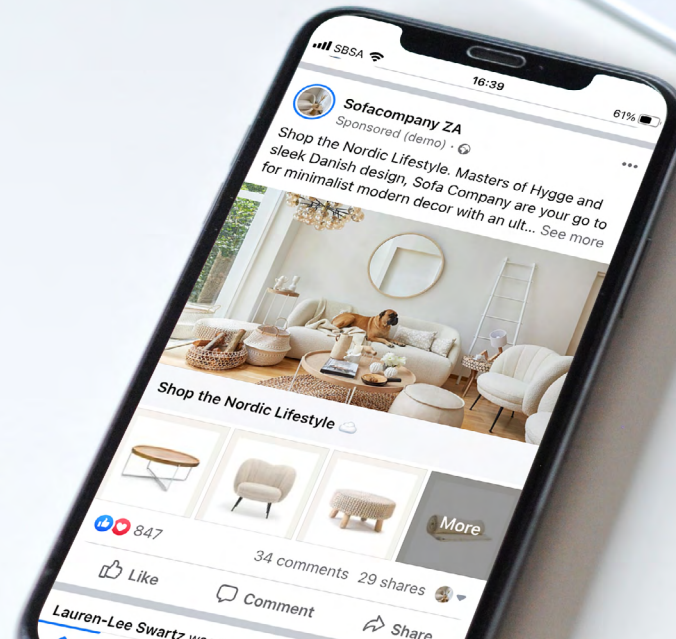
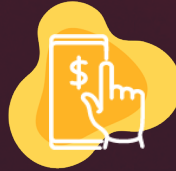
Top US States By Views



# OUR SERVICES

## PAID SOCIAL MEDIA

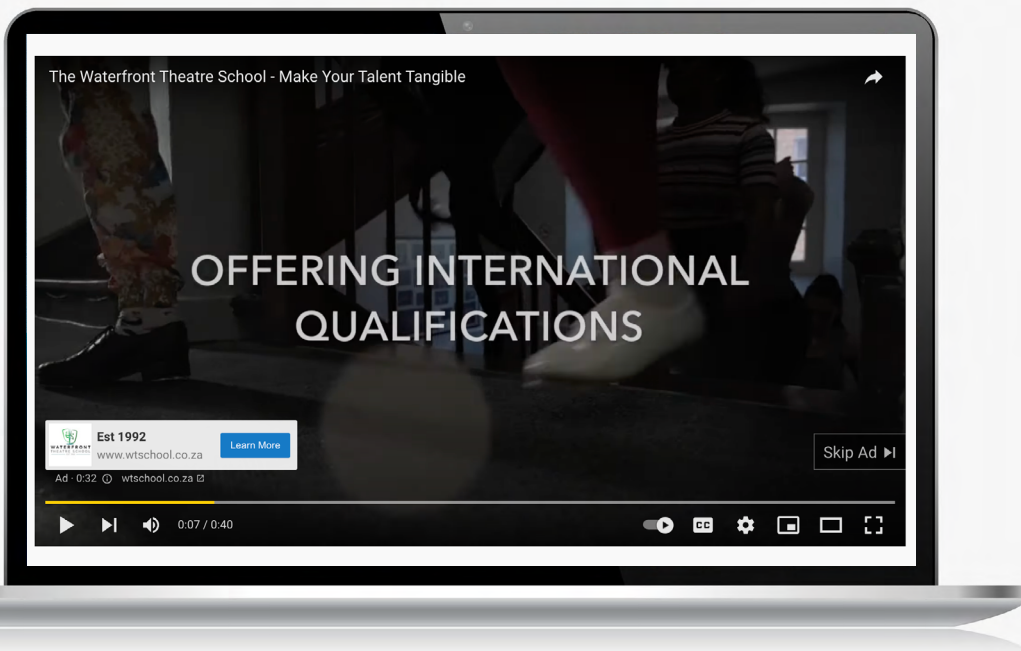
Social media is a pay-for-play environment. We'll develop your paid social media strategy, design your social media for ecommerce funnel & select the perfect social ad formats to help your content meet your business objectives. After execution, we'll provide detailed reporting to use the insights from the data to inform your next campaign.



## GOOGLE & YOUTUBE ADS



People are searching Google & YouTube for the products & services you provide. We can help you capture their business by bidding on the search terms that will take you to the top of search engine results pages. We'll craft & manage the perfect display, shopping or YouTube ads to convert those searches into website traffic, leads, video views and sales.



