



# COMPANY PROFILE



# COMPANY OVERVIEW



## ABOUT US



At Elan Africa, we are more than just a marketing agency. We are a team of passionate professionals dedicated to empowering businesses through creativity and innovation. With a focus on SMEs, startups, tech companies, and corporations, we are committed to driving growth and transforming brands in dynamic markets.

We strive to foster long-term partnerships with our clients, understanding their unique needs and challenges. By combining our industry knowledge, cutting-edge strategies, and collaborative approach, we provide tailored solutions that drive measurable results.

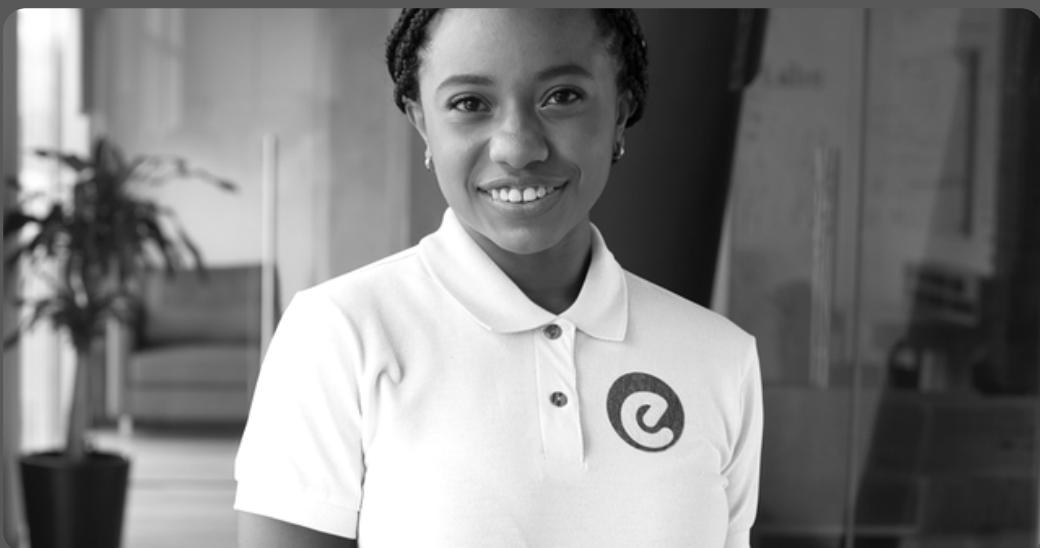
# OUR VISION

WHAT DRIVES US EACH DAY!

We envision Elan Africa as a thriving hub for top creative and marketing talent. We aspire to be the go-to agency that ignites success stories, fuels innovation, and sets new benchmarks in the marketing industry. By fostering a culture of excellence, collaboration, and relentless pursuit of unique ideas, we aim to shape the future of marketing in Africa and beyond.

# OUR MISSION

WE ARE ON A MISSION



At ELAN, our mission is to empower businesses through creativity and innovation. We are dedicated to delivering exceptional growth and creative marketing solutions to SMEs, startups, tech companies, and corporations in Africa and beyond. Through our strategic expertise, data-driven insights, and captivating creative executions, we aim to help our clients achieve sustainable growth, outshine competitors, and create meaningful connections with their target audiences.

# OUR VALUES

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## 01 CREATIVITY

We believe in the power of creative thinking and its ability to captivate audiences, inspire action, and drive business results. We constantly challenge conventions and explore new horizons to deliver innovative solutions for our clients.

## 02 INNOVATION

We embrace the ever-evolving landscape of technology and marketing trends. By staying at the forefront of industry advancements, we help our clients harness the power of cutting-edge strategies and technologies to outshine competitors and achieve sustainable growth.

## 03 EXCELLENCE

We strive for excellence in everything we do. From the meticulous planning and execution of campaigns to the quality of our deliverables, we are committed to exceeding expectations and delivering measurable results that make a difference.

## 04 COLLABORATION

Elan Africa values collaboration as a cornerstone of their success. They foster a culture of teamwork, encouraging open communication, and embracing diverse perspectives. By working together, they believe in achieving greater outcomes and delivering exceptional results for their clients.

