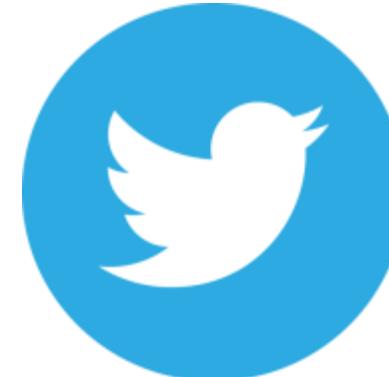




# Digital Marketing & Social Media Portfolio



**Manou Molosa**  
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# ABOUT ME



## Digital Specialist

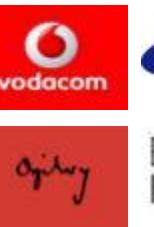
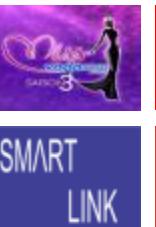
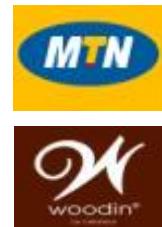
- BILINGUAL (English & French);
- Certified Digital Marketer (Stellenbosch University);
- Google Adwords Qualified
- Diploma in Advertising Management;
- 3 Years Degree in Marketing Communication.

## Recent Digital Campaigns launched:

- #PrimusTembeNaTembe
- #MissVodacomS3; #MissRDCongo
- #Vodacom #BestOfTheBest #BOB2;
- #JS8 BOB Mobile App available on
- #Vodacom #DeepCongo;



## Clients I've worked with:



# Certified Digital Marketer



**Hi Manou**

Congratulations on having completed the Digital Marketing course. **Your final report**, with a breakdown of your marks, has been added to your [Dropbox](#).

I've also added **your virtual badge** to your Dropbox. Add this to your CV, a blog or any other online medium where you'd like to brag about your new skills!

#### **Certificate:**

Your final marks will now be sent to the programme coordinator at the University of Stellenbosch Business School. From here they will apply for the certificates and **this could take around 4 months**. Once we receive these, we will post them to you and you will receive an email notification that they have been sent.

I need the following information from you by July:

- ID number
- Day time courier address (where to sign for your certificate)
- Day time contact number



#### **Accreditation Exam:**

If you qualify for the Quirk Accreditation exam (a final mark of 75%+), you will receive an email from me tomorrow with

# 3 Times Awarded Top Achiever in Advertising



# Conference Key speaker many times



PRESENTED BY MANOU MOLOSA, Digital Advertising & Social Media Specialist



# A 360 SOCIAL MEDIA PRESENCE

Expertise with:

- **Mobile Marketing;**
- **Digital Marketing;**
- **Social Media Strategy;**
- **Search Engine Optimization;**
- **Community Management.**



# 4 Years of Media & Digital Marketing Experience

## HEINEKEN & BRALIMA SA: July 2017-Present

- Determined the best media outlet mix for promotional strategies;
- Monitored online and offline ad campaigns (on Radio, TV, Social Media, magazines & billboards);
- Created new campaigns to reach a broader audience;
- Built long-term relationships with media influencers to promote brands;
- Reported advertising campaign results;
- **BRANDS: HEINEKEN, MUTZIG, PRIMUS, TURBO KING, MALTINA, VITALO, VICTOIRE**
- **RESULT:** Mutzig presented as a best practice case at the AME Marketing Conference.

## PYGMA COMMUNICATION: October 2013-Present

- Development and management of digital strategies for clients brands;
- Provided ongoing analysis on the effectiveness of Digital strategies in term of ROI;
- Monitored the blogosphere & delivered analysis reports back to the marketing team;
- **ACCOUNTS: VODACOM, HEINEKEN, HUAWEI, SAMSUNG, WESTERN UNION**
- **RESULT:** 20M total reach on Miss Vodacom & Vodacom Best Of The Best

## MTN AFRICA: February 2012-August 2012

- Managed football content via web content management systems Wordpress;
- Maintained social media pages by creating contents engaging MTN Customers;
- Animated social media summits to teach delegates on the benefits of engaging in social media;
- **RESULT: +86% of traffic on MTNFootball Facebook & Twitter.**



## CLIENT'S WORKS & CASE STUDIES



# VODACOM BEST OF THE BEST 1,2,3



# Campaign Objectives

- Create a BUZZ & Awareness;
- Recruit 50.000 fans on Facebook;
- Raise up engagement by 50% from previous season (clicks, reach, impressions, views & downloads...).



## Deliverables, Strategy & Solution

- A Mobile App “JS8 BOB”;
- Partnership with talents2kin.com & Baziks.net ;
- Display Ad;
- A presence on Facebook, Instagram, YouTube, Twitter & WhatsApp.