# OUR SERVICES



## DIGITAL BRAND STRATEGY

Incredible brand strategy is based on strategic insights! We'll craft or transform your brand's strategy and communication plan to achieve your business goals – while our visual branding team updates your brand's assets.



**Fish4Africa**



FEBRUARY 2022



### HAKE FACTS 101

NUTRITION VALUE: High in Protein.

WAYS TO COOK: Pan Fry, Grill, Steam, Pickle, Poached, Steamed, Baked.

RECOMMENDED PORTION SIZE: 250g per person

**TASTE:** Hake is a soft, and moist fish with a mild flavour. For people that don't enjoy overly "fishy tasting" seafood. Its mild flavour makes it the perfect blank canvas for adding a diverse range of seasonings.

**SIMILARITIES:** Hake is similar to Cod, Haddock, Pollock, or Tilapia.

#### SIDES:

- Roast sweet potatoes with siracha & lime.
- Easy green beans with browned butter almondine.
- Lemon herb Pollock with Lentils, beans & carrots.

## SHOP OUR FEBRUARY SPECIALS



### HAKE

R69.95 - R139.90

[SHOP NOW](#)



### KINGKLIP

R139.95 - R269.95

[SHOP NOW](#)



### OCTOPUS

R109.90

[SHOP NOW](#)



### YELLOWTAIL

R134.90 - R269.90

[SHOP NOW](#)



## E-MAIL MARKETING & CRM



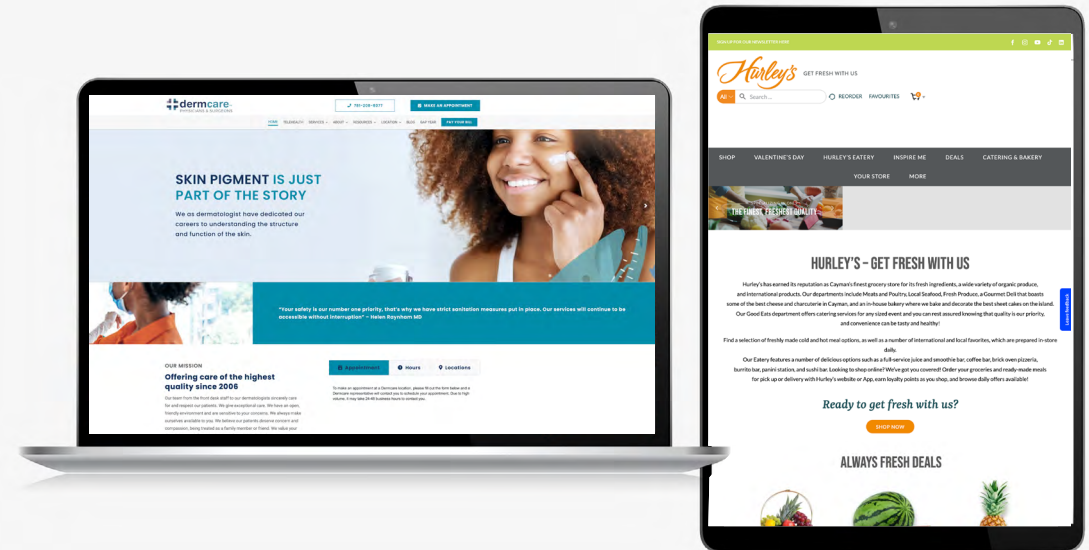
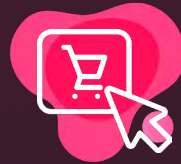
Our customer relationship management strategies are designed to help you acquire, engage with and understand your customer database. With segmented customer profiles, we'll target your customers via email, SMS and WhatsApp.

# OUR SERVICES



## WEBSITE & ECOMMERCE

With our development partners, we build and design beautiful, functional and responsive websites and e-commerce platforms that uphold UX, SEO and copywriting best practices. Our service also includes updating and maintaining existing websites.



## MARKET RESEARCH & AUDIENCE INSIGHTS



We create online surveys to generate the consumer insights you need to stay ahead of your competitors. Our comprehensive reports showcase the data findings and market research in meaningful ways, to help drive your business forward.

# OUR SERVICES



# KERRYGOLD ULTIMATE BUTTER MASTER CASE STUDY

Arora Online conceptualized the **#UltimateButterMaster** challenge whereby we asked consumers to create a recipe video on social media using Kerrygold butter. The winner would walk away with R10 000 in cash and a year's supply of Kerrygold butter.

