



Services Brochure – 2023

Welcome to OLO.



We Sell Vibes...

Welcome to OLO Marketing & Innovation. We sell vibes for a living.

We understand that in today's fast-paced digital world, it's not enough to simply sell products or services. Consumers are looking for a deeper connection with the brands they support. That's why we focus on creating and fostering positive vibes for our clients. Whether it's through clever marketing campaigns, engaging social media strategies, or innovative advertising techniques, we strive to make sure that every interaction with our clients' brands leaves a lasting impression.

So if you're looking for a partner that can help you stand out in a crowded marketplace and create a truly memorable brand experience, look no further than the proposal you're reading right now.

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What We Do.

We offer a plethora of services in the research and design industries. We're all about innovation research, graphic design, branding, social marketing, lead generation, photography, and videography, and we've got the expertise and creativity to make your brand shine.

We're like the Swiss Army knife of marketing agencies, armed with the right tools to make your business stand out

from the crowd. We take our work seriously, but we don't take ourselves too seriously. We pride ourselves on our professionalism and attention to detail, but that doesn't mean we can't have a little fun.

We strive to connect the worlds of research, design and marketing, to deliver the ultimate brand experience to both you and your customers.



Innovation Research

At OLO Marketing & Innovation, we take innovation research seriously. We know that in order to succeed in today's fast-paced business world, it's important to stay ahead of the curve. That's why we offer a range of market research services, including client insight, mystery shopping, and sales satisfaction indexing, amongst many more. We believe that innovation should be fun and exciting, and we're here to help you find the ideas that will set your business apart. So if you're ready to make your mark, join us!

Design & Branding

At OLO, we approach graphic design and branding like a fine art. We're passionate about creating visual experiences that captivate and inspire. Our team is made up of obsessive pixel-pushers, typography enthusiasts, and color theory nerds who live and breathe design. We're not just in the business of making things look pretty; we're in the business of crafting brands that make an impact. So, if you want to work with a team that is truly devoted to bringing your vision to life, then look no further. We've got you covered.

Social Marketing & Lead Generation

We're the matchmakers of the marketing world. We don't just create engaging social media content; we also help you find your perfect match in the form of qualified leads. With our lead generation service, we use data-driven strategies to identify and target the people most likely to become your customers. It's like online dating, but for your business. We'll help you make a great first impression, nurture the relationship, and ultimately seal the deal. So, if you're tired of swiping left on bad leads and ready to find your perfect match, give us a call. We're your wingman (or wing-woman).

Full List Of Services.

We're the MacGyver of the design and research industries. Give us a problem, and we'll solve it with nothing more than a paper clip, a rubber band, and some creative thinking. We're not your average design and research agency. We're a team of problem solvers, innovators, and idea generators, and we're always up for a challenge. Take a look at our list of services below, and let's get started on your next big project.

Innovation Research

● Client Insight

Every executive knows their customers intimately, or at least they think they do. What they like, what they watch, what they want out of life, indeed, where they are in the customer life-cycle. Customers' needs, wants and desires change over time, as does their relationship with the brands they resonate with. Knowing your customer is the best way to serve your customer. Sometimes it is easiest just to ask.

● Sales Satisfaction Indexing

The most important customer experience is the first one. The customer onboarding process is critical in ensuring a lifetime of customer satisfaction and a long customer lifecycle. Know what is working in this process and what is not, make dynamic changes where they count to the customer, to your business, and your bottom line.

● Client Feedback Research

One of the key elements in launching a new product or service, or updating an existing one, is understanding what your clients think before you make a change. Knowing what to do saves time and money and builds strong, long-term customer loyalty.

● Customer Satisfaction Indexing

What do your customers really think about your processes? More importantly, what is important to them and your continued success? Do not repeat mistakes and stay relevant with your customer base by knowing what they want, when they want it, and where you fall short of your competitors and your customer expectations.

● Mystery Shopping

Better than customer feedback is "pre-customer" feedback; mystery shopping allows you to resolve customer service failure BEFORE it happens to an actual customer. It also allows a real-world understanding of why marketing spend doesn't translate into customer sales by identifying gaps in the customer experience process that, at the least, annoy customers and at the worst, drive customers away.

