



THE LIGHT FROM THE SOUTH

**CREDENTIALS
DECK 2023**





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 Sousa-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 Zezi
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 Mashinini
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.](#)

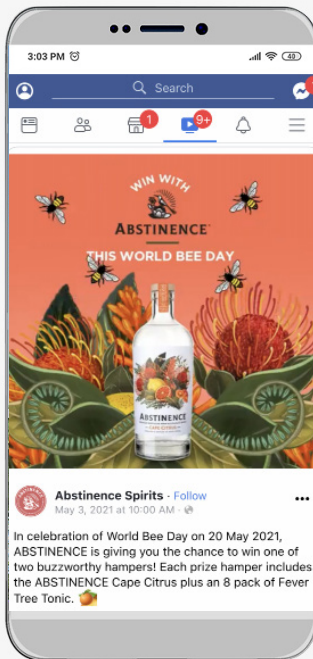
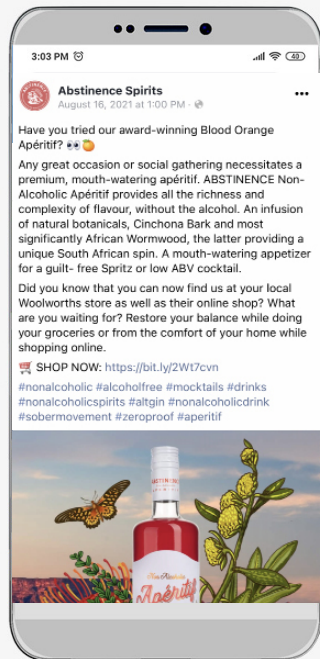
The results of Arora Online's work on Lacoste's TikTok campaign are highlighted in an IPSOS Brand Lift Study.

[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).

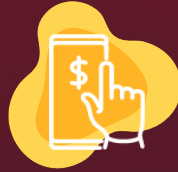


The Arora Online team provides detailed monthly and campaign reporting for all platforms. We present the reports to you for ease of understanding and to foster discussion as we align on how to use the data to guide your strategy. We can set up reporting dashboards so you can see all critical data in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

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.



OFFERING INTERNATIONAL QUALIFICATIONS

The Waterfront Theatre School - Make Your Talent Tangible

Est 1992
www.wtschool.co.za
Ad 0:32 wtschool.co.za

Skip Ad

0:07 / 0:40

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 sriracha & lime.
- Easy green beans with browned butter almondine.
- Lemon tihini Salad with Lentils, beets & carrots.

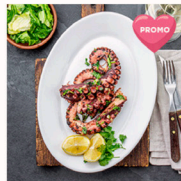
SHOP OUR FEBRUARY SPECIALS



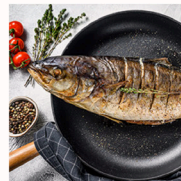
HAKE
R69.95 - R139.90
[SHOP NOW](#)



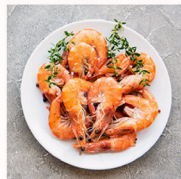
KINGKLIP
R139.95 - R269.95
[SHOP NOW](#)



OCTOPUS
R109.90
[SHOP NOW](#)



YELLOWTAIL
R134.90 - R269.90
[SHOP NOW](#)



E-MAIL MARKETING & CRM

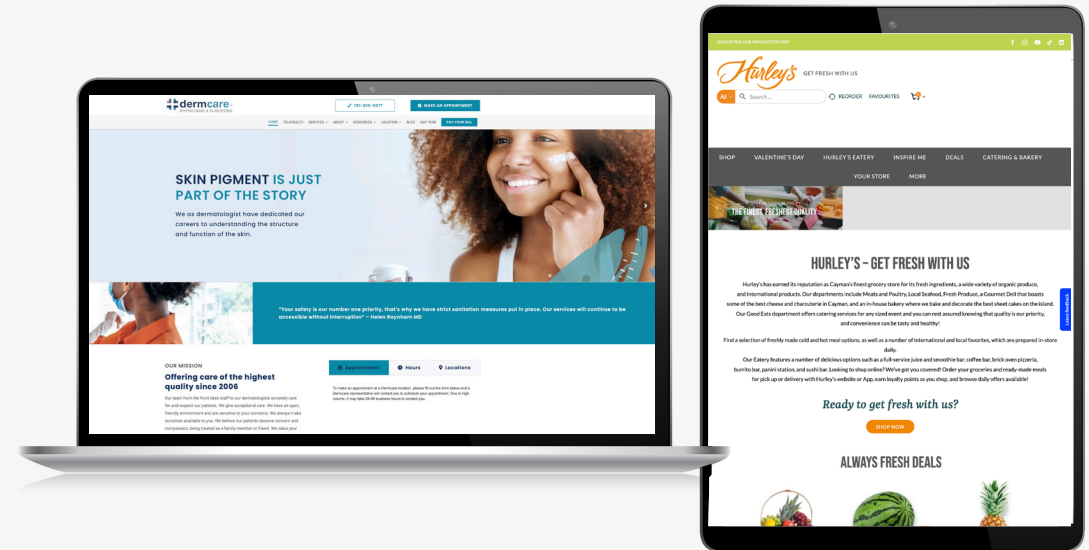
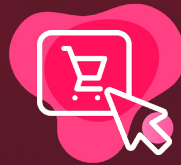


