



GO Online

What does the world look like after COVID-19?

A place where digital interactions keep us connected and physical contact remains practical - The Low Contact Economy.

If you're interested in going online, read on for more magic ...

Portfolio Work

Take a look at our past projects.



UniSky Management / Website and Rebrand
uniskymanagement.com



Pescaluna / E-commerce Website and Rebrand
pescaluna.com



SkyBrands / E-commerce Website
skybrands.co.za

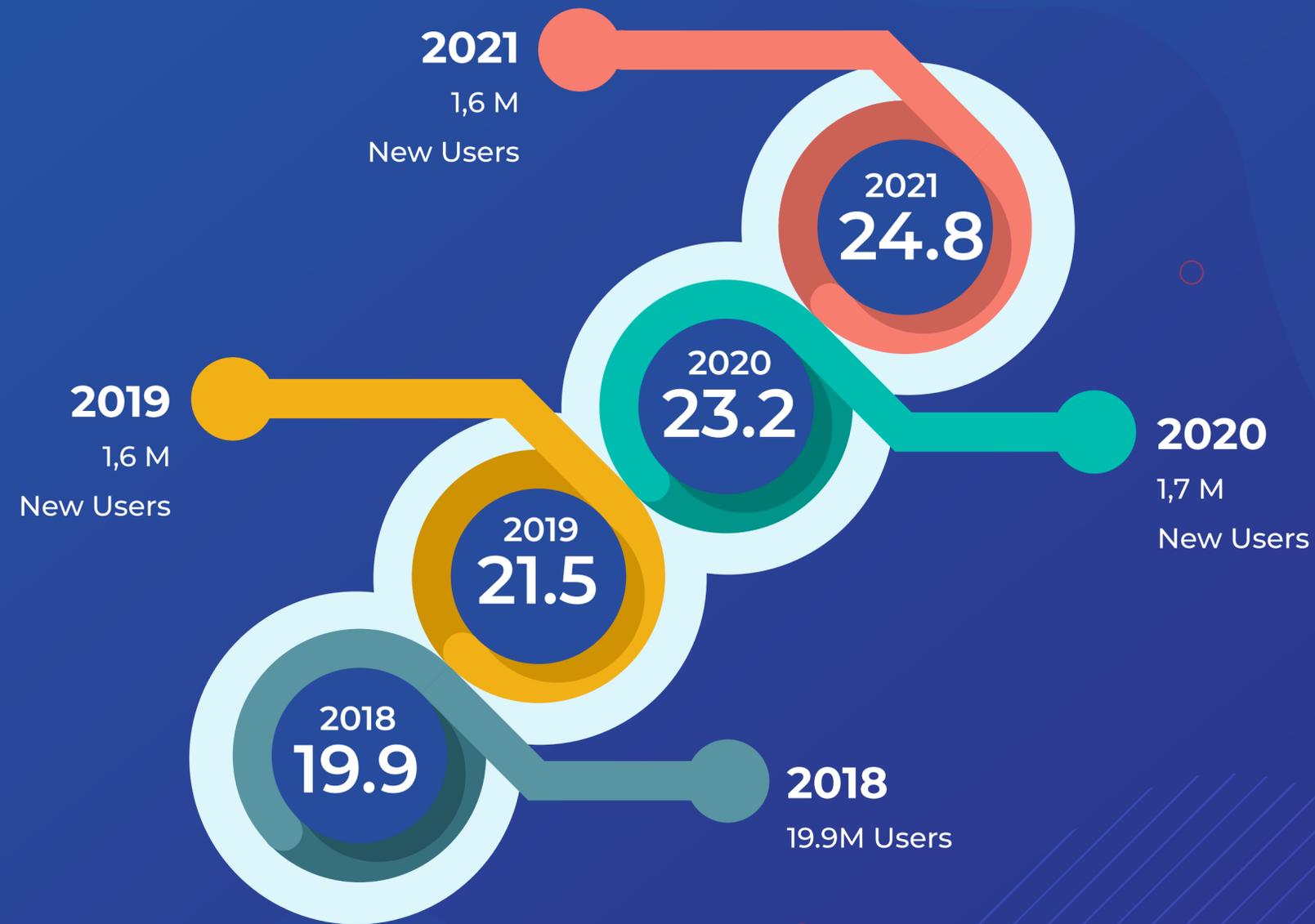


Impulse Biomed / Website and Rebrand
impulsebiomed.com

Increase in Online Shopping

Social Media and Usage Quick Facts.

