

Service Catalogue

Nov 2023 - Oct 2024



Introduction

Who We Are

MRC Marketing Consultants is a business-to-business service provider which was founded in 2011. MRC's vision is to source, harness, and convert ordinary resources into extra ordinary business solutions which will cater to the branding, advertising, and marketing needs of other businesses. With over 11 years of progressively excellent services, we've also extended our marketing services to consultancy.

What We Do

We sell carefully crafted marketing strategy to businesses for brand publicity, increase in sales, and for sustainable customer relationships. We achieve this by spending extensive time doing research on various markets, analyzing data from various search platforms and social media, with which we carry out case studies resulting in a variety of success guaranteed marketing strategies for different industries.



@mrc_marketing_consultants



www.mahanaimoffice.co.za

Micro Services



Social Media

Social media is an ocean of different markets for businesses. Whether it's business-to-business or business-to-consumer, we boast +8 years' expertise in social media marketing and advertising and are able to deliver.



Graphic Design

The daily production of graphic work in any organization can be daunting as it demands continuous learning as well as a broad creative skill. Brand design requires consistency and creativity and we understand that well.



Lead Generation

Our Lead Generation strategies are tailor made to each client as we follow a strict process of valuation. Our Lead Generation tasks include data scraping, funnels, cold emailing, as well as access to multiple platforms that generate leads according to our strategy.



Data Analytics

Hiring a certified Data Analyst assures you the accurate measure of your business' performance online. We specialize in Google, Ping, Meta, and LinkedIn Analytics, we have a team of certified analysts.



Web Design

We've been designing e-commerce websites for over 12 years, our design is unique and offers a range of website packages across different types of businesses and brands. From the most simple website to the most complex e-commerce website.



Promotions

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Advertising

MRC Marketing Consultants has mastered the concept of advertising products or services both online and offline. Our value proposition is extensive knowledge and understanding of markets, market behaviors, user behaviors, and most importantly sales.



Media Production

We have a media production arm within our organization which solely focuses on the production of video adverts, photography, events, printing and publications, and a lot more. Production and service photography with a touch of cutting edge creativity.



E-Commerce

Managing an e-commerce website is critical, and at MRC Marketing Consultants, we provide expert services in e-commerce management, marketing and advertising, i.e., Woocommerce, Shopify, BigCommerce, Ecwid, Facebook, Google Shopping, and more.



Email Marketing

Looking to capture the interests of your website users through forms, or are you looking for a professional to manage your email subscriptions, send subscribed users promotional emails, or perhaps you just need email template designs? We provide businesses with high conversion rate email services across all specialties.

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SMS Marketing

Bulk SMS marketing is ideal for product promotions, new product announcements, or even for crowd management. MRC Marketing Consultants offers organizations with Bulk SMS services to businesses such as online stores, schools, clinics, mental health practitioners, and many others service providers.



Administration

If you have a business idea or you've been running a business and have not yet registered your business as a legal entity, we at MRC Marketing Consultants are able to make that journey a reality for you. Perhaps you have a registered company but you don't have the time to manage your compliance, we got you covered.

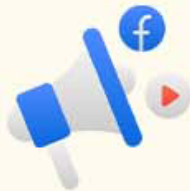
WE ARE IN THE DETAIL OF OVER 65 SUCCESSFUL STARTUP BUSINESSES
AND SMMEs INTERNATIONALLY

@mrc_marketing_consultants



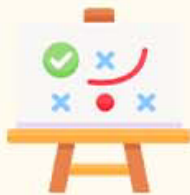


Main Services



Brand Publicity

Brand publicity is the combination of tools and techniques that are focused on populating your targeted market with your business' identity and communicating your business' value proposition to that market. Brand publicity is aimed at establishing recognition, relatability, and acceptance.



Competitive Strategy

Your business' local competitors are not your online competitors. The infrastructure of your online neighbourhood is made up of keywords/phrases which the market uses to reach such services as yours, platforms where your market is mostly active, and a strategy is required to win that traffic.



