



**DIGITAL
AGENCY.**
DESIGN | MARKETING | CONSULTING



COMPANY

PROFILE

2023/24

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We are passionate digital experts and dynamic thinkers

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At the heart of everything we do is a clear understanding of your requirements

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At Dash Consulting workflow strategy is underpinned by a comprehensive process

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Identifying the unique problems that plague the digital landscape

05 GRAPHIC DESIGN

Pairing visual design with a carefully crafted message introduces your products or services, reinforces your brand image and encourages action.

06 ADVERTISING AND PUBLISHING

We are passionate digital experts and dynamic thinkers

07 MARKETING STRATEGY

A comprehensive strategy for marketing your products or services on proven digital platforms for your business success.

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Optimizing your online presence to deliver on sustainable brand presence and growth through sales.

09 SOCIAL MEDIA MARKETING

Engage and connect with customers on relevant social media platforms

10 VIDEOS AND ANIMATION

Convey a rich message and catch your audience's attention

11 EMAIL & SMS MARKETING

We'll help you create, test, and flawlessly execute expert email strategies. We're so passionate about generating results, we track every single email and sms we send.

12 Google advertising

Herein lies our speciality. Using the best search engine worldwide we give presence to your brand for the full customer buying journey

13 WEB HOSTING

Shared Hosting, Reseller Hosting, Cloud Hosting and Email hosting

14 WEBSITE DESIGN AND DEVELOPMENT

Our approach is marked by simplicity with a strong mobile first strategy to all web development. We design the website that meets your objectives.

Dash Consulting is a RSA registered company with an operational office at Midrand, Gauteng. Our organization is designed to offer a range of business consultation, Telecommunication, IT and digital marketing solutions to businesses all over the world. These include Web development, Web marketing, and Mobile Application solutions for organizations across different business areas like- E-commerce, Business-to-Business (B2B), Placement, Real Estate and so on.

Since our establishment, we have been using quality-driven methods and have been capable of serving a large number of companies in scaling their business. To this effect, we have successfully created a structure to give unparalleled outcomes to the customers with our quality and innovative services. Our skilled resources in all business verticals can accomplish 100% fulfilment and raise customer's expectations.

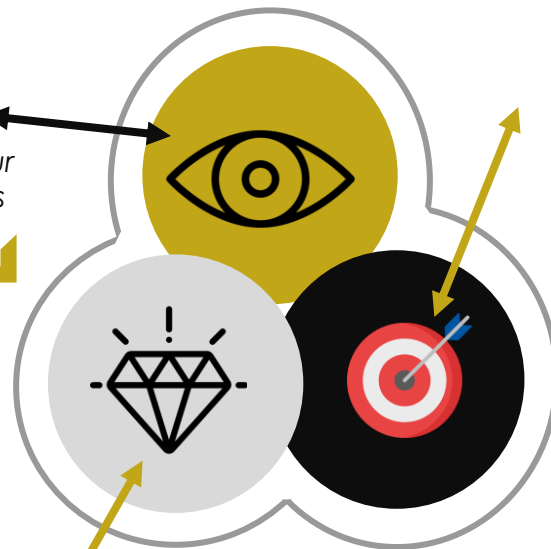
We specialize in offering results-driven digital marketing solutions to all kinds of businesses across the globe, thanks to our professional experts who have the ability, creativity, and drive to furnish your business with progressive online marketing approaches. Our basic aim is to design and convey business arrangements that sync well with the essential needs of the businesses. Such arrangements involve working with our clients to improve their brand awareness, generate more sales opportunities and maximize their marketing ROI. From Requirement Gathering, Document Preparation and Project Development to Testing, Quality Assurance, and Maintenance, we maintain efficacy through every step in the process and ensure that it is completed smoothly and in a timely manner every time.

Our VISION

Delivering results-oriented brand marketing programs and public relations campaigns that enhance our clients' awareness, improve their sales and foster their growth.

Our MISSION

To provide innovative and effective integrated brand marketing and public relations solutions that help our clients grow their businesses and realize their marketing goals.



Our Values

We have placed a common set of values at the core of how we do our business. Our values are not unique, but capture what we do when we are at our best:

- Service Delivery
- Team Work
- Integrity
- Far-sightedness

**“ DREAMS
Don't work
Unless
YOU DO “**

WHAT WE DO



Company Secretarial Services



Accounting and tax services



Web and email Hosting



Digital and online Marketing



Wed design and development



Mobile App development

Why Choose us?