Our customer relationship management strategies are designed to help you acquire, engage with and understand your customer database. With segmented customer profiles, we'll target your customers via email, SMS and WhatsApp.

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

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

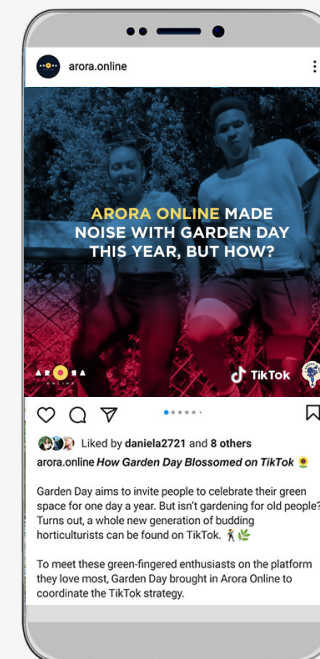
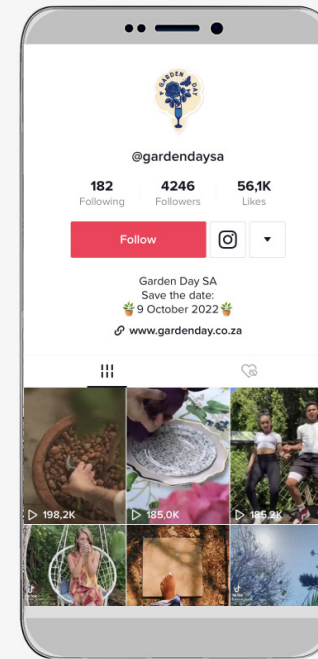
12 434 066 View views