Promotions

Your business' local competitors are not your online competitors, your online neighbourhood is made up of keywords/phrases that the market uses to reach our services or products, platforms that your market uses to reach your services, and a strategy is required to intercept that traffic.

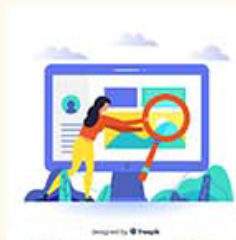
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Design Skills & Certifications

MRC Marketing Consultants boasts a team of highly skilled designers, we take advantage of collaboration for the purpose of high end creativity



Google Skills & Certifications

We provide businesses and brands with expert level search engine marketing services, accurate data analytics, and undisputable results



Pixel



AIOSEO

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Data Analytics Skills & Certification

The best gift you could ever give to your business is accurately interpreted real data. At MRC Marketing Consultants we've been gifting businesses with this unparalleled asset since 2011.



Our Value Proposition

We have mastered the use of digital tools and have kept our team up to date with each development. We provide our clients with realistic expectations and maintain transparency throughout our dealings. One value item that defines our brand is trustworthiness and accountability, understanding the importance of customer satisfaction.

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Design Portfolio

Celebrity Artist/Influencer



THE CHIEF DRILL

Big Monii's well accepted single, "How Much", made a dramatic entrance in 2021 into the music industry. This was followed by another sound wave, a sentimental hardcore tune, "We Go Dey Ok," which practically fueled the momentum. His style was anchored from here, and now, it's safe to call him the Chief Drill. Every verse has the Midas touch which most definitely is cemented on "On Stone." He has the tendency of holding beats hostage with simple but crafty bars.

Singles

- >> How Much
- >> We Go Dey Ok
- >> On Stone



BIG MONII

>> Artist

Big Monii is an emerging icon in South African and Ghana's mainstream entertainment industry, having taken off with a cameo performance on the popular "Real Housewives of Durban", with a unique presence, intriguing image, and a captivating flow.

 @bigmoniidbr

Design Portfolio

Photography



Brand Style Guide



Design Portfolio

Mental Health Practice



Hi! I'm
Sanam

Welcome to my practice! Please have a read through this welcome pack for everything you need to know about our admin.