## The Result (in 3 Months)

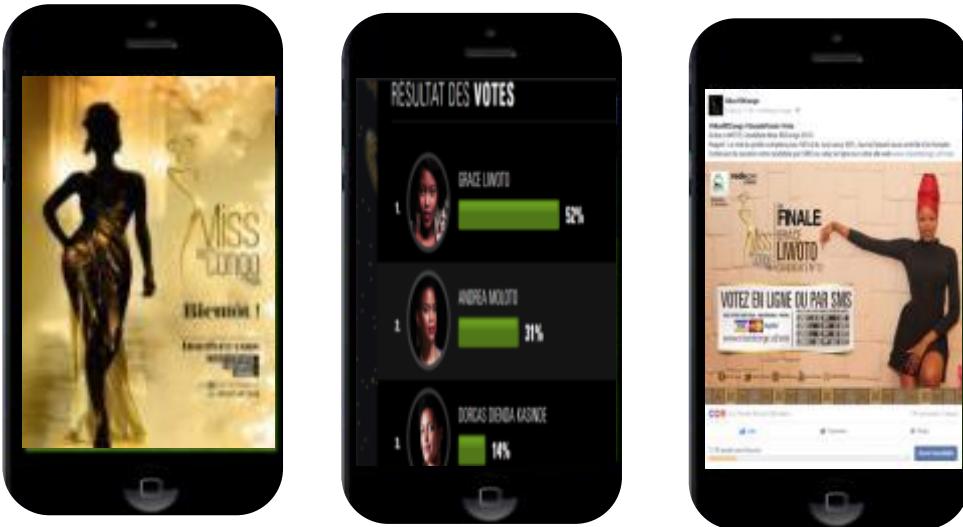
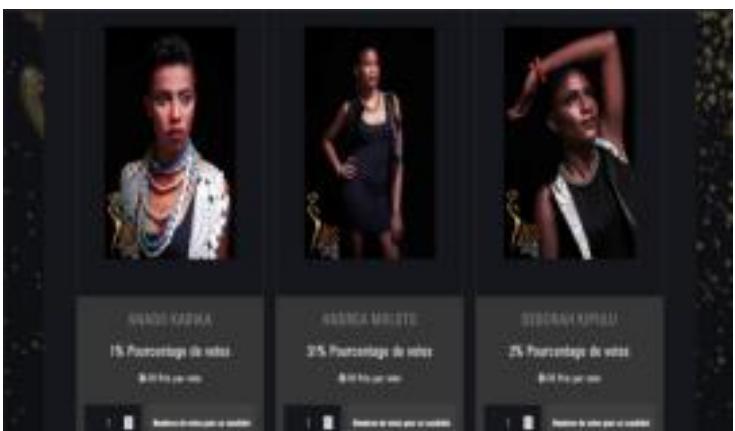
- Awarded Best Sponsorship & Activation
- 65.000 fans;
- 1.750.000 videos views online;
- 26 Millions of Reach;
- 45.000 Songs downloaded.

# MISS RDCONGO



## Campaign Objectives

- Create an Awareness;
- Increase revenue;
- Engagement 5M of internet users.



## Deliverables, Strategy & Solution

- An e-Commerce website;
- Partnership with Voila Night & Web press
- Display Ad
- A presence on Facebook, Instagram, YouTube, Twitter & WhatsApp.

## The Result

- 84.000 fans
- 2.035.000 videos views online
- Earn \$6000 through online voting

# #MISS VODACOM SAISON 3



## Campaign Objectives

- Create an Awareness of the Show;
- Recruit 50.000 fans on Facebook;
- Encourage fans to vote.



## Deliverables, Strategy & Solution

- An interaction TV-Digital contents;
- Display Ad;
- A presence on Facebook, Instagram, YouTube, Twitter & WhatsApp.

## The Result (in 3 Months)

- 68.000 fans recruited;
- 1.653.000 videos views online;
- 17 Millions Total Reach.

# VODACOM DEEP CONGO



## Campaign Objectives

- Raising a Maximum of Awareness on the Digital Landscape.

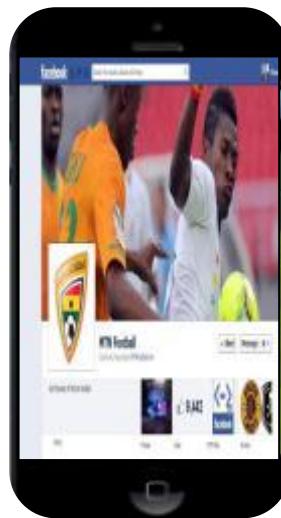
## Deliverables, Strategy & Solution

- Emailing & Newsletter;
- Facebook & Instagram Ad;
- Display Ad;
- Online Contest ;
- A presence on Facebook, Instagram, & YouTube.

## The Result (in 3 Months)

- 15.661.517 impressions;
- 6.983.000 Reach;
- 20.000 emails sent.

