



Rates & Services  
COMPANY PROFILE

A powerful results driven collective of designers, developer, and digital marketing experts you will love working with!

# Hello there

We are Black  
Panther Digital



REINVENTION



EXPANSION



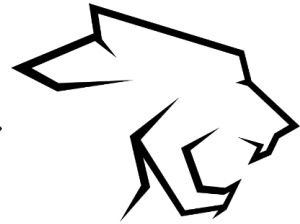
PERFORMANCE



BOTTOM LINE



We are Black  
Panther Digital



For us, it's alchemy. Our work is creatively exceptional; our thinking sums up ingenuity, and as much as it sounds like magic, we've got the lowdown to a science!

## WHO WE ARE

We are a digitally led group of freelance storytellers, inventors, and technologists who create avant-garde solutions and digital programs from the ground up. We build your brand story by bridging the gap between traditional media and the brave new world of digital.

By infusing creativity and technology, we help expand our clients' businesses. We are fanatical about our work and leverage technology to achieve your goals, not for the sake of technology.

Our Black Panther Digital's stack works with bleeding-edge new technologies based on many different languages. We leverage the mix of the ever-evolving world of technology, the latest tools, and leading industry best practices, leaving you to solely focus on what matters most: running a successful business.

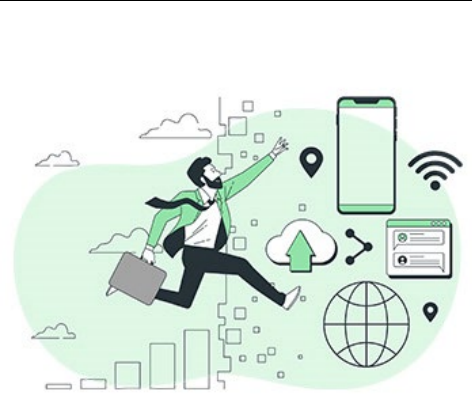
Team of 5  
freelancers

<http://www.blackpantherdigital.com/>



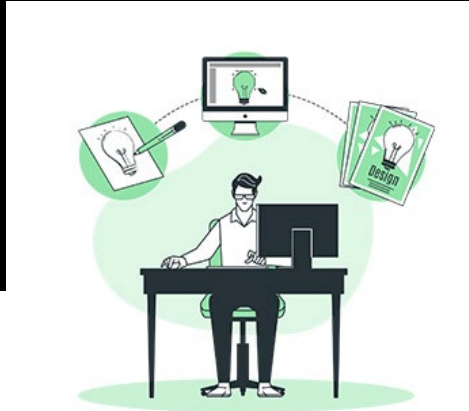
Black  
Panther  
digital

# HOW WE WORK



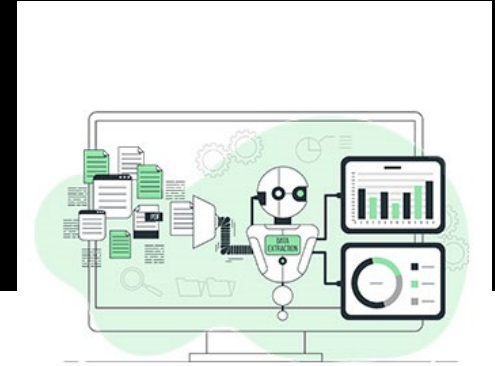
## DIGITAL FIRST

We audit your UX to identify its points of success as well as make the necessary improvements to most effectively deliver your solution.



## CREATIVE SECOND

We bring the creativity and hustle you need to stand out and perform in every medium in an increasingly complex media environment.



## DATA & METRICS

We also provide in-depth and easy-to-understand analytics that give you actionable insights to optimize your campaigns.

We can help you establish industry brand identity, brand visibility, and brand authority.

## OUR STRATEGY

We spend our lives conceptualizing, strategizing, and immersing ourselves in your business through strategic digital marketing intelligence and services.

By understanding your goals, researching your customer's needs, and deep analysis of data to find insights we arrive at the strategy, and that forms the foundation for our collaboration.

We are only concerned with improving, transforming, and generating powerful online marketing and brand awareness results that grow your business, maximize audience engagement & conversions, and provide a successful and sustainable digital online presence.