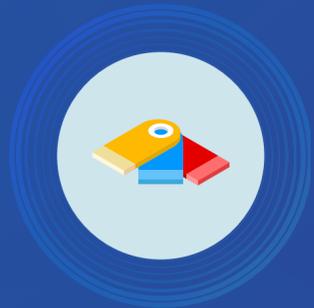
- 4.9 million new users in 3 years.
- Every user is scrolling for 2h48m a day.
- 23 million South Africans use SocialMedia.
- In 2018, 90% of login attempts were on online retailers.



Customer Journey

Gain Customers' Attention and Recognition Online

Brand Identity



- Brand Awareness
- Recognise Products
- Creates Memerability
- Builds Impressions

Captivate the Audience

Social Media Marketing



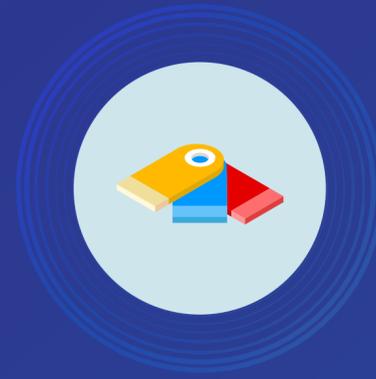
- Captures attention
- Sends traffic
- Creates curiosity
- Promotes Brand

Convert your Audience into Loyal Customers

E-store / Website



- Selling point
- Confirms credibility
- Creates loyalty
- Increase Conversions



1. Brand Identity Development

Summary

- Your brand is your business's bible so it holds the visual commandments that create consistency in the way the logo, colour scheme, tagline, and typography is visualised to your customers and employees.

We give your business credibility and bespoke authenticity by creating unique mediums and visuals which altogether make meaningful connections with your community.

Offering

- **Logo Optimisation / Development**

Your logo is not your brand but it does serve as a quick reminder of what makes your brand and product unique.

- **Typography**

Fonts and typography usage is a language in and of itself that embodies your brand's personality. The difference between Nike and Rolex fonts for example.

- **Colour Palette**

Colours can be associated with certain emotional responses with the audience. Blue signifies experience and trust while red is passion and vigour for example.

- **Imagery**

'A picture is worth a thousand words' is so true that it has become cliched. Showcasing your products and associating them in practice is vital for sales.



2. Social Media Management

Summary

- Your community lives online as much as they do in the physical world. We manage your brand's conversations, engagements, and impressions to ensure that you have healthy ongoing digital relationships.

Our social media managers are specialists in varying niches who understand that not all consumers are the same and have differences in the way they prefer to interact within your specific business category.

Offering

- **Paid Targeted Advertising**

Target your potential customers by region, occupation, special interests and so much more to ensure that you're talking to the right type of consumer.

- **Content Strategy and Calendar**

What kind of content will be most appealing to your target customers and how often should you be sharing on your social media profiles?

- **Content Creation and Posting**

It's important that your online media is professionally and consistently posted in high-quality formats.

- **Community Management**

You're running your business and as much as you'd love to respond to your client reviews and DMs you just don't find the time. We manage your online community.



3. E-Commerce Store

Summary

- It has become close to impossible to maintain a healthy brand without having a website or an E-commerce store as the main point of contact for your customers.

Your website is the first major point of contact and can make or break a connection with your potential client.

Offering

- **Payment Gateways**

Your clients love your product but hate putting up a fuss to pay for it. Ensure that your online payments are smooth and trustworthy when handling card transactions.

- **Page Building**

Customers usually bounce from a new webpage within 2 seconds of their visit. We ensure the user-experience is seamless and guides them to what they are looking for.

- **Product Catalogues**

Inventory management and product catalogues mean that your physical and digital store are one and the same. We plan your inventory and help you sync the two.

- **Product Images**

Show off your pride and joy, now is the opportunity to make that sales conversion by displaying your products in lifestyle and in the studio.

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Like what you see?

Feel free to check out our website to find out more about how the Unscene Collective can take your company from zero to hero in **2 weeks.**