# OUR FOCUS



At ELAN, our agency excels in growth and creative marketing, with a strong focus on leveraging digital strategies and technologies to drive business growth for our clients. We possess a deep understanding of the ever-evolving digital landscape and harness its power to deliver exceptional results. Our expertise lies in developing comprehensive digital marketing strategies, crafting captivating creative campaigns, and employing cutting-edge technologies to maximize our clients' success.

## UNLEASHING GROWTH STRATEGIES FOR BUSINESS GROWTH

CREATIVE CAMPAIGNS	CREATIVE CONTENT & BRANDING	DIGITAL MARKETING
GROWTH MARKETING	MULTI CHANNEL MARKETING	MARKETING AUTOMATION
ADVERTISING	CONTENT MARKETING	CONVERSION RATE OPTIMIZATION
MEASUREMENT, ANALYTICS & REPORTING	CRM INTEGRATION	TEAM BUILDING



ElanGROWTH

As the backbone of our business, ELAN Growth provides strategic growth, brand development, market expansion, performance marketing campaigns, and lead generation strategies. We help businesses navigate the complexities of their business landscape, identify growth opportunities, and execute effective strategies that yield tangible results.



ElanDEV

ELAN Dev is our tech-stack development arm, specializing in web development, mobile app development, UI/UX design, and technology consulting. We combine innovative design with seamless functionality to create immersive digital experiences that resonate with users and drive business success.



ElanTRAINING

At ELAN Training, we believe in equipping businesses with the knowledge and skills they need to thrive in the digital age. We offer training programs and workshops covering various disciplines. Through practical and hands-on knowledge-transfer experiences, we empower our clients to take charge of their growth efforts and achieve their goals.



ElanSTUDIO

ELAN Studio is our creative powerhouse, where captivating creative ideas come to life. From graphic design, video/audio production, photography, content marketing to visual branding, we craft compelling and immersive stories, to elevate your brand and captivate your audience.



ElanACCELERAB

ELAN Accelera8 is our specialized arm dedicated to supporting startups and early-stage businesses. We offer a team of specialized professionals in diverse areas, mentorship, growth strategy, and strategic guidance to help your company overcome the challenges of penetrating your market and building its structure,

Whether you are a small business looking to establish your presence or a multinational corporation seeking to expand your market reach, ELAN is your partner in growth. Join us on this exciting journey as we revolutionize the business landscape.



## BENEFITS OF CHOOSING ELAN GROWTH

NETWORK  
OF TOP  
TALENT

DATA  
DRIVEN  
ANALYSIS

EFFECTIVE  
TESTING  
METHODOLOGY

TRANSPARENCY

RESPONSIVE AND  
COLLABORATIVE  
APPROACH

BUSINESS GROWTH CONSULTANCY



Our Business and Growth Consultancy services provide businesses with strategic guidance and actionable insights to unlock their full potential. We conduct in-depth market research, analyze industry trends, and identify growth opportunities specific to each client's unique circumstances. With a deep understanding of the African market, we help businesses develop comprehensive growth strategies that align with their goals and drive sustainable success.

## GROWTH MARKETING & MANAGEMENT



Through our Growth Marketing and Management solutions, we implement result-oriented marketing strategies that drive customer acquisition, engagement, and retention. We combine creativity, data analytics, and cutting-edge technologies to optimize marketing campaigns across various channels. From lead generation to conversion rate optimization, we ensure that every marketing initiative is geared towards maximizing growth and delivering a measurable return on investment.

## PERFORMANCE MARKETING



ELAN Growth specializes in Performance Marketing, an approach that focuses on achieving tangible results and maximizing the efficiency of marketing budgets. We leverage data analytics and advanced targeting techniques to identify high-value audiences and deliver personalized campaigns that drive conversions. Our performance marketing strategies are agile, adaptable, and continuously optimized to ensure optimal campaign performance and ROI.

## PRODUCT DEVELOPMENT



In a fast-paced business landscape, innovation is key to staying ahead of the competition. Elan Growth offers Product Development services that help businesses create and launch new products or enhance existing ones. From ideation to prototyping and market testing, we guide businesses through every stage of the product development cycle, ensuring that their offerings align with market demands and customer preferences.

## BRAND AND CREATIVE DEVELOPMENT



A strong and captivating brand is essential for business success. At Elan Growth, we provide comprehensive Brand and Creative Design services that help businesses build a powerful brand identity. We create visually stunning designs, compelling brand narratives, and engaging content that resonates with target audiences. Through our creative expertise, we help businesses differentiate themselves, connect with customers on an emotional level, and establish a lasting brand presence.