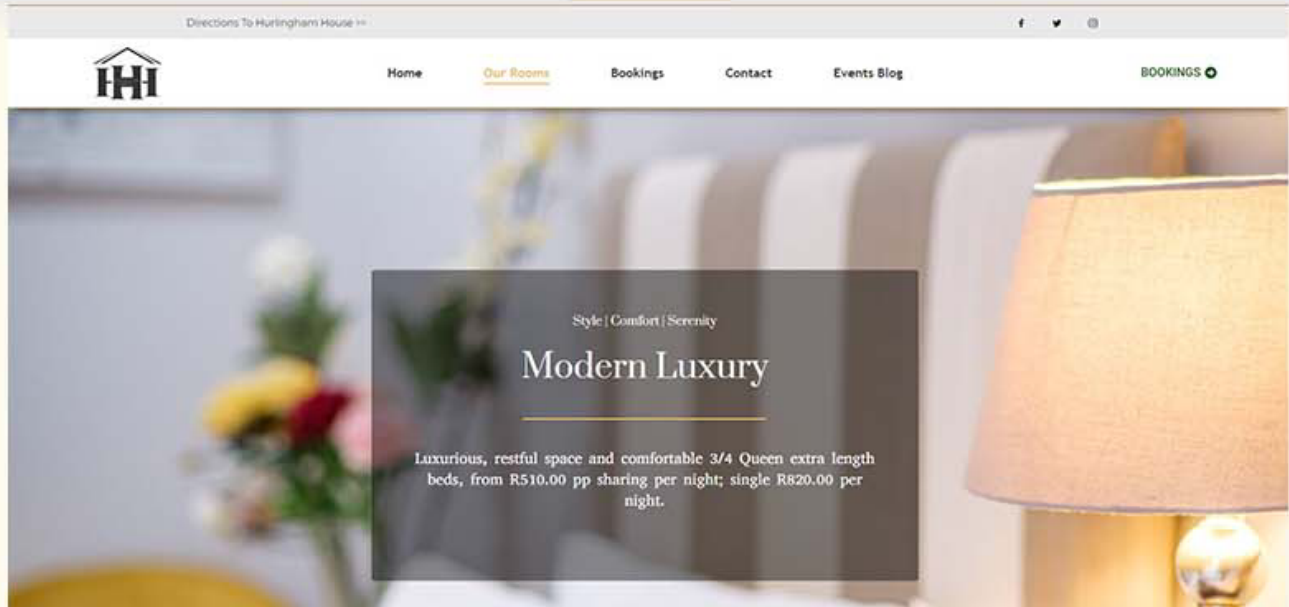
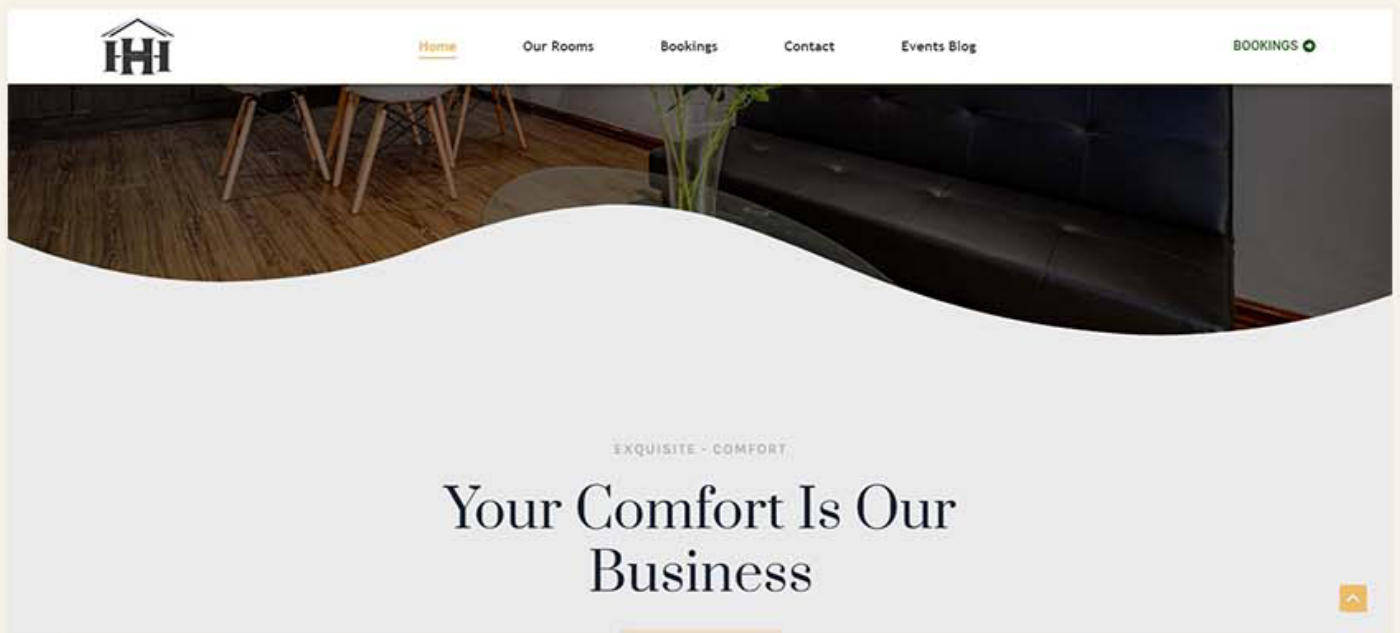
Welcome Pack

