



# Bheki Maphosa

**CREATIVE CONSULTANT &  
DIGITAL MARKETER**

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**As far as your market is concerned, you have two options: either speak to them in their language, or be replaced by someone who can.**

Bheki Maphosa is an experienced strategic creative who has worked with numerous international communications, marketing and advertising organisations. His wealth of brand management experience and expertise in addition to the various career roles over a 14-year period have provided him with a rounded knowledge and understanding of how to construct, implement and metrically analyze brand strategies for diverse demographics.

Bheki has worked as a Creative Director, Senior Art Director, Studio Manager, Brand Manager, Digital Content Manager and Visual Auditor for a vast number of clients which operate in various segments of the market. Therefore, it is this diversification of specializations in brand strategy and management which attributes to his overall success in the industry.

I specialise in helping businesses become more streamlined, connected and responsive to the marketplace through incisive digital communication strategies.

Today, customers have more options, little patience and are more critical of the companies they engage with. The thing is, if you can't relate to your audience, using their language and meeting them where they are, you won't be around for much longer...

Clients are your success, and how you keep meeting their needs, retaining their trust, while providing for them, matters now more than ever. They are fed up with ineffective branding and advertising which says and does nothing.

If you're a company that's tired of agencies promising marketing heaven, but seeing no change to your bottom line, I'll show you how authentically connecting with your clients and delivering them REAL VALUE will increase revenue, secure long-term business and establish a leading position in the market.

To bring about your business growth, I use incisive content, persuasive storytelling and customer-driven marketing which really speaks the language of your audience.

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**I look forward to working with you.**

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