>> Each project is uniquely crafted, utilizing a combination of tailor-made, clean, and functional design elements.

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>> We prioritize relevant content to attract the right visitors, helping them discover and connect with your brand and unique offerings.

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>> A professionally optimized content-driven website makes the customer journey easier for prospects to discover your site, purchase products, and request services.

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>> We turn your ideas into a powerful, affordable web and mobile app, boosting sales and captivating your audience with our magical allure..



# EXPERTISE & AWARDS

## PERFORMANCE DIGITAL MARKETING

We provide services in brand and content strategy, smart SEO, paid advertising, and production.

## BRANDING, GRAPHIC DESIGN

We specialize in multimedia design, corporate identity, and 3D animation & motion graphics services.

## FULL STACK WEB DEVELOPMENT

We offer comprehensive full-stack web development services to bring your digital projects to life from concept to implementation.

Portfolio

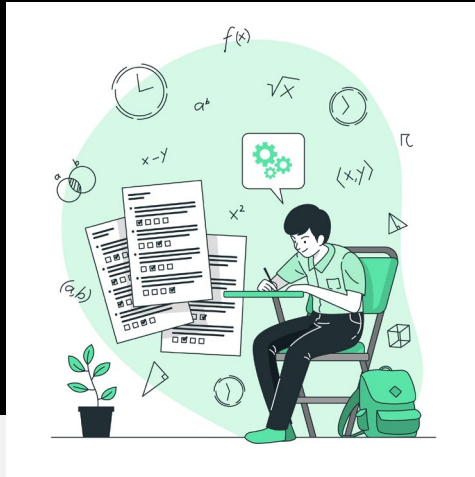


2023 Award Winning company for Web Development, and SEO Services



2021 Award Winning company for content marketing, and Web Development Services

# MORE ABOUT US



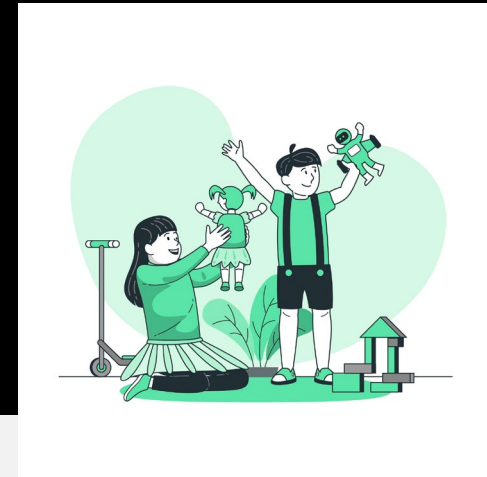
## A CLIENT FIRST POLICY

We audit your UX to identify its points of success as well as make the necessary improvements to most effectively deliver your solution.



## TRANSPARENCY & RELIABILITY

Black Panther Digital is one of the top-rated digital outfits on Google My Business. A big THANKS to all our valued clients!

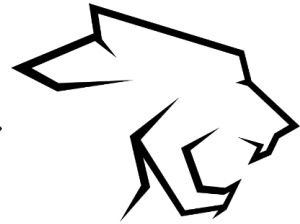


## A PERSONALIZED NEEDS APPROACH

Our Black Panther Claw provide customized packages based on your goals, budget, and preferred collaboration style (package, hours, training, or support). Just let us know your needs, and we'll take care of the rest.



We are Black Panther Digital



Let us create a custom website for you that perfectly represents your brand and showcases your unique value proposition.

Your vision, it's our job to turn it into reality!

Beyond local offering. If you are after outsourcing your web development and digital marketing, you've come to the right place!

## A LITTLE MORE ABOUT US

Based in Cape Town, South Africa – Black Panther Digital is a bunch of coffee drinking, late sleeping, creative thinking, tech savvy, boundary pushing, table shaking independent freelance specialists.

We are the first call for every outrageous, unthinkable, and unknown possibility in the field of digitally immersive experiences.

We are a passionate bunch who breathe, eat, sleep digital marketing with our core focus on designing and developing beautifully scalable world-class web and mobile solutions with highly competitive rates on the internet.

We endeavour to become your business partner, not just your developer.





