



# **BAYNET FUSE** **BUSINESS** **PROPOSAL**

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ONLINE MEDIA AND DIGITAL ADVERTISING AGENCY

[www.baynetfuse.com](http://www.baynetfuse.com)



# INTRODUCTION

Baynet Fuse Limited is Africa's fastest growing Online Media & Digital Advertising Company with over five (5) years hands-on experience in managing top brands in Nigeria and Africa.

Our business strategy is geared towards building and driving custom digital advertising services for different brands while ensuring that our ideas resonate with all traditional advertising approaches bearing in mind all stakeholders interests.

Our goal is to help brand owners achieve their online and offline advertising objectives by focusing on the bottom-line using relevant media tools.

We are here to give you a mind blowing digital advertising ideas, that would move your business forward.



## OUR VISION

To be a Unicorn in the Digital Media Advertising Industry in Africa.

## OUR MISSION

To Ignite Digital Revolution in businesses through the provision of Disruptive Advertising Services across Africa

## OUR CORE VALUES

Passion • Innovation  
Technology • Leadership

# who we are



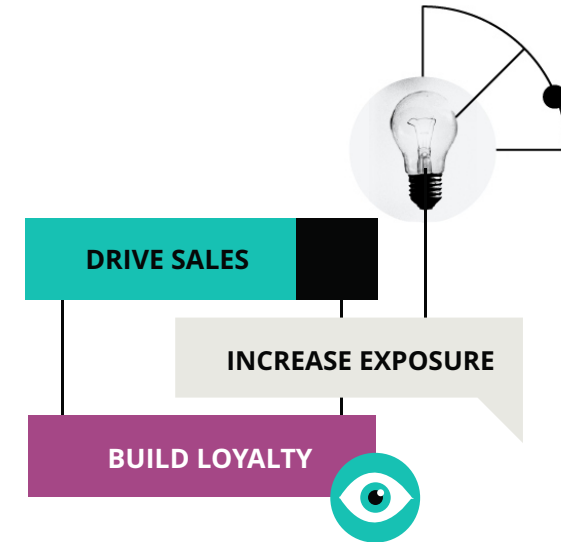
We are a full-fledged digital media technology company that is 100% creative and built on ideas.

We are resourceful, self-driven and eager to take-on your project to success. our aim is to improve the scope of digital advertising in Africa by enhancing the marketing process of all corporate organizations using relevant technology tools.

We are here to collaborate with you to drive your business objectives forward, while ensuring continuous business growth in your category or industry.



# WHAT WE DO



## ONLINE MEDIA

We play big on the Digital Media space. Depending on your corporate values and business objectives, We'd position your brand on top premium platforms for the right media attention regardless of the content category.

## DIGITAL ADVERTISING

We connect brands with their target market across relevant digital platforms including Social Media, Programmatic, and other digital media platforms as it relates to your business.

## MEDIA STRATEGY

We provide you with a unique Go-To-Market Advertising Strategy, that would help you project your business ahead of your competitors using relevant digital resources. We believe through us, your brand will attain success.

## COMMUNITY MANAGEMENT

For retail brands owners, managing your online community might be too cumbersome for you but not for us, we will engage your audience, maintain consistent communications and ensure all your users/customers are adequately attended within time.

# OUR SCOPE OF WORK



## ONLINE MEDIA

- Online Advert Placement
- Creative Designs
- Landing Page Designs
- Video Productions
- Analytics & Web Tracking



## COMMUNITY MANAGEMENT

- Social Media Management
- PR Management
- Content & Script Writing
- Third-Party Blogging



## MEDIA STRATEGY

- Media Planning & Buying Services
- Media Tracking & Management
- Programmatic Advertising
- Influencer Campaign Activation



## DIGITAL ADVERTISING

- Performance Advertising (Leads, Website Clicks, Website Sign-Up, Conversion, App Download)
- Social Media Ads
- Pay Per Click Ads
- Display Ads
- Videos Ads
- Rich Media Ads

# SOME OF OUR WORKING TOOLS

woop

slack

Alexa

Trello

Google  
Search Console

Hootsuite™

Google Ads

Facebook  
Business  
Manager

mentionlytics

adleep™

Google  
My Business

SimilarWeb

Twitter  
Advertising

HubSpot

Display &  
Video 360

Google Trends

LinkedIn  
Analytics

Constant Contact

Data Studio

Google  
Webmaster  
Tools



# WHAT SETS US APART

Our team are well trained to give you value for your money, they're well grounded to take your brand to the next level. We take employee's development as a bedrock to building a strong and successful business. Our team get relevant training in their areas of specialization and we ensure they get certified after their training





# BRANDS WORKED WITH

We collaborate with other media agencies to leverage new opportunity as well as to help you achieve better result.



# OUR RESOURCES

- We have a team of young and active professionals who have understanding of the role of media in the overall business mix.
- Our good relationship with top publishing partners and other media partners in Nigeria and Africa is one of the values our clientele leverage on.
- We implement Ad-Technology that ensures all metrics are properly tracked, to ensure our clients meet their advertising objectives and business goals.
- We use relevant business tools that would ease your business processes, make work easier for your team while ensuring smooth transition at anytime.



# WHY BAYNET FUSE?

- We have increasing years of experience of the overall media mix in Nigeria and Africa at large.
- We take relationship management as core part of our business, our client is the first in what we do.
- We have a strong understanding of consumer behaviours across different digital channels, be rest assured that we will create a tailored service that will help you meet your business objectives.
- We have motivated team who are ready to take on your project within short time and ensure we deliver on agreed KPIs.
- We treat your business like it is ours. We take initiatives in your best interest so your business can attain a high profitability.



WE ARE A

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AWAY FROM YOU

**CONTACT US TODAY**

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