We secured 12 of the biggest South African foodie chefs & influencers to spearhead the campaign including Aisha Baker, Kamini Pather, Maps Maponyane, and Fatima Sydow.

 **CAMPAIGN CONCEPTUALISATION & STRATEGY**

 **INFLUENCER MANAGEMENT**

 **PAID MEDIA STRATEGY & IMPLEMENTATION**

 **CAMPAIGN DATA ANALYTICS**

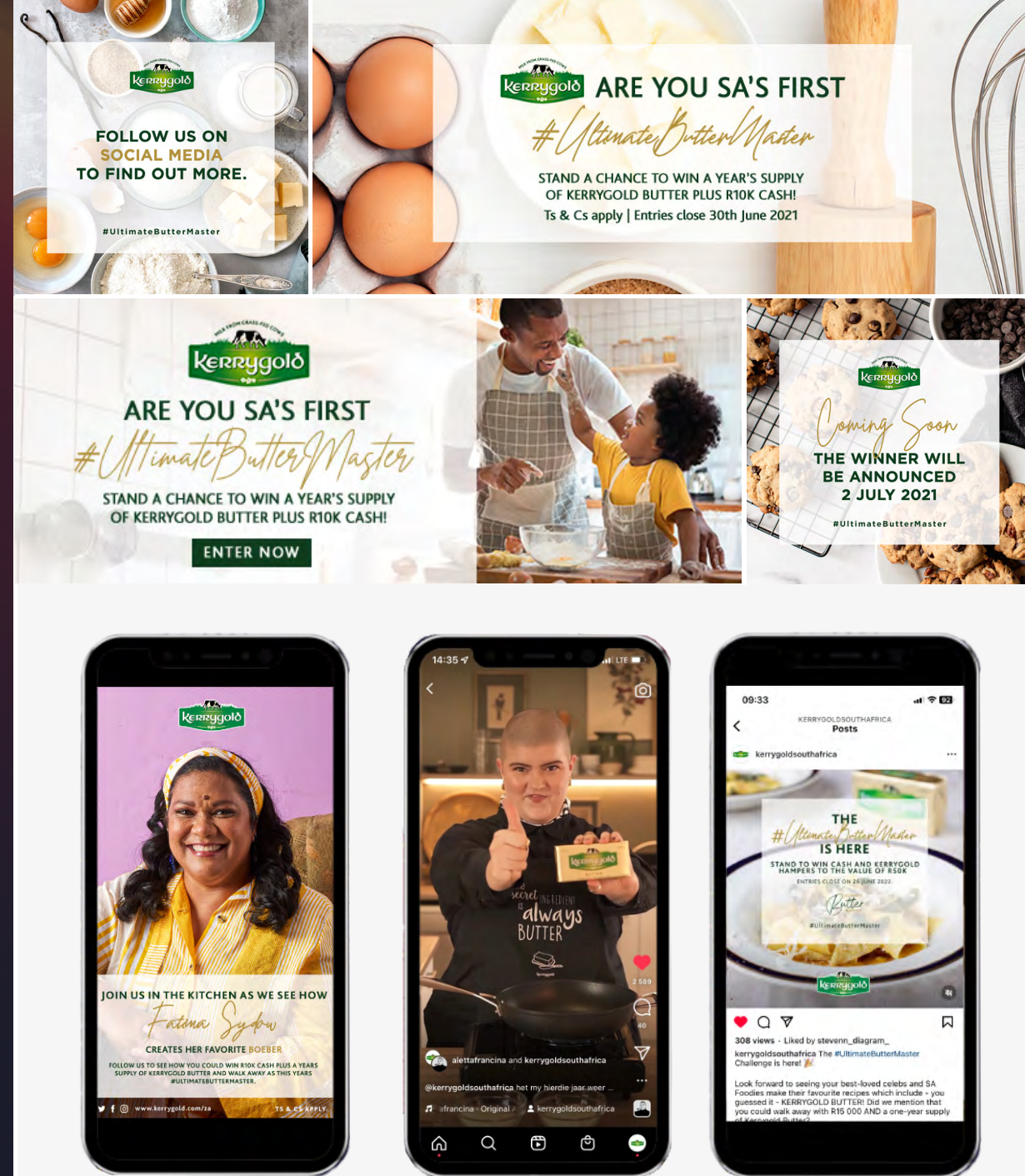
**2 Million reach**

**687 189 Video views**

**22.38% Engagement rate**

**9.8% More Instagram followers**

**1 580 New Facebook followers**



## OUR WORK



## GARDEN DAY 2021 | CASE STUDY

“Working with Arora Online for the Garden day campaign was such an honor! I had the opportunity to combine my love of nature, dance, and content creation with an amazing team of humans. It’s great to see how dance can bring awareness to look after the source of our wellbeing.”