# MTN FOOTBALL



## Campaign Objectives

- Engage with Soccer Fans;
- Create a Football user experience;
- Increase the Top of Minds by 50%.



## Deliverables, Strategy & Solution

- A MTN Mobile App;
- Emailing & Newsletter;
- A Responsive Website;
- Push SMS;
- A presence on Facebook & Twitter.

## The Result (in 3 Months)

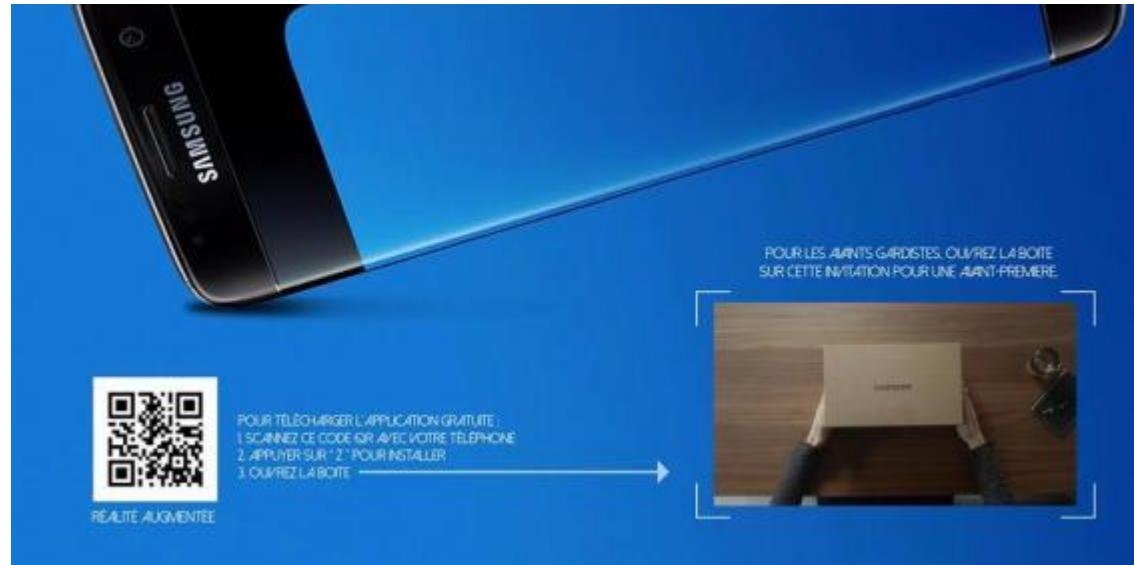
- +86% of Traffic on [www.mtnfootball.com](http://www.mtnfootball.com);
- 4,011,847 Total Reach;
- Facebook & Twitter Pages grew by 120%.

# SAMSUNG MOBILE RDC



## Campaign Objectives

- Digitalise the event;
- Promote the new Smartphone.



## Deliverables, Strategy & Solution

- An Augmented reality Kin S7 available on PlayStore;
- Live Coverage of the event by 10 influencers;
- Display Ad;
- Digital PR Articles published on [www.voila.cd/lancement-du-galaxy-s7-en-rdc-samsung-nous-en-met-plein-les-yeux](http://www.voila.cd/lancement-du-galaxy-s7-en-rdc-samsung-nous-en-met-plein-les-yeux)

## The Result (in 2 Weeks)

- 200.000 Total Reach.

# HUAWEI MOBILE RDC



## Campaign Objectives

- Reach 1 Millions users within 2 weeks.



## Deliverables, Strategy & Solution

- Online Contest “Tag your Friend”;
- Facebook & Instagram Ad;
- Display Ad;
- A presence on Facebook, Instagram & WhatsApp.

## The Result (in 2 weeks)

- 1.261.556 Reach.

# ECOBANK ABMT & WESTERN UNION



## Campaign Objectives

- Recruit new clients;
- Establish brand loyalty;
- Increase online transfer traffic.



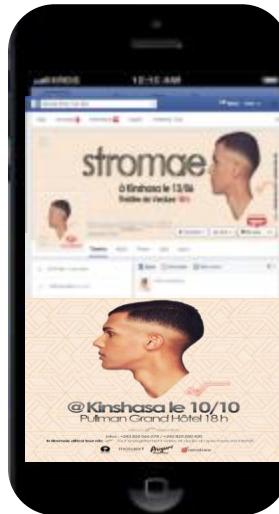
## Deliverables, Strategy & Solution

- Bulk SMS;
- Emailing & Newsletter;
- Facebook & Instagram Ad;
- Google Display Ad;
- A presence on Facebook, Instagram, & YouTube.

## The Result (in 3 Months)

- 2.053.000 impressions;
- 100.000 SMS sent 3 times.