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

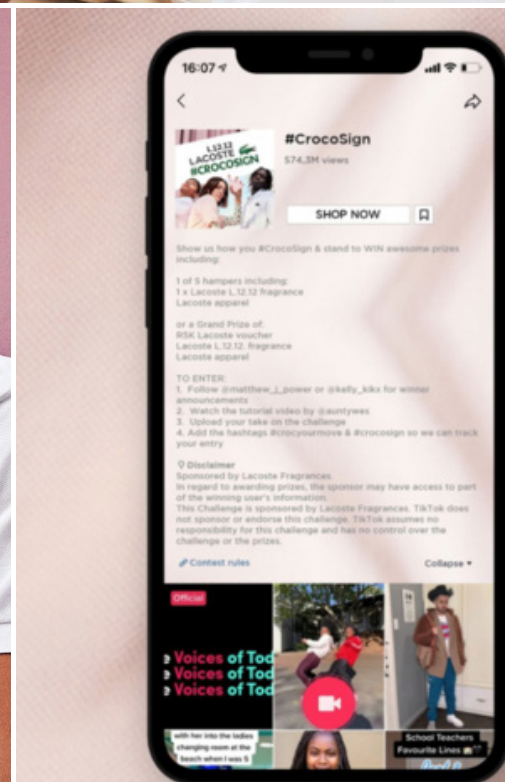
17k Total engagements

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

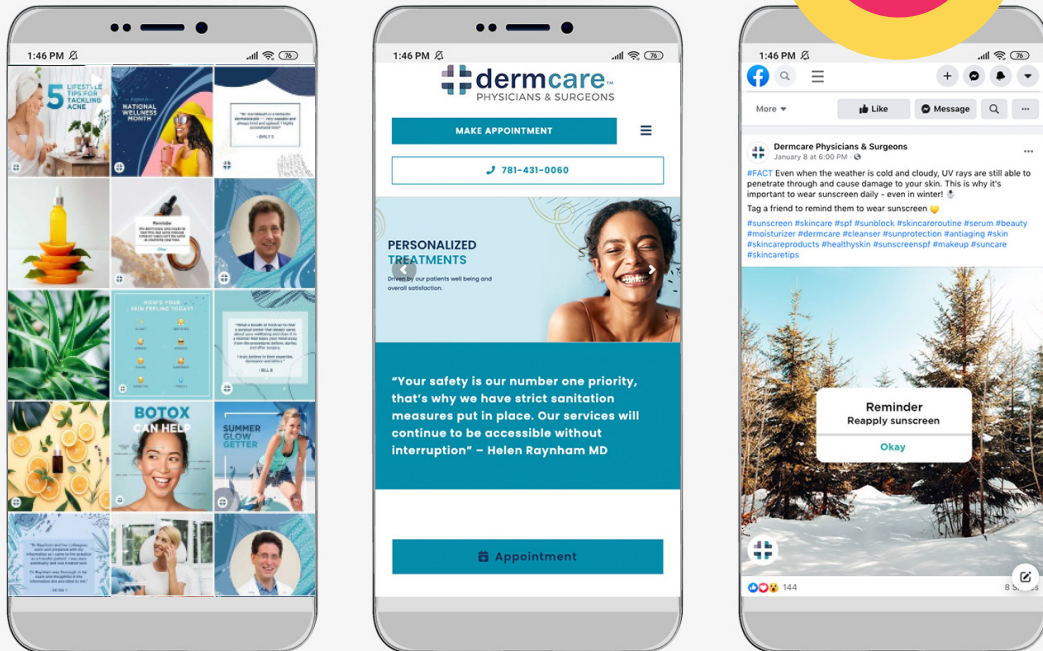
DERMCARE US | CASE STUDY

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

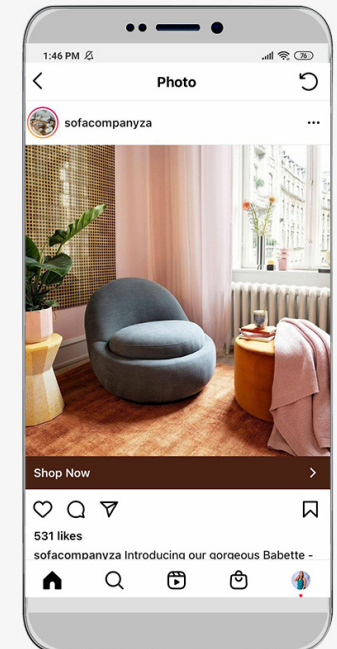
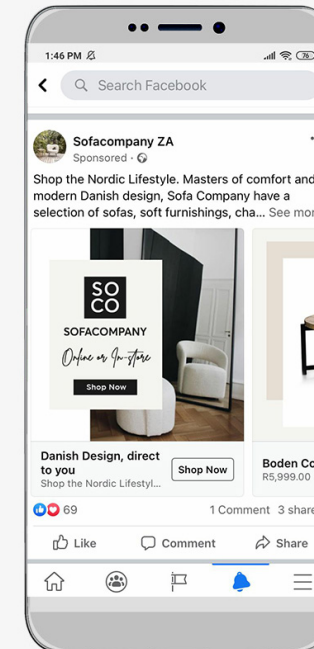
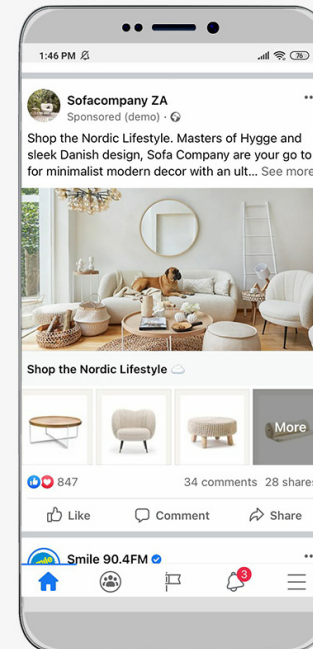
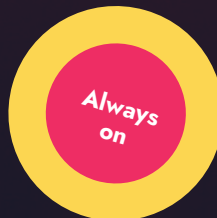
38 000 Website clicks per month