### - KELLY\_KIKX, TIKTOK INFLUENCER



TIKTOK INFLUENCER  
CAMPAIGN CONCEPTUALISATION



TIKTOK CAMPAIGN STRATEGY



INFLUENCER MANAGEMENT



TIKTOK COMMUNITY MANAGEMENT



PAID MEDIA MANAGEMENT

12.8m Hashtag views

12 434 066 View views

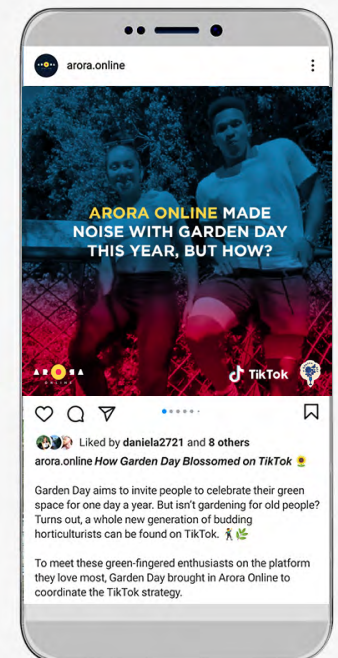
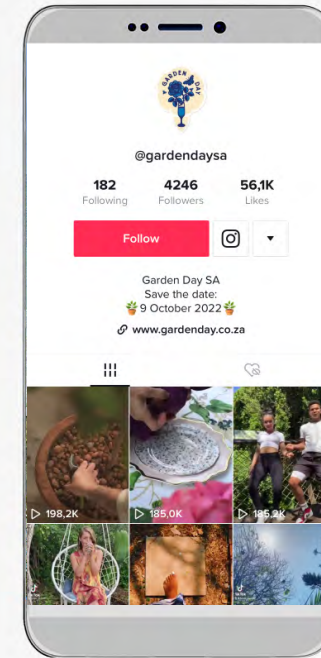
258 493 Likes

1 008 User comments

1 986 Shares

**Signed Influencers**

such as Nadia Jaftha, Aletta Francina & Rudi Smit.



# OUR WORK



## LACOSTE #CROCOSIGN | CASE STUDY

"Working with the Arora team was a dream come true. This was the best digital agency I have worked with in ten years in the industry. They have unprecedented expertise and insight into the social media landscape in SA, they actually get it, both in strategy and execution. They take initiative and go beyond expectations to deliver excellent service and results. They blew me away guiding our brand on how to conceptualise and execute our first TikTok campaign. I would highly recommend working with Arora, especially on innovative projects that require nuance and real-life experience to break through the clutter of online marketing."

