



EYETRO DIGITAL. Technology News for Everyone .

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Social Media Marketing & Management Portfolio



Mission Statement:

We strive to help businesses leverage the power of Social Media to significantly increase brand visibility, turn consumers into customers, establish online presence and build social authority. We are dedicated to helping businesses in all industries engage with a loyal community of followers and have an impact in their industry.



About Emmanuel Enliven Chiraerae:

Online Marketer/ Social Media Specialist/ Brand Specialist/ Tech Blogger and Key Speaker. Active social influencer, contributor, and early adopter of Social Media.

Expertise with:

1. Social Media Marketing & Strategy.
2. Search Engine Optimization & Marketing.
3. Content Management.
4. Marketing Communication.
5. Digital Marketing and Branding.
6. Community Management.
7. Web and App Development.

5 Years of Social Media Experience

(Freelancing): February 2014 – Present

Created and maintained social networks for different personal brands and companies.

- Created in-depth social media strategies for small, medium and large enterprises
- Created and executed corporate blogs and blog campaigns
- Animated social media summits and conferences to teach and involve delegates on the benefits of engaging in Social Media.

Eyetro Digital Private Limited: January 2017 - Present

- Generated +86% of likes in individual and corporate social media posts (+4 000 and +8 210 followers respectively)
- Manage digital content via web content management systems like WordPress
- Maintain social media pages by creating contents to engage more customers
- Animate online feedback forums with current and prospective customers
- Create and implement campaigns across various social media platforms namely; Facebook, Twitter, Instagram, Google +, YouTube and WhatsApp
- Monitor the blogosphere and deliver analysis and insight reports +86% of leads on Eyetro Digital web pages

Different Companies / Clientele Digital Strategies

- Corporate social media positioning and strategy including tactics, marketing campaigns and promotion
- Strategy development of Social Media campaign based on their needs and business goals
- Local, national and international social media positioning as well as strategy including tactics, marketing campaigns and monitoring, plus content management on Facebook, Twitter and Instagram.
- Strategy development of social media campaigns that show the progress of real people enjoying benefits of the different brands and products for a certain period of time.



Social Media Management

Twitter Management

Décor Builders Warehouse



Décor Builders Warehouse is one of the industry leading manufacturer of building material hardware, household internal and external décor furnishings. While working with this client, we

coordinate with their internal team to produce a social media and advertising strategy that they could execute a hardware giveaway contest with.

Responsibilities include social media contest strategy, audience and market analysis, contest advertising strategy and budget, social media content schedule. To date, Eyetro digital has organized social media contest for identifying brand influencers, increasing chatter about product launches online and to give away \$25 000.00 worth of hardware products.

Funtech Systems Zimbabwe



While working with this client, our job was to help them develop a marketing strategy, communications action plan, social media strategy and website branding with the goal of increasing student registration.

The organization needed a marketing strategy to anchor all internal and external efforts to raise awareness of brand, engage with the right audience and attract the right people to help support the organization. Focus was to raise awareness, membership and event registrations.

The communications action plan we developed demonstrated exactly how to implement the strategy for optimal results.

Ruana Earth Moving & Plant Hire



Ruana Earth Moving and Plant Hire is a startup medium enterprise in the heavy-duty construction industry in Zimbabwe whose operations and capacity we have helped popularize through social media marketing and management of their social media accounts.

Eyetro Digital planned, created and delivered the digital marketing strategy for Ruana Earth Moving upon the launch of their CAT325D excavator machine. The campaign we led on social media garnered over 25 000 views on YouTube and nearly 10 000 online quotation enquiries. It is also through our marketing expertise that the Ruana CAT325D excavator was hired for road construction contracts with the Ministry of Transport.

Facebook Profile Covers



Facebook Social Posts



Eyetro Digital

Apr 23 at 17:12 • 🌐

Zimbabwe's agricultural development bank AGRIBANK is in the process of developing a core banking system that is set to improve service delivery to its customers before the end of this year, an inside source has revealed. Stability of the banking systems has in the recent past become critical for the survival of banks with an influx of high volume a...

[Continue Reading](#)



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Agribank to Upgrade Core Banking Systems

Zimbabwe's agricultural development bank AGRIBANK ...



Emmanuel Enliven Chiraerae

Mar 17 at 23:57 • 🌐



Equity Axis

Mar 16 at 15:42 • 🌐

The Weekend Edition : **#EquityAxis** News : Week in Review, Inflation, Truworths Analyst , India Exim Bank...**#EquityAxis** discuss **#Zimbabwe**



87 views



Emmanuel Enliven Chiraerae

Mar 26 at 09:39 • 🌐



Decor Builders Warehouse DBW

Mar 26 at 09:22 • 🌐

In our Msasa Showroom, we have Closed Coupled Toilet Suite, Bette Lux on promotion till Thursday 28 March 2018.

