A blue text on a black background

AI-generated content may be incorrect.

|  |  |
| --- | --- |
| **Company name** | **Company description** |
| Digitell | Combines the power of digital storytelling with expert social media management we connect with your audience through compelling content and strategic social media company. |

**Business Description with A Proposed Name**

Digitell is a partnership forward-thinking agency, specializing in social media management, branding, and custom packaging solutions. We help businesses establish a strong online presence, engage their audience, and build a unique identity through tailored digital strategies and creative services.

At Digitell, our primary focus is on social media management and content creation, where we craft engaging posts, run campaigns, and track performance to ensure optimal growth. In addition, we offer comprehensive branding services, including logo design, visual identity, and marketing materials to help businesses stand out in a competitive market.

We also provide custom packaging solutions, creating branded, functional, and eco-friendly packaging that enhances product presentation and strengthens brand recognition. Whether it is a small local business or a larger corporate entity, Digitell brings together social media, branding, and packaging expertise to fuel business growth in the digital landscape.

Digitell is a digital storytelling and social media management agency aimed at inspiring brand growth through digital narratives, we specialise in crafting authentic and engaging content that resonates with target audience fostering meaningful connections and driving measurable results

**Business background**

According to our research, a vast number of Lesotho’s SMEs & Corporates struggle to establish a strong online presence, hindering their ability to reach their targeted audience. There is also a lack of expertise in social media management, content creation, and digital marketing strategies leaving businesses invisible in the crowded online space hence the existence of Digitell to bridge the gap. Additionally, Digitell aims at providing packaging and branding services that will ensure consistent messaging and creating a strong memorable brand image for businesses to enhance the customer experience and reinforce the brand message, creating a lasting impression.

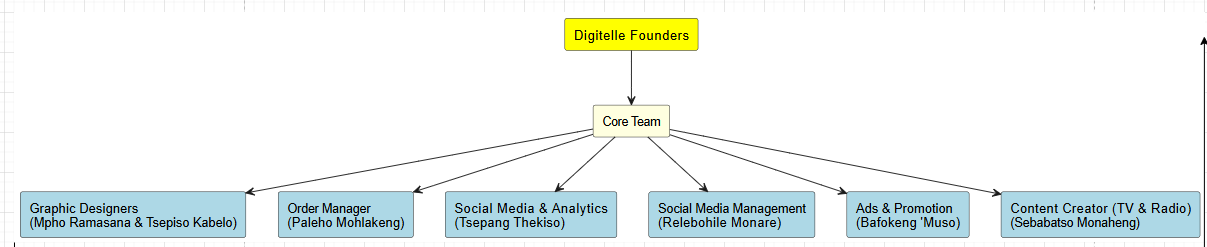
**Our Vision**

Our vision is to inspire brand growth through compelling unified narratives.

**Mission statement**

Our mission is to empower SMEs and corporates to thrive in the digital landscape by enhancing their online presence and visibility, we are dedicated to providing innovative solutions and strategic guidance that enables businesses of all sizes to connect with their audience effectively.

**Organizational Structure.**

****

**Roles and Responsibilities in Detail**

1. **Graphic Designers (Mpho Ramasana & Tsepiso Kabelo)**

**Skills**

* Creating and editing Graphics, logos and brand visuals
* Selecting and arranging fonts
* Understanding colour combinations
* Arranging elements effectively
* Designing brochures, flyers and packaging
* Finding visual solutions

**Roles**

* Creates branding and marketing visuals
* Develops logos and brand elements
* Designs websites and apps
* Works on animations and videos
* Creates website layouts and assets
* Leads and manages designs teams

**2. Order Manager (Paleho Mohlakeng)**

**Skills:**

* Manages product/service orders and ensures timely processing.
* Oversees operational efficiency to meet customer demands.
* Works closely with sales, marketing, and IT for smooth operations
* Project management
* Communication
* Customer service
* Problem solving
* Financial acumen

**Roles:**

* Order processing and management
* Project coordination client communication
* Quality control
* Budget management
* Workflow optimisation

**3 content creator (Sebabatso Monaheng)**

**Roles:**

* Edit videos e.g our company’s advert
* Good communication
* Produce engaging and relevant content across various digital platforms

**SKILLS:**

* Good communication skills
* Editing
* Camera operation

**4. Social Media Analyst (Tsepang Thekiso)**

**Skills:**

* Data Analysis and interpretation
* Social Media Analytics tools
* Predictive analysis
* Trend Analysis
* Competitor Analysis
* E-commerce analyst

**Roles**

* Uses BI analytics to analyse trends and improve digital strategies.
* Works with marketing and broadcasting teams to optimize content reach.
* Analyses sentiment & feedback from social conversations to provide actionable insights for improving customer experience and retention.
* Uses BI tools and social media analytics to measure the impact of different types of content and suggest optimization.
* Tracks how social media efforts drive traffic, conversions and revenue for online stores and integrates these insights into broader business strategies.