2.5K Average monthly engagement on Pinterest

23% Average click through rate on Google Ads

6% Conversion rate on Google Ads

25 000 Google My Business customer discoveries per month



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

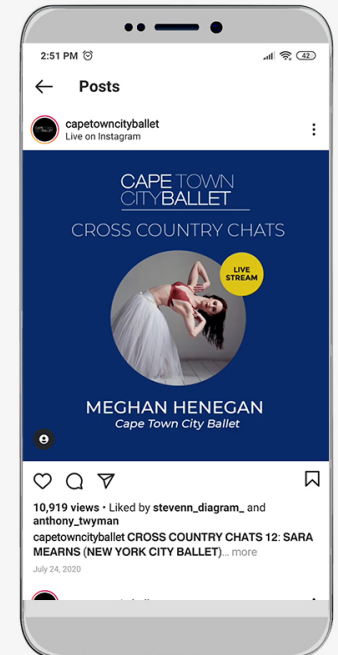
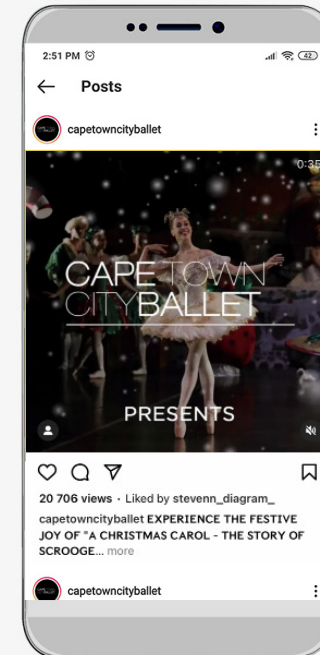
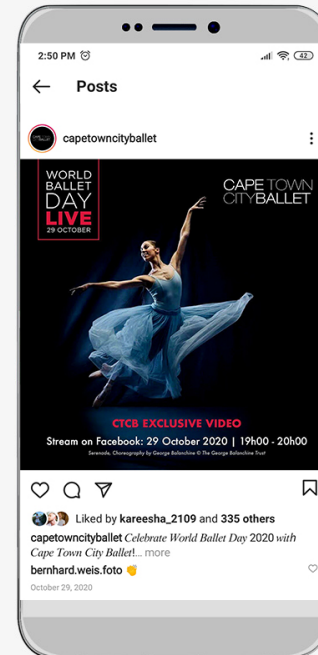


Over 300k Average Monthly Post Reach

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

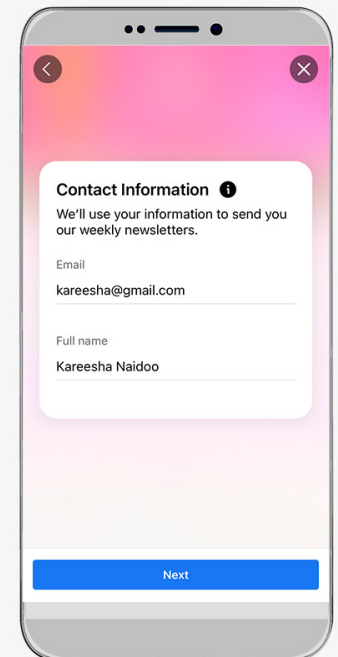
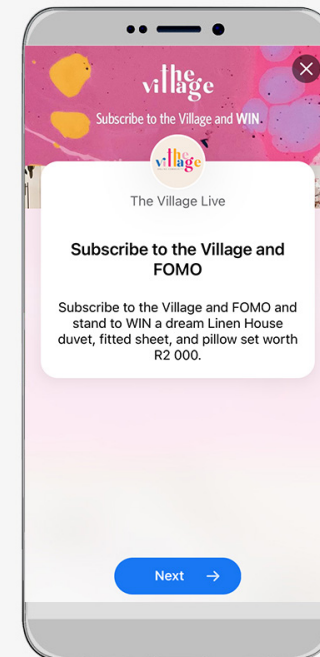