#thinkdecorbuilders

More Information: Call us +263 77 214 4838 or Visit us at 95 Mutare Road, Msasa, Harare

Close Coupled
Toilet Suite
Betta Lux
Complete
set
(CPACK)

RTGS
360.00



CONTACT US :
+263 772 747 783
04-486 90



Emmanuel Enliven Chiraerae

Mar 21 at 13:23 • 🌐



**Funtech Systems Computer
Networking - Security**

Mar 21 at 09:32 • 🌐

Come lets have fun with technology as we empower you with Computer Skills that will change your life.

Tag someone you think needs these skills.

Referral Commission also available

#pingfuntech

#determinationseparatespeople

Introduction to Computers

All You Need is 15hrs

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Funtech will empower you with skills which also you to stand out at your organization or business

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Eyetro Digital

Apr 24 at 16:05 • 🌐

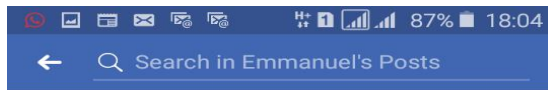
The Second Mobile Network Operator, Netone has adjusted its Data Bundles with effective 25 April 2019. RTGS Dollar will now get you 42MB on Daily Bundle from 250MB.
<https://www.eyetrodigital.com/2019/04/24/netone-data-tariffs-hikes-by-83/>



EYETRODIGITAL.COM

Netone Data Tariffs Hikes by 83%

The Second Mobile Network Operator, Netone has adju...