## ECOMMERCE AGENCY

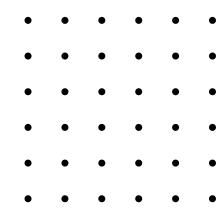


With the rapid growth of e-commerce, businesses need a strong online presence to thrive in the digital marketplace. Our E-commerce Agency services encompass everything from website design and development to online store optimization and conversion rate optimization. We create seamless and user-friendly e-commerce experiences that drive sales, enhance customer satisfaction, and maximize online revenue.

## CMO ON DEMAND



Our On-Demand CMO offering provides businesses with experienced Chief Marketing Officer (CMO) expertise on demand. This service allows businesses to tap into the strategic vision and guidance of seasoned marketing professionals without the cost and commitment of a full-time executive. Our Product on Demand CMOs work closely with businesses to develop and execute growth strategies, oversee marketing operations, and drive sustainable business growth.



## BENEFITS OF CHOOSING ELAN DEV

UI/UX

CUSTOMIZED  
SOLUTIONS

AGILE  
DEVELOPMENT

WEB  
DEVELOPMENT

MOBILE  
DEVELOPMENT

ECOMMERCE

### TAILORED WEB DEVELOPMENT



ELAN Dev delivers a well-designed and optimized tech-stack for businesses to establish a strong online presence. Our tailored web development services ensure that clients have websites that are visually appealing, user-friendly, and aligned with their branding and goals. Whether it's a corporate website, e-commerce platform, or a custom web application, we leverage core expertise to deliver exceptional web solutions that captivate audiences and drive conversions.

## SOFTWARE DEVELOPMENT



In today's digital landscape, businesses often require custom software solutions to streamline operations and enhance efficiency. ELAN Dev excels in software development, leveraging their technical expertise to develop tailored software applications that address specific business needs. Our team of skilled developers create scalable, secure, and user-friendly software solutions that empower businesses to optimize their processes, improve productivity, and achieve their growth objectives.

## UI/UX DESIGN



We recognize the importance of delivering exceptional user experiences in the digital realm. Our UI/UX design services focus on creating intuitive and visually appealing interfaces that enhance user engagement and satisfaction. By combining aesthetic design principles with usability best practices, we ensure that our clients' digital platforms are user-centric, intuitive to navigate, and visually stunning.



## TESTING SERVICES



Quality assurance is paramount in the world of technology. ELAN Dev provides comprehensive testing services to ensure that software applications and websites are free from bugs, glitches, and performance issues. Our effective testing methodology involves rigorous testing procedures, including functional testing, usability testing, performance testing, and security testing. By conducting thorough testing, ELAN Dev guarantees that our clients' tech solutions deliver a seamless and error-free experience to end-users.

## TECH STACK DEVELOPMENT



Keeping up with the latest technologies and frameworks is essential for businesses to stay competitive. ELAN Dev specializes in tech stack development, utilizing modern and scalable technologies to build robust and future-proof applications. We have expertise in various tech stacks, ensuring clients' tech solutions are built on the most suitable and cutting-edge technologies.



## BENEFITS OF CHOOSING ELAN TRAINING

INTERACTIVE SESSIONS	EXPERIENCED TRAINERS	CUSTOMIZED APPROACH
PRACTICAL APPLICATION	ONGOING SUPPORT	KNOWLEDGE TRANSFER

### SALES & MARKETING TRAINING



Our sales and marketing training programs are tailored to equip teams with the latest techniques, tools, and insights to optimize their sales processes, identify new market opportunities, and craft compelling marketing campaigns. We cover various topics, including sales techniques, lead generation, customer acquisition, brand positioning, and digital marketing, empowering businesses to achieve sales excellence and expand their market reach.



## ECOMMERCE TRAINING

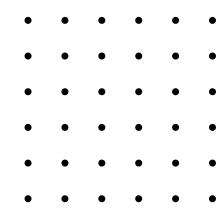


The digital landscape has transformed the way businesses operate, and e-commerce has become a vital channel for growth. Our e-commerce training programs provide businesses with the necessary skills and knowledge to establish a strong online presence, optimize their e-commerce platforms, and drive online sales. We cover topics such as website optimization, user experience, conversion rate optimization, inventory management, and digital marketing strategies tailored for e-commerce.

