



COMPANY PROFILE

WHO WE ARE

Bloom Digital Media works with Nigeria's leading brands to engineer ROI focused digital campaigns and activities that attract, connect, engage and convert Nigerian consumers online.

Our team of brand and communication strategists combine business, marketing, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small, start-ups or stalwarts. We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on.

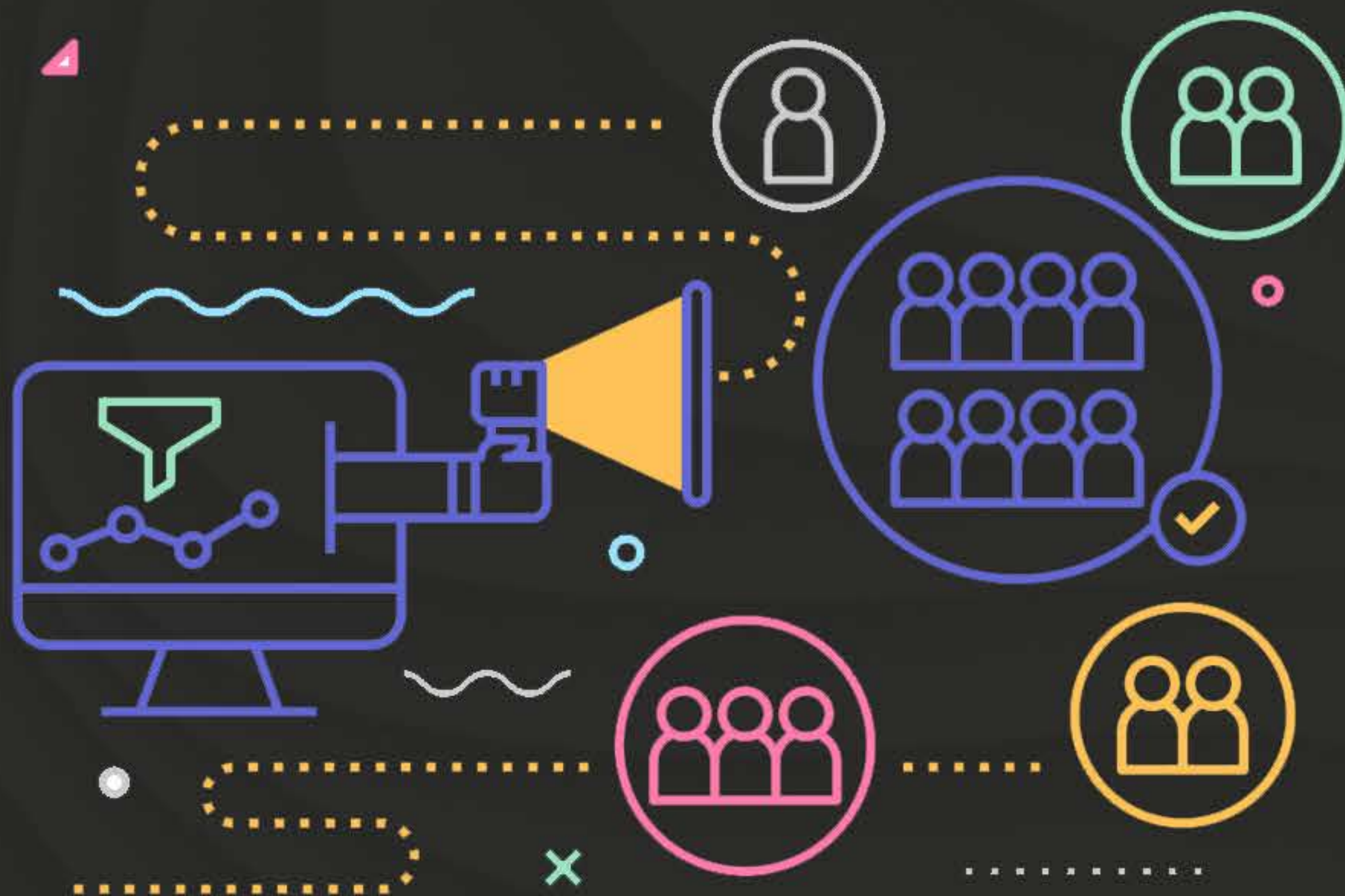


WHAT WE DO



Digital Strategy

Development



Campaign objectives

Target audience (Demographics and Psychographics)

Digital footprint of target audience

Historical learnings of similar campaigns

Brand Digital Landscape

Competitor Analysis

Brand Management



Brand management is a function of marketing that uses techniques to increase the perceived value of a product line or brand over time. We effectively manage the brand and in turn this improves revenue, builds loyal customers through positive brand associations, images and a strong awareness of the brand.

We understand what it means to create a more immersive impression in the minds of the consumer from organizing events and creative campaigns which promote wholesome consumer interaction with your brand.

Social Media Management

Your social media is a direct replica of your brand, leaving your social media unattended to would leave a sour taste in the mouth of your client and potential client. When we manage your account our management team can ensure that you are getting the right messages, to the right people, in the right way and at the right time.

Our team of social media specialists are experts at driving online presence, brand awareness and brand engagement. We achieve these through research, planning, execution and technological adaptations.

We are experts that specialize in creating attractive and powerful captions through copywriting and beautiful graphical presentations.





Influencer Marketing

We would build, launch and manage a digital influencer campaigns, aimed at driving viral brand conversation on social media - educating, engaging and encouraging consumers online to jump on your product and services.



Digital Campaign Development

We create content, designs, messaging and media buying that are designed to get the attention of your brand and products to your target customer.

Digital Marketing

Also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

We would use this platform to generate new customers, engage and interact with existing customers, welcome returning customers and wake up the cold customers.





Advertising/PR

We specialize in developing localized communications and stories that connects brands and consumers. We build consumer centric campaigns that make consumers experience a brand.



Branding/Design

At Bloom, we understand that branding is more than just a logo, it is how customers recognize and experience your business and we have what it takes to ensure your brand reflects everything your business stands for.

Web Development and Design



A top web design is more than an “About Us” and a “Contact” page. It’s how you communicate. It’s how you show off your products and capabilities and most importantly, it’s how you convert leads. A (CTA) call-to-action strategy needs to intuitively guide your visitors through your brand story and products or services. The user experience and user interface need to make them engage, take action and convert. An integrated blog and easy to use CMS need to feed them content and dynamically update those static web pages.

Web Development and Design

At Bloom Digital Media our web design and development team builds the best websites on the web. Our years of web design experience have led to a results driven process that ensures successful outcomes. We start with analysis, research and planning followed by architecture, wireframing and content creation.

Once completed we move on to award winning web design and SEO driven content including copywriting, photography and video. With the planning behind us, the design and content assets in place the website development stage begins. Our development process takes place on the best website platforms and use the best web development languages. We add tools and applications that produce results. The end result, award winning website design, strong SEO and a website ready to take on any inbound or digital marketing strategy you can throw at it.

Who We've worked with



Thank You.



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