- DYLAN, BRAND MANAGER FOR LACOSTE



TIKTOK INFLUENCER  
CAMPAIGN CONCEPTUALISATION



TIKTOK CAMPAIGN STRATEGY



INFLUENCER MANAGEMENT



TIKTOK COMMUNITY MANAGEMENT



PAID MEDIA MANAGEMENT

39.3m Hashtag views

335k View views

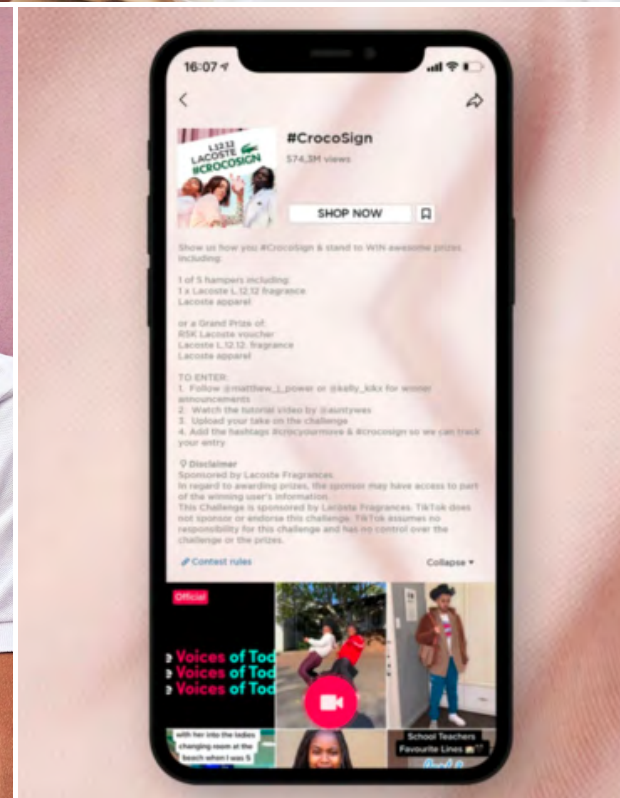
17k Total engagements

636 User generation creations

2.5+ Million unique users reached

Arora Online secured two of the biggest South African TikTok influencers to spearhead the campaign namely Kelly Kikx and Matthew Power.

1 Month  
Duration



OUR WORK



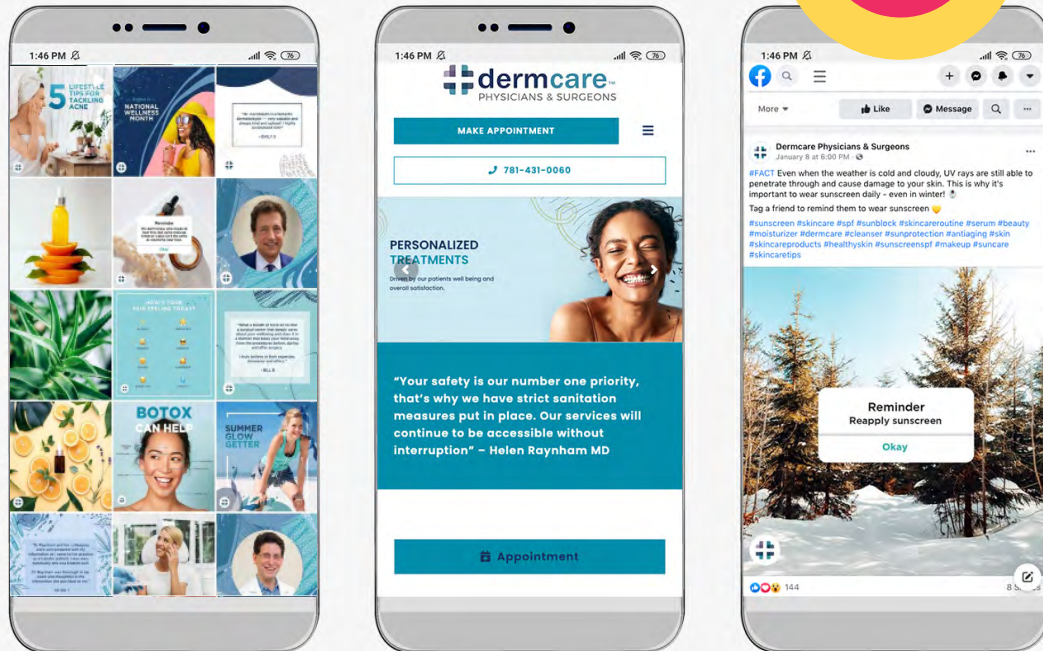
## DERMCARE US | CASE STUDY

*Massachusetts, USA-based client*

"We have been working with Arora Online since late June 2020. They have been handling our social media as well as our Google [Ads] platform. Their quality of work has been superior and is reflected in their design as well as the recent success of our social media campaigns. It's great to have a team you can trust 100%."

**- DR. HELEN RAYNHAM, BUSINESS OWNER**

Global  
Partnership



GOOGLE SEARCH & DISPLAY ADVERTISING



WEBSITE REBUILD & MAINTENANCE



SOCIAL MEDIA CONTENT CREATION & MANAGEMENT



COMMUNITY MANAGEMENT



EMAIL MARKETING



DIGITAL DATA ANALYTICS, REPORTING & STRATEGY

**Developed new brand look & feel**  
**to consistently brand every digital touchpoint**

**New website with improved UX** sees massive spike in conversion rate

**Content pillars** driving brand objectives

**69%** Increase in social media followers

**2000%** Increase in social media engagement

**26%** Open rate for email newsletters

**Over 54** New Google Business Profile reviews in 6 months

**412%** Increase in Google Ads conversion rate

**34%** Lower cost per conversion for Google Ads

**139%** Increase in clicks to the website

OUR WORK



## SOFA COMPANY | CASE STUDY

Arora Online handles the digital marketing requirements for Sofa Company - a brick and mortar furniture store with a large proportion of sales coming from their ecommerce platform.