Dedicated Teams



Research



Respect for the client's needs



Transparency



Creative and innovative solutions



Flexibility for effective

Compliance with the Companies Act is an essential part of your business activities. Outsourcing your company secretarial duties to our experienced staff ensures adherence with required legislation while you focus on growing your business.

Our services include:

Company Secretarial Services

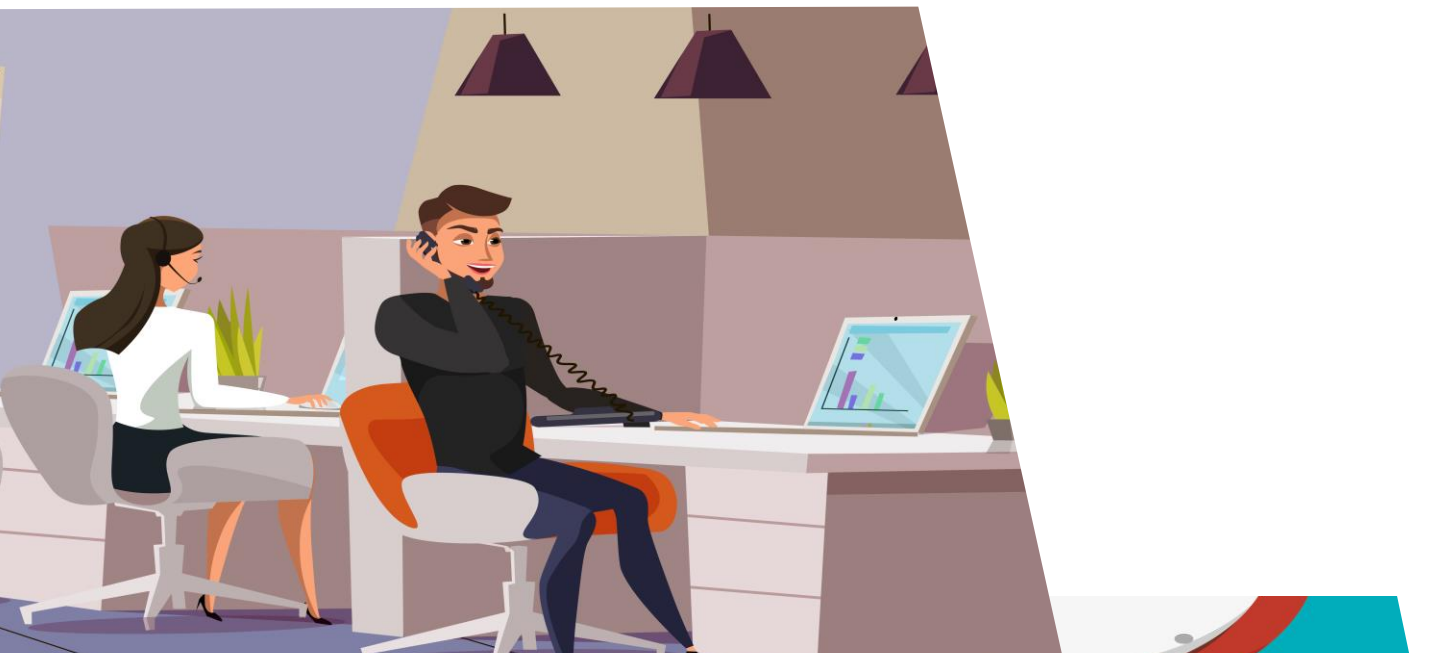
Dash Consulting are experts in providing comprehensive company secretarial, administrative and corporate services to a range of companies from small start-ups through to large companies

Accounting and Taxation Services

Dash Consulting offers an end to end solution in the financial matters of your business. We do not see ourselves as an Accounting firm, but as a partner that will help you grow your business to its maximum potential.

- Company Registration
- Company profile
- Business plan
- Business Profile
- Financial Structures
- Feasibility study
- Business Consulting
- PreMarket Research
- presentations
- Supply chain management
- Tender administration
- Project Management

- Bookkeeping and Accounting Services
- Excel templates
- Management accounting
- Tax Services
- Payroll services and Employee tax services
- VAT (Value Added Tax Services) – Indirect Tax
- Company Income Tax Services
- Individual Tax Services (Personal Income Tax Services)
- Tax Consulting



A brand name and logo is what all any company revolves on. Identify and empower your business, marketing, and advertising with an innovative brand identity.