● Advertising Testing & Feedback

Advertising and media buying are two of the most expensive (and therefore risky) marketing exercises that any business undertakes. It is also one area where executives make assumptions about what their customers know, what they understand, and what they respond to. Pre-development and post-advertising feedback tests not only save money but maximise the return on investment on critical advertising spend.

● Employee Satisfaction & Engagement

Great products sold to great customers still fail time after time, simply because the team behind the curtain do not believe and do not "feel" the win. One of the most written about critical success factors in any business is also often the most overlooked – the people that produce the products and service the customers. Happy employees make happy customers who make happy purchases, which make for a happy bank manager.

● **Product & Market Testing**

Staying relevant in the market requires having the right product in place at the right time and in the hands of the right customer. Significant investment and potential future revenues mean that getting a product launch wrong is disastrous and could be a drain on the company into the future. By asking the right people the right questions throughout the product development process, product launch risks can be mitigated and return on investment maximised.

● **Social & Environmental Impact Research**

Building a road? Building a school? Building a nuclear plant? How do projects like these affect the people and their surrounding environment? Positive or negative, we need to take responsibility for our actions and be careful in considering everything we try to achieve. In our eyes, responsible planning will equate to successful execution.

● **Consumer Behavior**

Consumer behaviour; words often used but rarely understood. To gain the utmost understanding of how people behave, we have to understand how and what drives and motivates them intrinsically. By understanding what's going on 'inside,' we'll be able to map out what is most likely to happen on the 'outside'.

● **Customer Experience mapping**

We've all had interesting 'experiences,' be it in a restaurant, supermarket, or even a hospital. Knowing and understanding precise details of what your clients/customers/patients have to go through and making their experiences better, may be key to a sustainable and successful business.

● **Dipstick Research**

Know your customers, ask pop questions, and make quick decisions. Dipstick research allows a business to dive into customer information on key questions while minimising the impact on both time and costs.

● **Focus Groups**

Used properly, a focus group can provide critical insights into a product, service, idea, or challenge by allowing customers and potential customers the freedom to speak openly about what they initially see and feel. Guided by an expert, focus groups are an invaluable research tool for honest customer feedback.

● **Marketing Communications Planning**

50% of all advertising spend is wasted, we just don't know which... One of the greatest expenses in any business environment is marketing communications. Planning this spend needs to be targeted and surgical. Through proper planning and analysis, a well-planned marketing communications spend will reduce waste and improve sales.

● **Publicity**

Improve your relationships with the outside world by talking directly to and through the voice of credibility. Spread your message through stories that the press and the public find interesting. Host the press at your events and ensure that your message is provided directly and undiluted. Speak honestly and only for a good reason and the press will be fair to you.

● **Activations**

Be where the customer is. An easy enough idea until you try to execute it. Where is the customer, what is the best way to interact with them, and who should be doing it? Having activations teams on-board full-time does not make economic sense – outsource this to the experts and pay for play, see the results.

● **Reputation Management**

In the modern world, opinions are formed and brands are damaged in the time it takes to read a tweet. Fact- and source-checking is no longer part of the consumer discourse. Reputations need to be managed proactively, not reactively. What are you saying to the press? What does the public think about your brand? How is this going to impact your future business? Be prepared for a reputational challenge and know how to react with a team that knows how to manage your reputation through the good and bad times.

● **Strategic Marketing Planning**

Overlooked and misunderstood in many business environments, marketing isn't sales, advertising, direct marketing, digital/social media, PR or any of a myriad of tools; it is a mix of them all. Without a strong strategic marketing plan, no business can properly coordinate its efforts to understand the needs of the customer and talk to them how and where they want/need to be spoken to. A strategic marketing plan tells you where you are going, how you are going to get there, and where you are along the journey.

Design & Branding

● **Graphic Design**

Bring your brand to life through visually stunning and impactful designs. Whether you need a new logo, website design, marketing materials, or packaging design, our team of talented graphic designers will work closely with you to create designs that truly reflect your brand's identity and message. We specialize in creating designs that help you to stand out from the crowd and connect with your target audience. At Olo, you can rest assured that your brand will look its best.