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Website Portfolio

Guest House



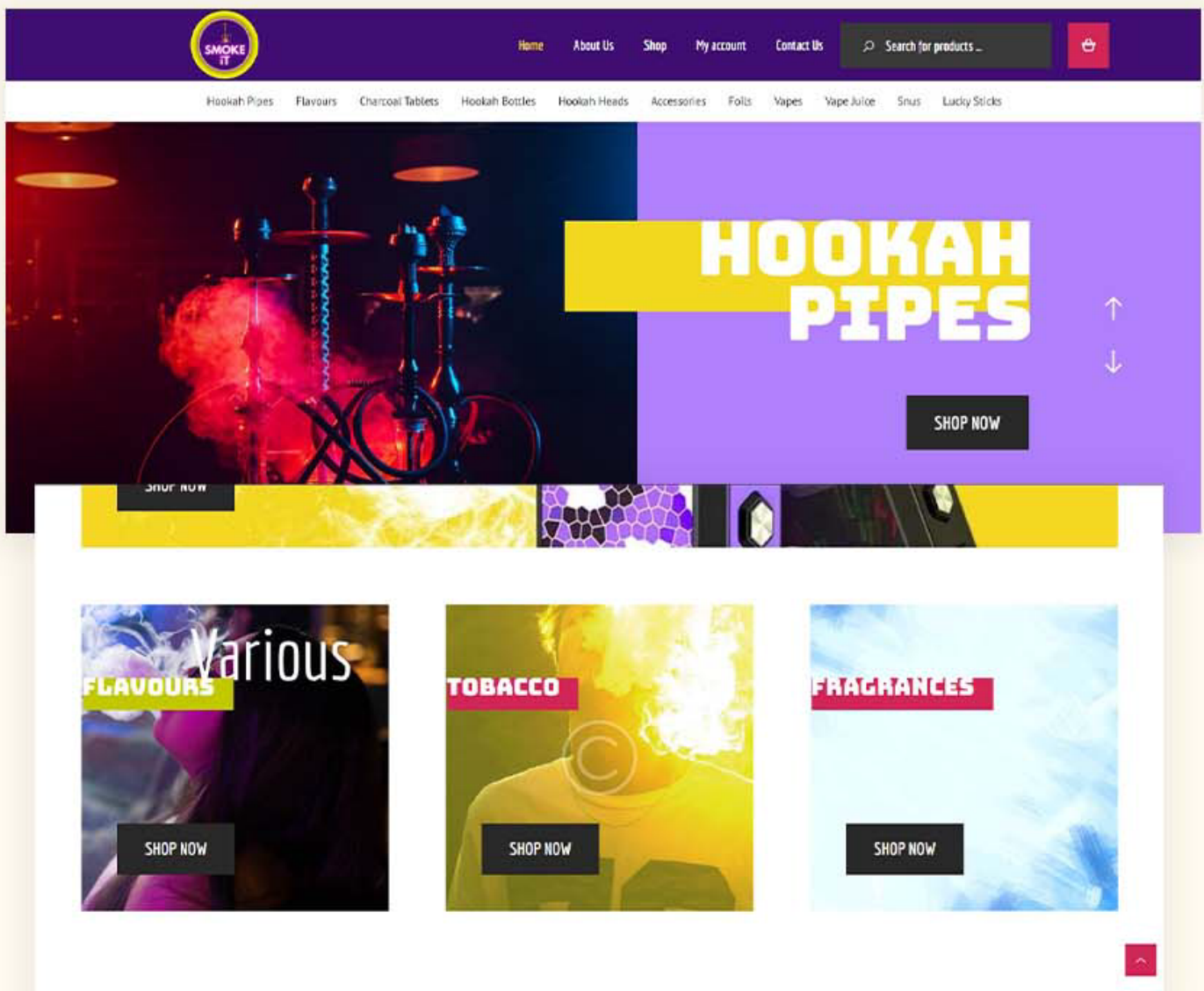
Standard Website

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Website Portfolio

Hookah Store



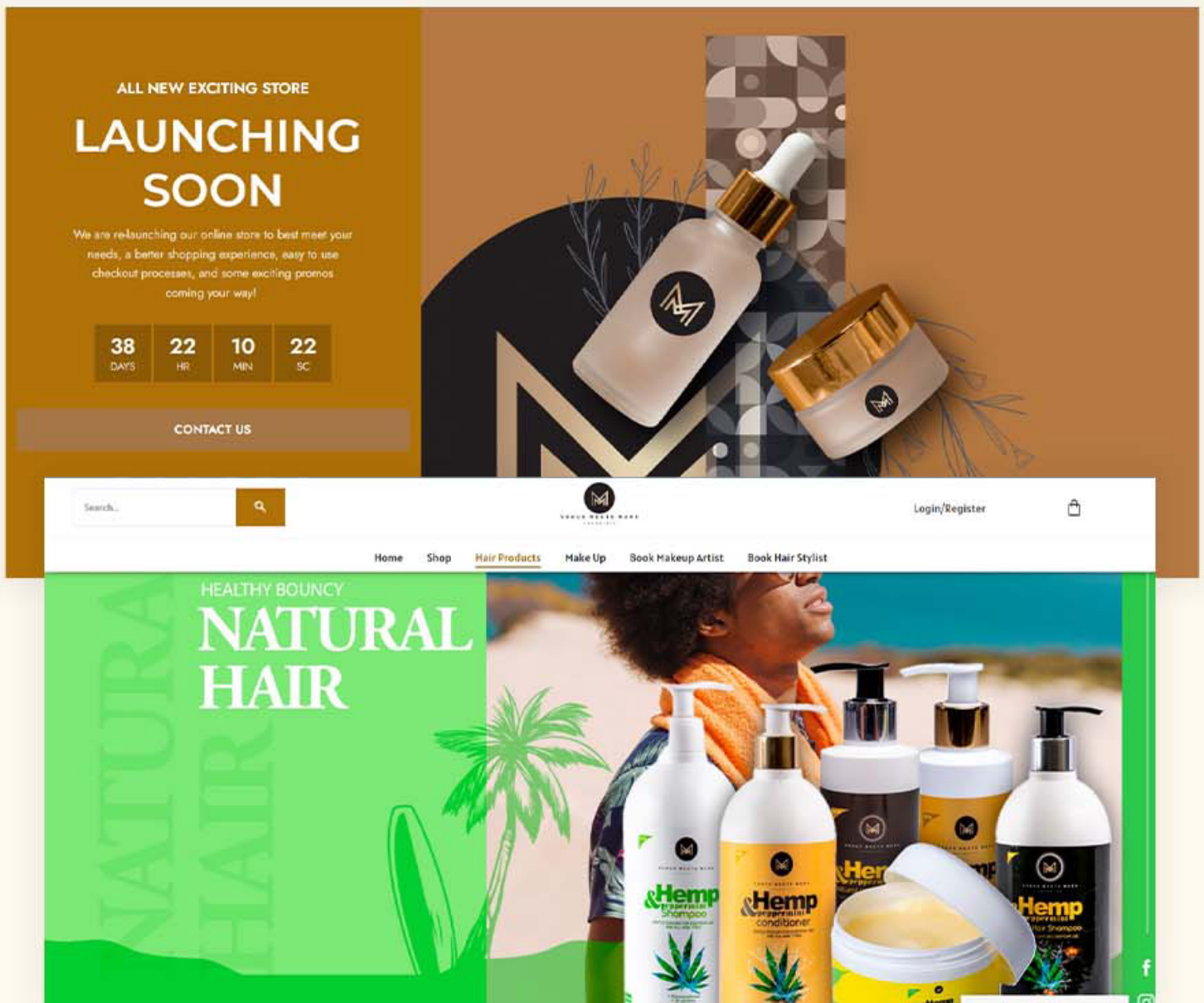
Standard E-Commerce

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Website Portfolio

Cosmetics Store



Premium E-Commerce

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Some of Our Clients

For the past 12 years we've provided services to over 200 different clients, below are only a few which we have recently worked with. We've provided them with satisfactory marketing services.



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Get In Touch With Us

Each day we interact with different clients who have different needs. Most often, we provide clients with free consultation services because it's our passion to provide businesses with vital information to improve their business. We find gratification in the positive feedback we receive because of our expertise.

We would love to hear from you



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