# STROMAEE AFRICA TOUR



## Campaign Objectives

- Create the Buzz & RENDEZ-VOUS;
- Make an Awareness;
- Reach 1.000.000 fans within Month.



## Deliverables, Strategy & Solution

- Facebook Ad;
- A presence on Facebook & WhatsApp;
- Online Contest “**Share & Win 1 seat at STROMAEE TOUR**”
- Partnership with bloggers;
- Emailing & SMS

## The Result (in 1 Month)

- Concert Show Sold-out;
- 2,552,014 Reach;
- 13,000,000 impressions.

# MUTZIG WORLD CLASS



## Campaign Objectives

- Refresh the Mutzig platform through the alignment of a world class lifestyle.



## Deliverables, Strategy & Solution

- Created contents that OPEN the gateway to WORLD CLASS

## The Result (in 1 Month)

- 6529 fans recruited;
- 689,6K Reach;
- 13,467 people engaged

# PRIMUS SOLOLA DJOGO



## Campaign Objectives

- Create a BUZZ & Awareness;
- Raise up engagement.



## Deliverables, Strategy & Solution

- A Mobile App “Primus RDC” available on Play store;
- A reality augmented innovation on bottles;
- A SMS Voting Application.

## The Result

- N/A

# LinkedIn Online Articles Published



## THE BATTLE: Digital VS Traditional Marketing

[Click here to read: https://lnkd.in/eAS8veS](https://lnkd.in/eAS8veS)



## Marketing to Generation Y

[Click here to read: https://lnkd.in/eut7xkw](https://lnkd.in/eut7xkw)



# Writing Piece about Social Media Marketing



The first aim of any business is to be known amongst their target audience. This is no different for online businesses that strive to shine out amidst billions of sites. Online businesses aim to market their site in several different manners to gain them more customers and business. One such marketing technique is social media marketing.

Social media is a term that defines marketing that is done via social networks, such as online communities, networks, blogs and many other marketing tools to raise awareness amongst their potential clients. These sites are used to publicize, make sales, create connections between the business and target market, and to handle customer service. Some common tools used to perform social media marketing are Twitter, Facebook, LinkedIn, Flickr, Pinterest, and YouTube.



The three main aspects of social media to marketing are firstly, it creates a buzz and attracts readers with catchy and impressive messages. This buzz spreads through the Internet through contact between users who in turn pass it on to their own contacts. Within moments, these messages spread like wild fire.



Another aspect is that it gathers all fans of a brand or company together and allows them to interact with one another, create an identity and communicate their interest for this brand or set of products. It is also based on online conversations that cater around the business, and brings together current and potential customers. Their loyalty would also in turn promote one's brand and raise awareness amongst other possible clients.

In conclusion, Social media marketing is an addition to personal, small business, corporate, and non-profit organizations' integrated marketing communications plan.

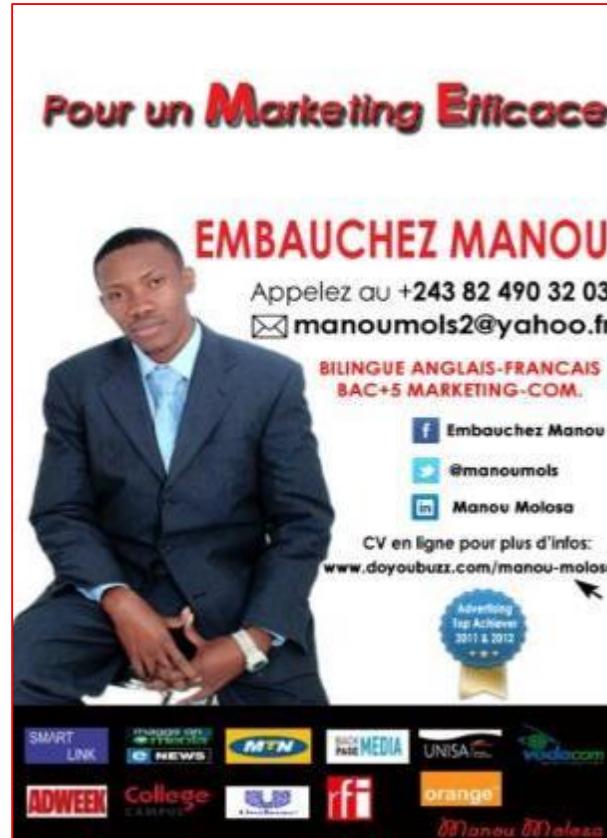
Social media has the ability to play a huge hand in this shift of changing the rules of traditional media.

# Own Job Hunting Campaigns



## Campaign Objectives

- Getting a Full time Job



## Media used

- Outdoor & Social Networks



## The Result

- Hired as a Digital A. Executive

# Find & Contact Manou MOLOSA



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<http://twitter.com/manoumols>



<http://doyoubuzz.com/manou-molosa>



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