● **Branding**

Our branding services are designed to help you create a strong and consistent brand identity that will help you to stand out from the competition. We understand that a strong brand is more than just a logo or a tagline, it's a culmination of everything your business stands for, and how it's perceived by your customers. We will work closely with you to understand your business, your target audience, and your goals, and use this knowledge to create a brand strategy that will help you to achieve your business objectives.

● **Social Media Design & Content Creation**

Our social media design service helps businesses to create visually aesthetic and engaging social media content that will help them to connect with their target audience and achieve their business goals. From social media graphics, to infographics, to animated content and more, we have the expertise to create stunning designs that will help your business stand out on social media. With our help, you can create a consistent and engaging social media presence that will help you to build brand awareness, increase engagement and drive conversions.

● **Digital & Traditional Advertising**

Our advertising design service helps businesses to create visually striking and impactful advertisements that will help them to connect with their target audience and achieve their business goals. Whether it's print, digital or outdoor advertising, we have the expertise to create designs that will grab the attention of your target audience and communicate your message effectively. We understand the importance of effective advertising and we make sure that our designs are optimised to catch the attention of the audience, communicate the message clearly and leave a lasting impression.

● **Product Design**

Our product design service helps businesses to create innovative and functional product designs that stand out in the market. We specialise in creating designs that are not only visually appealing but also speak directly to the target market in question. Stand out in the shelves with cohesive and eye-catching branding.

● **Illustration**

Our illustration service helps businesses to create visually striking and impactful illustrations that will help them to connect with their target audience and achieve their business goals. We specialize in creating a wide range of illustrations such as character design, infographics, technical illustrations, and more that aligns with your brand's style and message. We use a variety of techniques such as digital, traditional or a combination of both to create high-quality illustrations that will help you to stand out in the market.

● Website Design & Development

Our website design and development service is all about creating websites that not only look great but also work seamlessly. We believe that a website is more than just a digital brochure, it's an opportunity to connect with your audience, showcase your brand, and drive conversions.

● Website Maintenance

Our website maintenance service is designed to keep your website running smoothly, so you can focus on growing your business. We understand that a website is a critical part of your online presence, and downtime can cost you money and customers. That's why we offer a range of maintenance services to keep your website up & running.

● Landing Page Design & Development

Our landing page design and development service is all about creating high-converting pages that drive results. We understand that the landing page is often the first impression a potential customer has of your brand, and we take that seriously.

● Application Design & Development

Our application design and development service is all about creating custom software solutions that meet the unique needs of your business. We understand that off-the-shelf software solutions can be limiting, which is why we work closely with our clients to develop tailored applications that help them achieve their goals. Our team of experienced developers and designers are experts in creating software that is intuitive, user-friendly, and optimized for performance. Whether it's a mobile app, a web app, or a desktop application, we have the expertise to bring your vision to life.

Social Marketing & Lead Generation

● Single Channel Digital Marketing & Lead Generation

Want to market your brand on social media but not sure where to begin? Don't have the budget to market across multiple channels? We work closely with you to identify the perfect social media channel to meet your ideal target market, and start converting them into paying customers through top-notch lead generation.

● Multi Channel Digital Marketing & Lead Generation

Market your brand digitally with social media across multiple platforms, such as Facebook, Instagram, LinkedIn & Twitter. Our social media digital marketing service is all about connecting your brand with your target audience on the platforms they use most. Making use of multiple digital marketing channels is the best choice for any business seeking success in the online world.

● Google Advertising

Our Google advertising service helps businesses increase visibility and drive more qualified traffic to their website. We use Google Ads, the platform that allows businesses to create and run online advertisements, to reach potential customers at the right time and place. Our service includes creating ad campaigns, choosing keywords, and targeting specific demographics. We use advanced analytics to measure the performance of the ads and optimize them for better results. Our service is designed to help businesses increase their online visibility and drive more targeted traffic to their website, resulting in increased sales and revenue.