GOOGLE SEARCH, DISPLAY AND SHOPPING ADS



EMAIL MARKETING



SEO FOR BLOGS AND PINTEREST



SOCIAL MEDIA ADVERTISING



DIGITAL DATA ANALYTICS REPORTING



DIGITAL MARKETING STRATEGY

**360 000** Social media reach per month

**50 000** Video views per month

**38 000** Website clicks per month

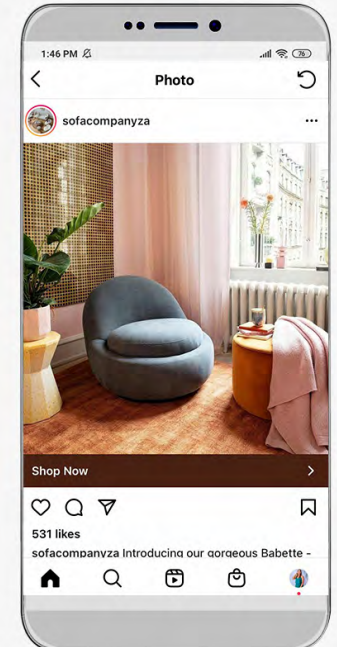
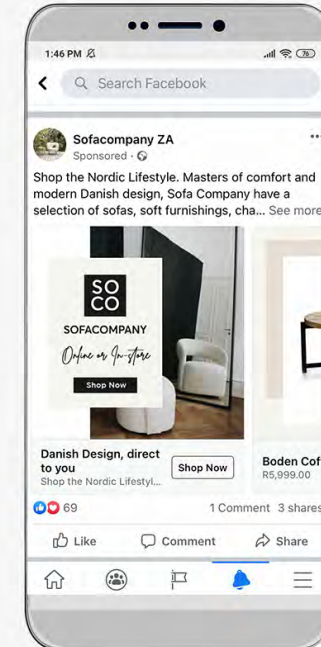
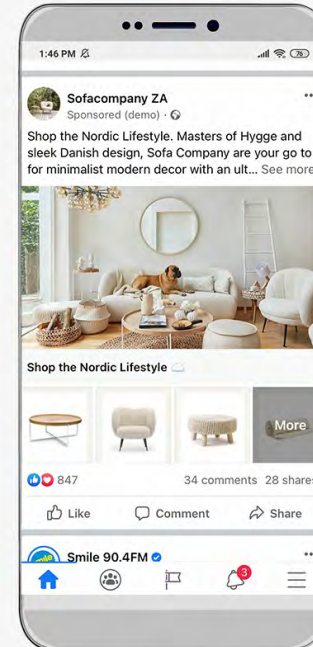
**2.5K** Average monthly engagement on Pinterest

**23%** Average click through rate on Google Ads

**6%** Conversion rate on Google Ads

**25 000** Customers discover the brand on Google My Business per month

Always  
on



OUR WORK



## CAPE TOWN CITY BALLET | CASE STUDY

“Arora Online has been looking after the digital brand strategy needs of Cape Town City Ballet for the past 18 months. Social media & paid media marketing have been a focus of their work for our company, and I have found the service to be unremittingly innovative, on time, creative, and invested in our product. The service is personal and hands-on with them running many influencer events for the company. I would highly recommend them as a specialized extension to your marketing strategy.”

- DEBBIE TURNER, CEO OF CAPE TOWN CITY BALLET



**DIGITAL BRAND STRATEGY**



**SOCIAL MEDIA MANAGEMENT  
AND CONTENT CREATION**



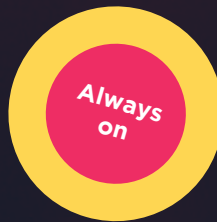
**PAID MEDIA (GOOGLE, YOUTUBE, SOCIAL ADS)**