# OPTIMIZED ONGOING

Many digital agencies offer "set it and forget it" solutions, but we don't operate that way. Our specialized collective of independent contractors/freelancers, known as our Black Claw team, operates uniquely. Each specialist integrates their specific skill set on a project-to-project basis, depending on the client's scope of works.

We rely on our expertise and available information to develop a digital marketing strategy and put it into action, but our efforts don't stop there. We execute ongoing marketing initiatives, using analytics and customer feedback to continually enhance the profitability of campaigns over time.

Performance Tracking involves using data to better understand Masterclass's targeted audiences and existing customers, optimizing its marketing strategies over time. Our services are designed to ensure your online success and maximize your resources; every rand of your digital marketing budget is effectively utilized by leveraging our SEO strategy and expertise.

We deliver real and measurable ROI by providing top-notch SEO, PPC, Web Design, Social Media, and Reputation Management services.



# SERVICES & ESTIMATES



## SCOPE

CI (Corporate Identity)

from R6,999 Excl. Vat

Packages 

### Brand Development:

Create a cohesive corporate identity with a logo.

### Collateral Design:

Design business collateral, including letterheads and business cards.

### Brand Guidelines:

Establish guidelines for consistent brand usage.

### Visual Integration:

Implement the new identity across digital and print materials.

## SCOPE

Web Development (CMS, Shopify)

from R7,999 Excl. Vat



Packages:



Packages:



### Website Development:

Design and code a visually appealing, user-friendly site with clear navigation.

### Content and Multimedia Integration:

Develop and integrate engaging content, optimized for SEO.

Incorporate multimedia elements like images, videos, and infographics.

### Functionality and Features:

Include requested features and third-party tools for enhanced functionality. Ensure seamless operation across devices and browsers through rigorous testing.

### Customization and Branding:

Tailor the site to reflect the client's brand identity with colors, logo, and unique design.

Provide a branded online presence that aligns with the client's business values and goals.

# SERVICES & ESTIMATES



## SCOPE

Content  
Creation  
from R3,999 Excl. Vat

Packages 

### Content Strategy:

Develop a strategic plan and editorial calendar aligned with client goals.

### Creation and Optimization:

Produce high-quality content optimized for SEO.

### Brand Consistency:

Ensure content aligns with brand guidelines and maintains consistency.

### Performance Tracking:

Implement analytics for tracking and provide regular reports on key metrics.

## SCOPE

Social Media  
(Community  
Management)  
from R3,999pm Excl. Vat

Packages 



### Social Media Strategy:

Develop a strategy and content calendar aligned with client goals.

### Content Creation and Management:

Generate engaging content and manage social media profiles.

### Community Engagement:

Foster positive interactions and encourage user participation.

### Performance Reporting:

Track metrics, providing regular reports with insights for improvement.

# SERVICES & ESTIMATES

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Panther  
digital 

## SCOPE

SEO (On-  
page/Off-page)

from **R3,999pm Excl. Vat**

Packages 



### On-Page Optimization:

Implement keyword-rich content, meta tags, and structural improvements. Enhance internal linking for a search engine-friendly website.

### Off-Page Strategies:

Build reputable backlinks and leverage social media for increased online authority.

### Content Development:

Create and optimize relevant, keyword-rich content aligned with SEO goals.

### Performance Tracking:

Utilize analytics to monitor website performance and provide regular insights for improvement.

## SCOPE

Videography  
(Kickstart,  
Corporate  
Explainer, Web  
videos)  
Management)

Submit brief  
for costing



**Kickstart Brilliance:** Engage your audience with compelling videos.

**Corporate Excellence:** Elevate communication through powerful visual storytelling.

**Explainer Mastery:** Simplify complex ideas with impactful explainer videos.

**Web Video Dynamics:** Boost your online presence with captivating web videos.



# SERVICES & ESTIMATES

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digital 

## SCOPE

Ad Campaign  
Establishment, Oversight,  
and Analysis

Submit brief  
for costing



Google Ads

### **Ad Campaign Development:**

Design and create engaging Google and Facebook meta ads tailored to client objectives.

Craft compelling ad copy and visuals that resonate with the target audience.

### **Targeting and Audience Optimization:**

Define and refine target demographics and audience segments for precise ad targeting.