**5. Social Media management (Relebohile Monare)**

**Skills:**

* Writing and storytelling
* Research and fact-checking
* Multimedia skills
* Communication skills
* Ethical journalism practises

**Roles:**

* Platform strategy: determine the most effective platforms for the target audience and the kind of content to be posted and shared.
* Build and maintain relationships with followers, responding to comments, direct messages and interacting in relevant conversations
* Brand voice: Ensures that the content shared on social media aligns with brand’s tone, values and goals
* Works closely with BRTV to create messages and scripts for content creation.

**5. Ads & Promotion (Bafokeng Muso)**

**Skills:**

* Market Research
* Product Development and Positioning
* Advertising and Promotion
* Sales Support and Strategy
* Customer Relationship Management
* Data Analysis and Reporting
* Brand Management
* Strategic Planning

**Roles:**

* Manages online and offline advertisements.
* Plans promotion strategies to increase brand awareness.
* Works with graphic designers and social media manager for targeted campaigns.

**Products and Services**

**1. Social Media Management & Content Creation**

We help businesses grow their online presence by managing their social media accounts. Our services include creating engaging posts, running social media campaigns, responding to customer messages, and analysing performance. We ensure that your business connects with customers and increases brand visibility online.

**2. Branding Services**

We provide complete branding solutions, from creating a unique logo to designing marketing materials like business cards, flyers, and brochures. We help businesses build a strong, consistent brand identity across all platforms, making them look professional and trustworthy.

**3. Custom Packaging Solutions**

We design and produce custom packaging that helps your products stand out. Our packaging is not only creative and functional but also eco-friendly. Whether you sell food, cosmetics, or fashion items, we create packaging that enhances the product's appeal and strengthens your brand identity.

**Target Market**

**1. Small and Medium Enterprises (SMEs)**

Many small businesses in Lesotho are looking to grow their online presence but don’t know how. We help them by managing their social media accounts, creating strong branding, and providing custom packaging that makes their products stand out.

**2. Retail & E-commerce Businesses**

Retail stores and online shops need strong branding and attractive packaging to compete. We provide them with everything they need to improve their customer experience, from creative packaging to engaging social media content.

**3. Service-Based Businesses**

Professionals such as salons, fitness trainers, and real estate agents need a solid online presence and professional branding to attract more clients. Digitell helps these businesses look more credible and build trust with their customers through social media management and branding services.

**4. Corporate Clients**

Larger businesses or corporations need to ensure their brand message is consistent and professional across all channels. We offer customized branding solutions, high-quality content, and packaging that fits their corporate image and marketing goals.

**5. Agricultural & Food Businesses**

Farmers and food producers need packaging that preserves their products and makes them more attractive to customers. We design durable, branded, and eco-friendly packaging to help them present their products in the best way.

**Value Proposition**

We craft compelling visual stories that captivate our clients target audience. Our expert digital marketing strategies and stunning packaging designs work together to create a cohesive and engaging brand narrative that drives customer loyalty and sales. We create cost effective content that reflects the underserved market ‘s identity and tailor affordable content for them.

**Our Unique Service Packages:**

**1. Gold Package** (Full-Service Social Media Management)

* ⁠- We handle everything: content creation, posting, audience engagement, ad management, and strategy development.
* Includes social media policy creation to ensure brand consistency.
* Best for established businesses looking for full-scale social media management.

**2. Silver Package (Post & Engage)**

* + We create and post content while also managing customer interactions by responding to messages and comments.
  + Ideal for businesses that need social media presence but can handle some operations in-house.

**3. Basic Package (Posting Only – For Walkers & Small Vendors)**

- We help small vendors and street sellers get visibility by posting content on their behalf.

- No engagement or advanced management—just posting to keep them active online.