**EMAIL MARKETING & CRM**



**INFLUENCER CAMPAIGNS**

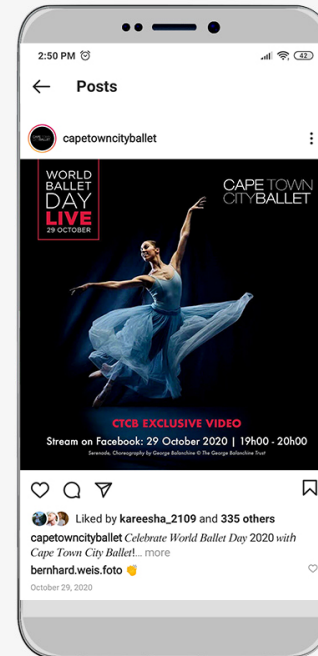


**Over 300k** Average Monthly Post Reach

**73%** Facebook Follower Growth

**139%** Instagram Follower Growth

**Over 11 000** YouTube Video Views



# OUR WORK



## THE VILLAGE | CASE STUDY

"I have loved working with the Arora Team. They are professional, thoughtful and great collaborators. Most importantly, the ideas and strategies they suggested for my business, worked! I have no hesitation in recommending them and looks forward to our next project together."

- VANESSA RAPHAELY, BUSINESS OWNER



**CONCEPTUALISED & STRATEGISED  
EMAIL SUBSCRIBER GROWTH STRATEGY**



**CREATED CAMPAIGN VIDEO**

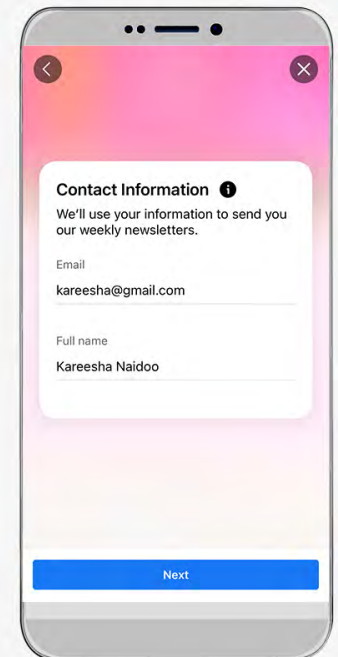
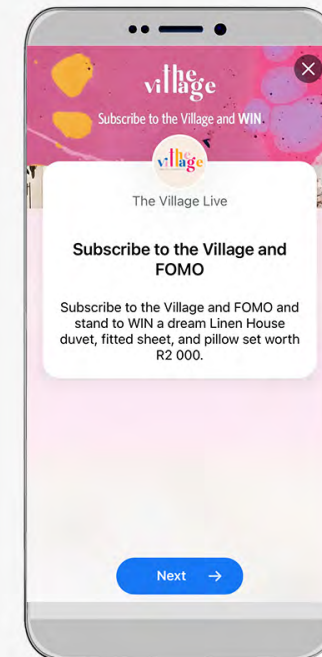


**IMPLEMENTED & OPTIMISED  
TARGETED SIGN UP COMPETITION**



**4000** new email newsletter subscribers

**R1,25** per subscriber



# OUR WORK



# WATERFRONT THEATRE SCHOOL CASE STUDY

“In 2019, The Waterfront Theatre School embarked on a massive rebranding project after nearly 40 years in the industry. Arora Online’s passion, attention to detail and commitment to our product’s development demonstrated immense insight into all aspects of our brand as well as the relevant market. Arora Online helped bring the Waterfront Theatre School into this new era with a fresh and marketable look, of which we are extremely proud.”