Emmanuel Enliven Chiraerae

Apr 11 at 10:35 • 🌐



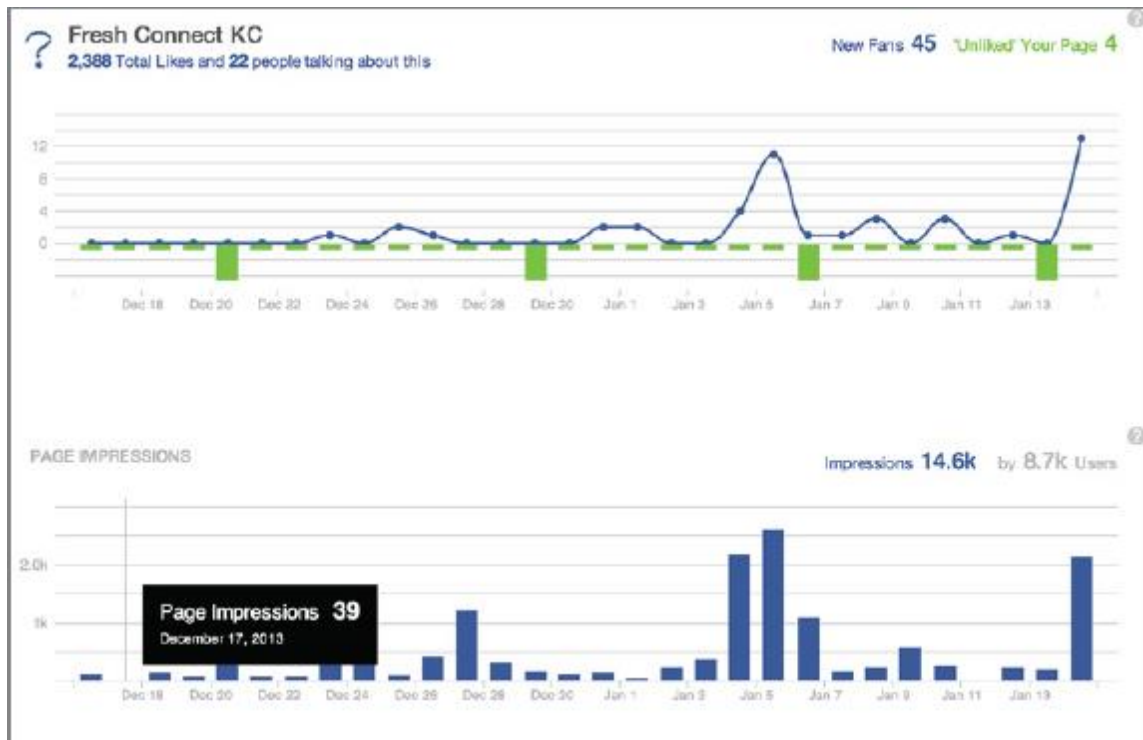
Ruana Earth-Moving and Plant Hire

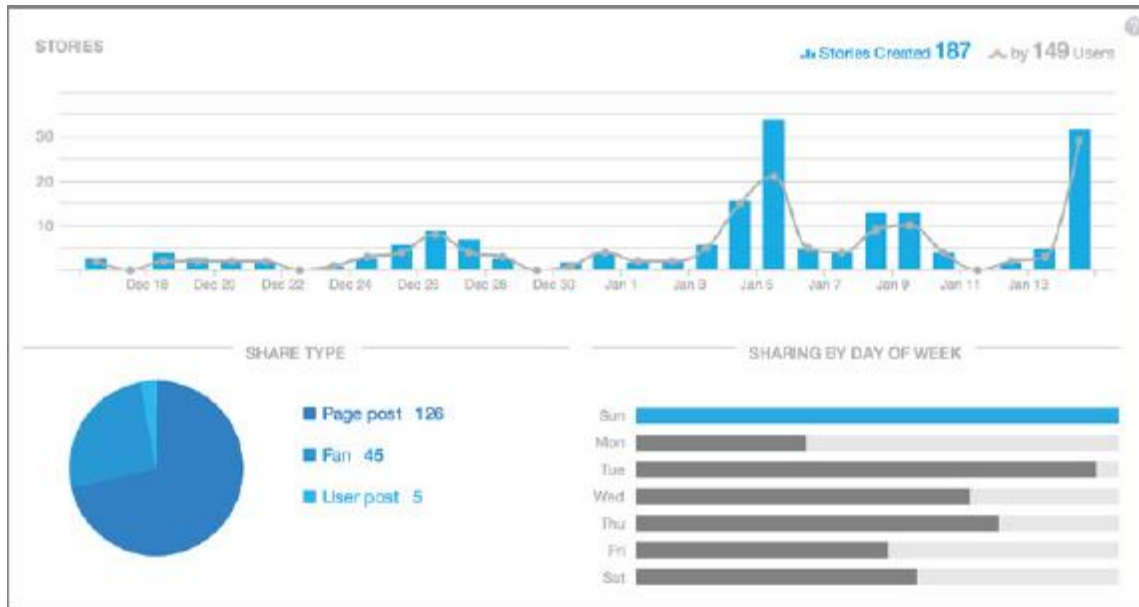
Apr 11 at 09:03 • 🌐

Duty calls, our Cat325D ready and up for today's challenge.

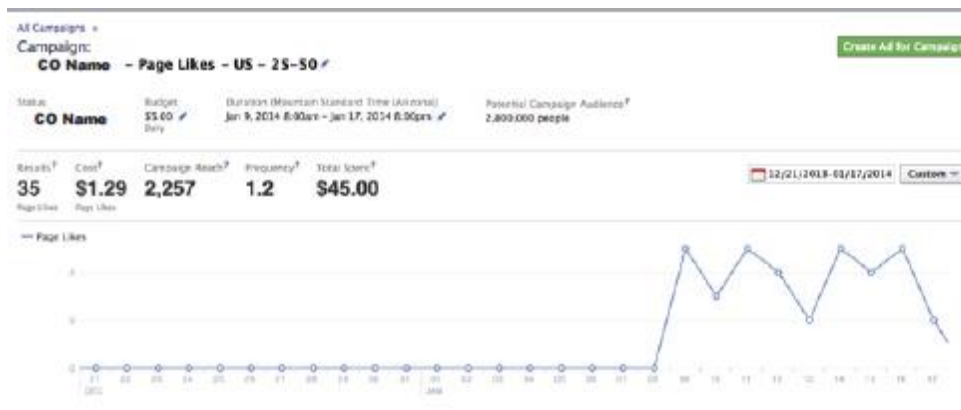


Monitoring and Reporting





Social Media ADS



CAMPAIGN

Campaign and Budget

Name: **CO Name - Page Likes - US - 25-50**

Budget: **\$5.00** per day

For the remaining 1 day in your campaign, the most you'll spend is **\$5.00**

Schedule: **January 9, 2014 - January 17, 2014**

AUDIENCE

Audience: **Choose an existing audience...**

Create new audience

Location: **United States**

Age: **25 - 34**

Gender: **Male**

Social Media Tools



TESTIMONIALS

“Eyetro Digital works fast to understand your pain points and start fixing them. Emmanuel helped us with our internal media and communications policies quickly for our media coverage accreditation.”



RESPECT GWENZI,
MANAGING FINANCIAL ANALYST, EQUITY AXIS

“Eyetro Digital worked with our internal executive team to create strategy and new tactics to improve visibility, engagement with customers. Emmanuel is an informative, hardworking young professional and he helped us get organized and strategic.

I’m already working with him on another project as we speak!”



Mr. F Chisango

EXECUTIVE DIRECTOR OPERATIONS DÉCOR BUILDERS WAREHOUSE

Mr Chiraerae and his team are professional marketing/ branding/ communications personnel who are entirely authentic with a comfortable and engaging style. Eyetro Digital is exactly the social media marketing company enterprises wishing to take their organization to the next level in their operations. I highly recommend them.



Mr F. L Kumire

CEO FUNTECH SYSTEMS