- Brand naming
- Logo design
- Branding strategies and campaigns
- Graphical innovation
- Business cards
- Innovative slogans

Why should you always associate your business with a brand?

Legal and copyrights

- Protect your innovations with an associated brand

- Business Authority
- Customers always have loyalty towards a brand with good services
- Message association
- Send a message with your brand logo
- Innovative Identity
- Associate your name with an innovative logo to be easily remembered



Modern and innovative graphic designs that drives customers attention.

Our creative designs are meant to provide your business with the best types of uniqueness

- Logo design
- Stationery design
- Web design
- User experience design
- Brochures design
- Labels design
- Book design
- Magazine design
- Newsletters design
- Advertising designs
- Catalogues design
- Packaging designs



Why should you spend on creative graphic designs?

- Visual Identity
 - Empower your identity familiarity with a constant message
- Rich message
 - Convey your message with one creative design
- Proven results
 - The real meaning of “One Picture Worth Ten Thousand Words”
- Cross platform
 - Useable content across all social media platforms and traditional marketing



Innovation based comprehensive set of services and solutions to help any company build their advertising effort from scratch into worldwide standards.

- Design creative
- Magazine Publishing
- Newsletter Publishing
- TV publishing
- Video montage
- Photography Services
- Organize Exhibitions
- Brand identity publishing
- Business cards printing
- Brochure printing
- Restaurants menus printing
- Digital advertising
- Road advertising



Why should you initiate a comprehensive advertising campaign?

- Familiarity and attention
 - Get your customers and potential customers familiar with your brand everywhere
- Traditional and Digital
 - Leverage best of both the traditional and digital marketing and advertising
- Promote Authority
 - Highly professional work that drives people attention and builds brand authority
- Strategic advertising
 - Build campaigns to achieve certain goal within a specific time period



Marketing Strategy

The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach we provide effective, sustainable, and market-oriented marketing strategies.

- Environment recognition
- Market Analysis
- Predict Risks and opportunities
- Empower strengths and eliminate weaknesses
- Competitive Analysis
- Integrate marketing tools
- Measure results accurately

Why should you define a marketing strategy?

- Cost Control
 - Never waste expenses on an already doomed to fail channels
- High effectiveness
 - Leverage the power of data driven strategies made for success
- Top Competition
 - Explore opportunities and excel where competitors fail
- Data driven
 - Make all decisions based on aggregated accurate data



Search Engine Optimization

Prove your brand name and stand out from the competition on the search engine's first page for the most important search queries.

- Technical SEO
- Local SEO
- Blog's SEO
- E-Commerce SEO
- In-depth Analysis
- White-hat practices



Why should you implement an SEO strategy?

- Increased Traffic
 - Leverage billions of search queries conducted daily on search engines
- Higher rankings
 - Higher ranking on search engines means higher visibility that drives brand familiarity
- Better User-experience
 - The latest standards for search engines promotes the need to provide the best UX
- Cost effective
 - Highly relevant traffic from search engines brings a very high ROI



Social Media Marketing

Gain website traffic, gather attention, and promote your marketing effort through the technologies of social media websites targeting and audience reach.

- Profiles creation
- Social media management
- Paid advertising
- Engagement monitoring
- Performance reportings
- Design creative
- Cross-channel promotions



Why should you leverage the power of social media?

- Customers loyalty
 - Build customer loyalty through direct engagement on social media
- Global Audiences
 - Reach anyone around the globe with zero physical limitations
- Robust targeting
 - Empower strategies with robust targeting tools developed by social media websites
- Brand building
 - Promote your branding efforts where it matters most

Social Media Marketing

We are Making Brands Online

Ready to expand and market to your audiences on social media?
We take care of you from set up to checkout



Videos and Animation

Convey a rich message and catch your audience's attention with an eye-catching videos and animation to stand out from your competition.

- Scripting
- Ideas Brainstorming
- Live shots
- 2D Animation
- 3D animation
- Montage
- Video editing
- Video Ads

Why should you enhance your efforts with Videos?

- Rich message
 - Wrap your story within a simple yet eye catching video
- Attracts attention
 - Effectively connect with your audience visually
- Time-effective
 - Tell your story within 1 minute or less
- On-The-Go
 - Reach your audience wherever, whenever on their mobile phones





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