- GENNA GALLOWAY, CO-DIRECTOR



NEW LOGO & BRAND CI



NEW SOCIAL MEDIA & NEWSLETTER



NEW BRAND STATIONERY



NEW MOBILE RESPONSIVE WEBSITE



NEW PROSPECTUS

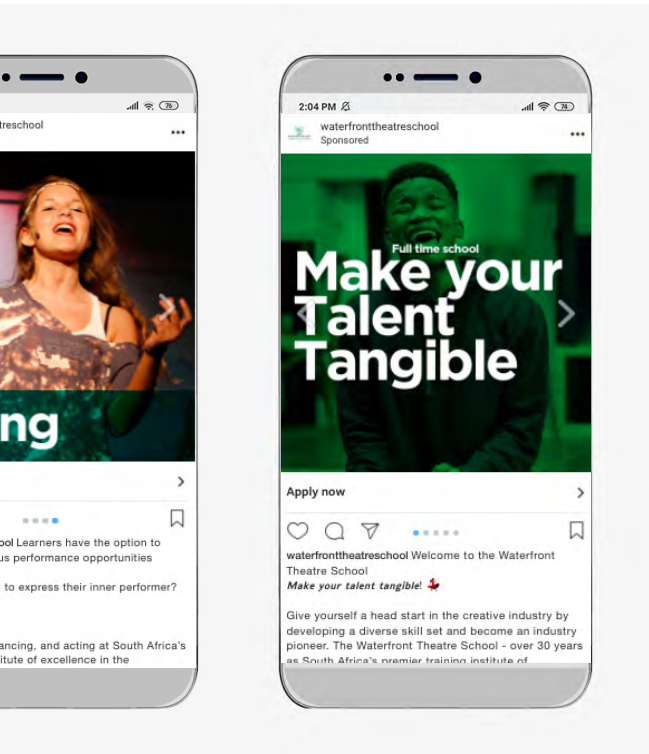
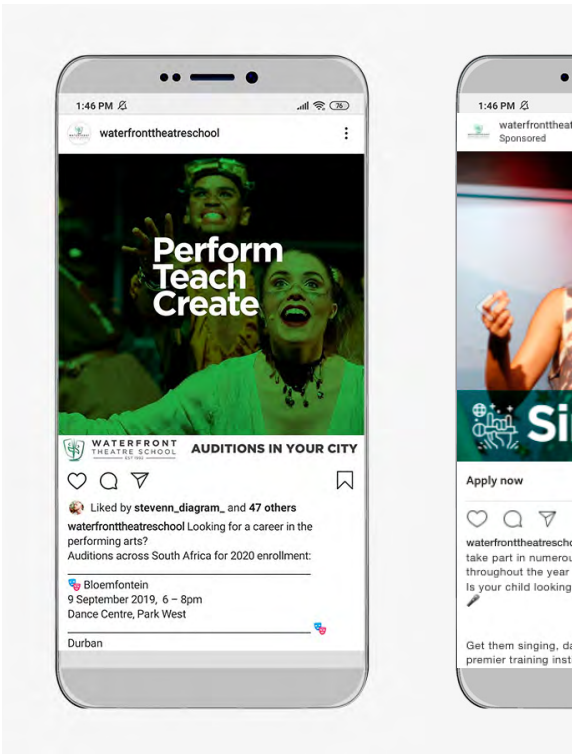
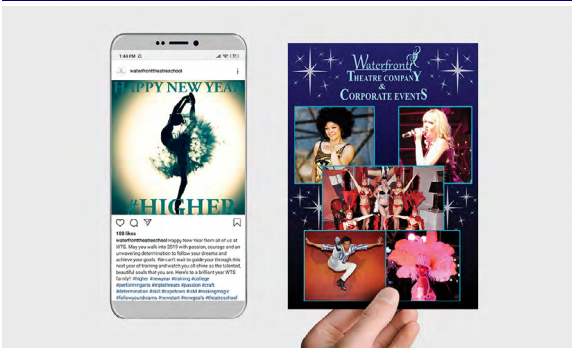
Massive increase in student applications



Before



After



OUR WORK



# OUR CLIENTS

Partnerships that provide value

CAPE TOWN  
CITYBALLET



SOFACOMPANY



ECO DIVA  
Natural Products





## CREATIVE

Copywriter	R460/hr
Senior Designer	R595/hr
Middleweight Designer	R500/hr
Video Animation	R605/hr

## MEDIA STRATEGY

Strategist	R530/hr
Data Analyst	R485/hr
Campaign Reporting	R420/hr
Paid Media Manager	R530/hr

## DEVELOPMENT & SEO

Developer (Retainer)	R750/hr
Developer	R950/hr
Web Design	R850/hr
SEO Expert	R880/hr
Website Project Manager	R750/hr
Website Support	R650/hr

## SOCIAL MANAGEMENT

Community Manager	R385/hr
Digital Campaign Manager	R460/hr
Social Media Manager	R420/hr

## PROJECT MANAGEMENT

Paid Media Manager	R530/hr
Project Manager	R505/hr
Account Manager	R505/hr
Influencer Manager	R440/hr
Campaign Support	R420/hr

## FOREIGN RATES

Developer (Retainer):	R820/hr
Developer	R1050/hr
Web Design	R900/hr
SEO Expert	R980/hr
Website Project Manager	R820/hr



# Get in touch



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———— Follow Us ————