● Pay-per-click Advertising

Our pay-per-click (PPC) advertising service is designed to help businesses increase their online visibility and drive more targeted traffic to their website. PPC advertising is a form of online advertising where businesses only pay when a user clicks on their ad. We use platforms such as Google Ads, Bing Ads, and Facebook Ads to create and run PPC campaigns. Our service includes creating ad campaigns, choosing keywords, targeting specific demographics, and monitoring performance. We use advanced analytics to measure the performance of the ads and optimize them for better results.

● Search Engine Optimisation (SEO)

Our search engine optimization (SEO) service helps businesses improve their online visibility and drive more targeted traffic to their website. SEO is the practice of optimizing a website's content and structure to improve its ranking on search engines such as Google, Bing and Yahoo. We use a combination of on-page and off-page optimization techniques to improve a website's visibility on search engine results pages. Our service includes keyword research, technical SEO optimization, content optimization, and link building. We use analytics tools to track the progress of the website's ranking and make necessary adjustments to improve the results. Our SEO service is designed to improve website's visibility, drive more organic traffic and increase revenue.

Photography & Videography

● Location Photography

We understand that a great photo is like a great story, it needs to be told in just the right way. We work closely with our clients to understand their unique vision and create photographs that not only look great but also tell the story they want to tell. From scouting the perfect location to capturing the final shot, we're there to guide you every step of the way and make sure your photos are the envy of the industry. With our location photography service, businesses can expect stunning shots that will make their competition see stars.

● Product Photography

Are you tired of mediocre product photos that make your products look like they were shot with a potato? Look no further, because our top-notch product photography service is here to save the day! Our expert photographers will make your products look so good, you'll want to buy them yourself. We'll make your products look like they're straight out of a magazine, and they'll pop off the pages and into your customer's shopping cart.

● Content Creation

In need of high-quality, visually stunning content to elevate your brand? Our content creation photography and videography service offers the professional expertise you need. Whether through expertly crafted photography that showcases your products in the best light possible, or through visually engaging videography that brings your brand to life, we'll work with you to create content that sets you apart. With a focus on professionalism and attention to detail, we'll ensure that your content stands out in a crowded market.

● Commercials

Looking for a video production that will make your commercial stand out from the crowd? You're looking in the right place. We'll take your concept and turn it into a cinematic masterpiece that'll leave your audience on the edge of their seats. Whether it's a comedic take on your brand or a visually stunning spectacle, we'll make sure your commercial is anything but ordinary. With a touch of tongue-in-cheek humor and a whole lot of professional expertise, we'll make sure your commercial is a hit. So, don't settle for average, let us help you make an impact.



Testimonials.



"Working with Olo was a game-changer for our business. Their creative thinking and innovative approach helped us stand out in a crowded market and reach new customers. We couldn't be happier with the results."

DR IVAN MARX - DR MARX INC.



"We've been working with Olo Marketing & Innovation for several years, and they've become an integral part of our team. We highly recommend them to any business looking for a partner who can help them achieve their goals."

TRISTAN RENS - BRAVADO GAMING



"Olo Marketing & Innovation helped us launch a new product line, and the results were phenomenal. Their research and insights helped us identify the right market for our product. We're excited to continue working with them on future projects."

KAM NAIDOO - SPHINX BEAUTY



"We worked with Olo to help us rebrand our company, and we were blown away by the results. They took the time to truly understand our values and vision, and they created a brand that perfectly captures who we are. We're so proud of our new look!"

EVADNE MARX - PORCELAINHEART STUDIO



"The Olo team helped us transform our outdated marketing strategy and take our business to the next level. Their creative ideas and strategic thinking helped us connect with our customers on a deeper level, and their innovative approach helped us stay ahead of the competition."

TRISTAN MACKAY - CATALYST HEALTH



"Working with Olo was a breath of fresh air. Their team took the time to understand our business and our goals, and they created a customized marketing strategy that perfectly aligned with our vision. Their passion for innovation and creativity was infectious."

KARLA MULDER - KARLA'S KAKES



MARKETING & INNOVATION

WE SELL VIBES.



The End.

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