





## BACKGROUND

Marketing has fast become the heart and engine of every organisation worldwide. Many organisation have grown into the idea of two way relationships being vital to the growth of a business and with the perfect execution of this section of the organisation, building an empire can become more than a mere dream and this is where Sheba Marketing comes in.

Sheba is a vibrant Marketing Consultation Agency made up of specialists in the Marketing, Event Management and Production sphere. Our focus is to put your organisation on the Map you want to be on, so basically you **imagine it and we create it**. We are driven by a team of passionate professionals who uses innovative ideas that helps our clients carve out a market for themselves. We make use of several marketing tools which are selected and optimally mixed to suit the marketing strategy developed.

If your organisation is looking for a company that will give special attention, over deliver and create a favourable image between you and your various publics then look no further we are the perfect company to make this happen.



## SERVICES

### **Event Management**

Event management plays an important role in the manner in which your company or business is perceived. Sheba creates memorable and well-organized conferences and corporate events to ensure that your audience is imbued with the utmost confidence in your capabilities.

Different events require a different approach; and with this in mind we tailor each event plan to complement the type of event to be held. This allows you to capture your audience's attention and create a platform for you to engage and interact with the clients. We add that angelic touch to your event.

### **Public Relations and Marketing Strategies**

Our strategic PR and marketing services include the planning, development and implementation of communications strategy (internal and external); strategic counsel, brand messaging; crises and issues management.

Sheba experience and knowledge of business-to-business and business-to-consumer PR campaigns and understanding of the entire marketing communications mix is a key unique selling point and its what differs our agency from other competing companies in South Africa. We are a small agency thus your organization will get our fullest attention.

### **Media Communication**

It is evident that the lines between traditional and non-traditional media are fast becoming a blur, it is important for brands to integrate their traditional media communication and their social media communication. From mainstream journalists to online influencers, our ideas and programmes are designed to achieve success across all mediums of communication. Content will be created specifically for each relevant media outlet and online platform to suit your organizations needs.



## SERVICES

### **Media Relations**

Understanding the media and their needs is the core function at Sheba PR because we know the power the media possess. Understanding the media is our first priority, Our second is to meet their needs, The third element of media liaison is to handle enquiries professionally, promptly and thoroughly; this ensures we are long-term media colleagues.

### **Internal Communications**

Internal communications strategies and programmes are vital to the successful growth of any company. It's not enough to develop marketing and corporate communications strategies; open and transparent communications plans within your business must also be considered.

### **Crisis Communication**

In this part of business every company wants to come out of the crisis with a salvaged reputation or be able to manage the situation before it even becomes a crisis and while PR companies are powerless to control every possible incident that may affect company's reputation and share value, Sheba understands that a solid communications strategy, detailed implementation planning and effective communications are vital during a crisis situation.



## CONCLUSION

Sheba is your solution to your problem and if we are awarded the opportunity to work with you we can prove to be an asset to your organization.



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