

# Digital media portfolio



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## **Who We Are**

Origin8 limited is an integrated marketing communications agency of global and international repute.



Origin8 is arguably the Most Awarded Creative Company in Ghana; winning the 2017 Association of Ghana Industries (AGI) Advertising Company of the year award, 2014 and 2015 International Award for Consistency in Quality and Innovation in Geneva and London respectively.



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# SOCIAL MEDIA



Social media provides an incredible opportunity for brands to sell their products and services. With our presence on the digital platforms, we amplify social media branding and deliver great results. Our campaigns for brands such as NBC Ghana Trust, Ghacem, Tropic Shine and Coral Paint offer great content with consistent messages across digital platforms to hold audiences' attention.

With over 2.46 billion people worldwide on social media, we believe that quality client service, great content, timely delivery and positive outcomes are key to increasing traction and engagement on social media pages.

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## **Content Development**

Content is what you share with your audience on social media platforms. Posting the right content shows your expertise and provides your target audience with information. At Origin8 we develop innovative contents that are bigger, bolder and braver to deliver results. With our content, we grow your online community and engage your target audience to build trust on social media.

# 04

## **Social Media Management**

Your online reputation determines how your clients and potential clients perceive your brand when they search for it. At Origin8, we create captivating presence for brands online to grow their community and build credibility.

We manage social media accounts by monitoring reviews, responses and comments posted about your brand and/or products to enhance your brand reputation and increase loyalty.

## **Social Media Marketing**

Social media marketing involves creating content tailored to your target audience on social media platforms to drive engagement and sharing.

For us at Origin8, social media marketing is a process that requires strategic planning that is aligned with your business goals. We outline the objectives, target audience and outcome you aim to achieve and brainstorm on how to get the impact your brand seeks.

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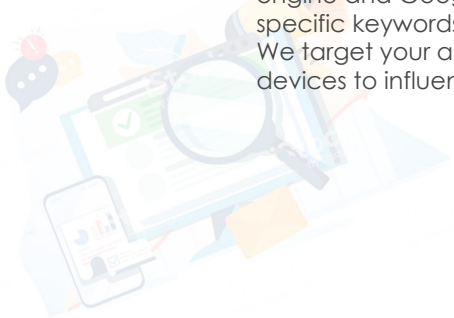


## WHY YOU NEED SEARCH ENGINE MARKETING ?

This involves driving traffic to your website through paid search. The most well-known platform to use is Google Ads.

With the use of this platform, we bid for ad space on Google search engine and Google partner sites and place video ads, artworks and specific keywords relevant to your brand on the digital space.

We target your audience based on demographics, location, affinity and devices to influence their decisions.



06



YouTube is a hybrid between search engine and social media network. It is the second most popular search engine after Google.

With our efficient creative team, we will create great content for your brand and/ or products and place it on YouTube to reach a wide range of internet users to influence their purchasing behaviour. We can place your ads on specific videos or channels that are relevant to your target audience.

Skip Ad ►



00:00 / 8:25



# 07

**Hi, I am a web banner**

What do you want me to say TODAY

CLICK ME

## Web Ads

Web ads are banners or videos placed on most frequented websites such as myjoyonline, peacefm online, ghanaweb among others. With Origin8, attractive and informative leader board, in-article banner or a page takeover banner that represents your brand will be developed and placed on websites to make a connection with audiences' right away and drive traffic to your website.

## Web Development

The internet offers a global community and having a website makes promoting your company less expensive. Websites generate more customers, not just in the country but worldwide.

Web development includes web design, web publishing, web programming, and database management. At Origin8, we don't just build websites, we maintain and create responsive layouts well protected in a user-friendly interface.





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## Measurement and Analytics

Social media data is made up of collected information from social media platforms that shows how your target audience engaged with, viewed, or shared your content.

Origin8 gathers data from these platforms based on the audience response and share with clients to know the outcome of their campaign. Some metrics used to determine the outcome are impressions, reach, clicks and engagement. Tracking and analysing these metrics helps to inform a successful marketing campaign.





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## **Why Work with us?**

By working with us, a strong social media presence with branded digital media will be created for your company, visible to people around the world.

Innovative content tailored to your business goals will also be designed and uploaded online to complement your brand and grow your community.

## Our Works