**IMPLEMENTED & OPTIMISED
TARGETED SIGN UP COMPETITION**



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

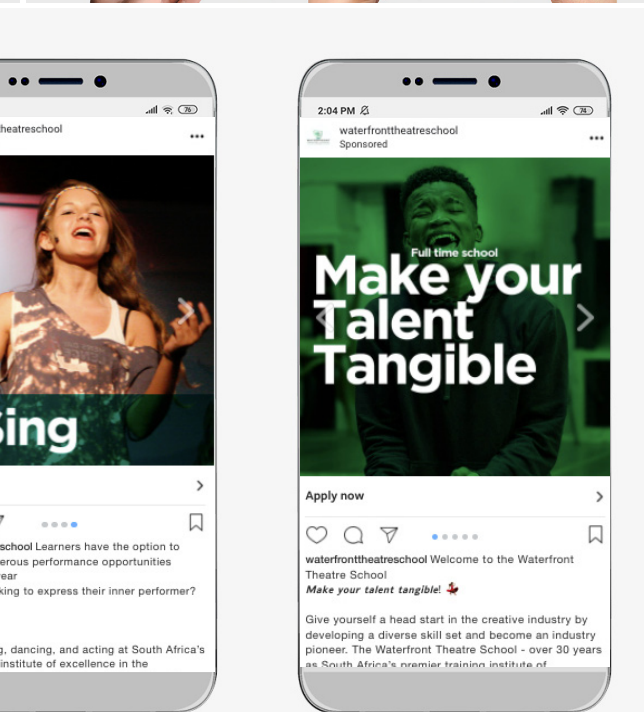
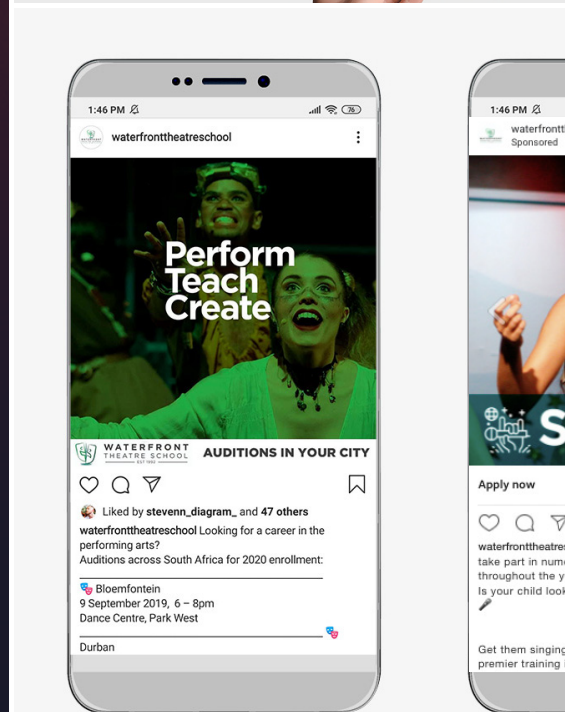
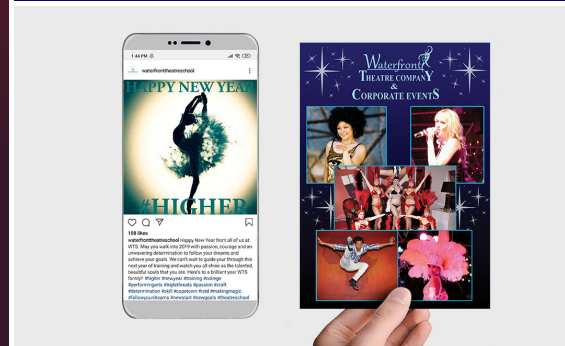


OUR WORK

Before



After



OUR CLIENTS

Partnerships that provide value

Africa's Business
Heroes

John Dory's
FISH • GRILL • SUSHI

CAPE TOWN
CITY BALLET

THE
HUSSAR GRILL
EST 1964

glow
POWERED BY **Vodacom**

ZEEWORLD

LACOSTE



TOWER

**PARADIGM
CONNECT**

APDerm
Your Partner in Skin Care

Harley's

Attie



SOFACOMPANY

**DAR
KRO
OM**
CONT
EMP
ORARY



PIVOT
FINANCIAL PARTNERS



**the
village**
ONLINE COMMUNITY

dermcare
PHYSICIANS & SURGEONS

**CUTLER,
PALMER & C**
Drinks
Merchants

BALLET WORLD

**BRETT PHILLIPS
PHYSIOTHERAPY**



ECO DIVA
Natural Products

ABSTINENCE
PREMIUM DISTILLED NON-ALCOHOLIC SPIRIT

NATURAL BORN PETS

Fish4Africa
anything fresher is still swimming

myo med
medical supplies



klikd

V5Digital



**AROMATIC
APOTHECARY**

**wing
.studio**

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 _____	R485/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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