## CUSTOMER EXPERIENCE TRAINING



Delivering exceptional customer experiences is crucial for building customer loyalty and driving repeat business. Our customer experience training programs focus on equipping teams with the skills and mindset needed to create memorable and positive customer interactions. We cover topics such as customer service best practices, effective communication, problem-solving, relationship building, and personalized customer experiences.



## BENEFITS OF CHOOSING ELAN STUDIO

BRAND  
STORYTELLING

PROFESSIONAL

CONTENT  
MARKETING

END-TO-END  
SOLUTIONS

CUSTOMIZED  
APPROACH

UP TO DATE  
TECHNOLOGY

### VISUAL AND AUDIO PRODUCTION



Our visual and audio production services encompass a wide range of creative solutions, including video production, motion graphics, animation, sound design, and audio production. Whether it's crafting compelling commercials, creating informative explainer videos, or producing visually stunning presentations, we ensure that every visual and audio element is meticulously crafted to convey your brand's message with impact and resonance.



## PHOTOGRAPHY SUITE



We excel in capturing those perfect moments that tell your brand's story. Our photography suite offers professional photography services for various purposes, including product photography, corporate headshots, event coverage, architectural photography, and lifestyle shoots. Our experienced photographers have an eye for detail, composition, and lighting, ensuring that every image reflects the essence and uniqueness of your brand.

## LIVE AND CORPORATE EVENTS



From small corporate gatherings to large-scale conferences, we have expertise to plan, execute, and deliver exceptional live and corporate events. Whether it's a product launch, a corporate gala, or a thought leadership seminar, we handle every aspect of event planning, production, and logistics, ensuring seamless execution and unforgettable moments.



## BENEFITS OF CHOOSING ELAN ACCELER8

HYPERGROWTH

GO-TO  
MARKET

PRODUCT  
DEVELOPMENT

PARTNERSHIPS

TEAM  
BUILDING

SCALE

PARTNERSHIP/ AFFILIATE



We are launching a new kind of accelerator and growth affiliate marketing system. One that makes growth and scale integral to your company's roadmap.

For more information, you can reach out to the team.



## CLIENT-CENTRIC APPROACH

Our unwavering commitment revolves around you, our valued client. We firmly believe that your success is our success, and this conviction is at the heart of our client-centric approach. With every interaction, every solution, and every endeavor, we prioritize your needs, aspirations, and objectives.

## COLLABORATIVE PROCESS

Our client-centric philosophy extends beyond projects; it encompasses a long-term relationship built on collaboration. We are your strategic partners, here to support your journey through every phase of development, expansion, and innovation.

## DATA-DRIVEN INSIGHTS

Information holds the key to unlocking untapped potential and making informed decisions. At Elan Africa, we recognize the transformative power of data insights. Our mission is to extract meaning from raw data, uncover hidden patterns, and present actionable insights that guide your journey toward success.

## CREATIVE EXCELLENCE

We hold a relentless belief in the power of creativity to transcend boundaries, spark connections, and redefine possibilities. Our pursuit of creative excellence is not merely a goal—it's an inherent part of our DNA, a driving force that propels us to elevate every project, product, or service to new heights.



# THE LEADERSHIP



**Afam Anyika**

Founder

Afam Anyika is a marketing, communications, brand, and growth expert, and has attained senior level management within the SME, startup and technology sectors across Africa. He comes with over 14 years of experience, spanning the areas of public relations, communications, marketing, media, startups, and technology.



**Kelechi Onwumere**

Co-Founder

Kelechi has 20 years of experience in Sales and Category management, commercial planning and Procurement. He has worked as a part of teams such as Honeywell Superfine Foods Ltd (now merged with Honeywell Superfine Flour Ltd), Leenford Group, Konga.com, Jumia.com.ng, Yudala.com and Inlaks Ltd. He has been recognized with several awards during his career.



# Rich Portfolio

FAZSION<sup>TM</sup>  
Authentic International Brands

max.ng

ACE<sup>TM</sup>  
AFRICA COURIER EXPRESS

JUMIA<sup>TM</sup>

endeavor

Ruff 'n' Tumble  
Making Kids Happy

Kobo

helium health

Aerix<sup>TM</sup>  
GROUP



# LET'S WORK TOGETHER

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