Implement strategies to optimize audience engagement and reach on both platforms.

### **Budget Allocation and Bidding Strategies:**

Determine an appropriate budget for Google and Facebook meta ad campaigns.

Optimize bidding strategies to maximize ad visibility and cost-effectiveness.

### **Performance Tracking and Reporting:**

Utilize analytics tools to monitor ad performance, track key metrics, and assess ROI.

Provide regular reports with insights and recommendations for ongoing campaign optimization.



# SERVICES & ESTIMATES

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## SCOPE

Technical Optimization  
(Security, maintenance,  
optimization):

from R1,199pm Excl. Vat

Opt for service



**Google Tools Integration:** Set up and integrate essential tools like Google Listing, Webmaster Tools, AdWords, and Google Data Studio for seamless operation.

**Social Media Connectivity:** Link all social handles to the website, integrating Facebook Meta (Facebook Pixel) for future campaigns, data-driven insights, and reporting.

**SEO Compliance:** Implement penguin-proof technical SEO standards to prevent search engine penalization, submitting a new sitemap for enhanced visibility after revisions.

**Resource Optimization:** Utilize plugins like WP Rocket to clear caches and ensure no unnecessary resource draws from external sites or theme/template manufacturers.

**SSL Certificate and Sitemap Submission:** Secure the website with an SSL certificate and submit the sitemap to search engines for comprehensive coverage.

**Staging Implementation:** Implement the project in a staging environment for a smooth transition, conducting thorough testing and accommodating change requests for flexibility.

**Production Integration:** Integrate the finalized project into the production environment for seamless handover.

# ADHOC SERVICES

- Paid Advertising: Including Smart Display, Programmatic Advertising, and Mobile Marketing
- Digital Lead Generation, Native Campaigns, Content Syndication, and Affiliate & Influencer Marketing
- Multimedia Content Creation: Web Adverts, Kickstart Videos, Explainer Videos, and Photography
- Brand Activations and Events
- Mobile App Development for Android and iOS
- Traditional Advertising across Radio, TV, and Billboards
- Public Relations Services
- Executive Profiling and Reputation Management





# THE GURU WITH THE SHADES

Philip Jo McDonald

Hi. My name is Philip Jo, founder of Tonik and Black Panther Digital. I am a top-performing designer, front-end developer, content creator, SEO, and PAID Ads specialist with a passion for digital marketing.

As a unicorn SEO optimizer, I use innovative strategies to create digital content that engages and resonates with your audience.

My skill set represents a unique approach to marketing that utilizes a range of digital channels to drive consumer engagement, develop your brand, and, most importantly, enhance your bottom line and ROI.

My work reflects my passion, creativity, and love for design, web development, and new media.

Whether it's your website, a new app, Google Ads, stellar SEO, or content that captivates, you can depend on me to execute and deliver impeccable work for your projects, always on time and within budget!

[Curriculum Vitae](#)





# TESTIMONIAL

## Jackie Aylett

Flexiroam Africa

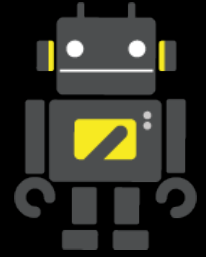


Collaborating with Black Panther Digital has proven to be an exceptional journey in the realms of digital marketing and website development. Philip Jo and his adept team exhibit an impressive blend of knowledge and skill, coupled with an unwavering attention to detail. Their full-service digital marketing proficiency is seamlessly delivered with a mix of intelligence, creativity, and undeniable value.

Demonstrating remarkable responsiveness, the team invested time in comprehending our company's mission and objectives, particularly in launching our globally successful brand in South Africa. Their approach is marked by highly personalized service, consistently keeping a vigilant eye on performance metrics and industry best practices.

Black Panther Digital has not only met but surpassed all our predetermined goals. We eagerly anticipate entering subsequent phases of collaboration with the agency to further enhance our ROI, brand positioning, and business development strategies.

Without hesitation, we recommend this outstanding team of diligent and top-notch professionals as invaluable partners in promoting our brand and advancing our online business development strategies.



## Contact Details:

### Our Address

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### This is our website

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





LET'S START A  
PROJECT!

WE'RE READY TO WORK FOR YOU