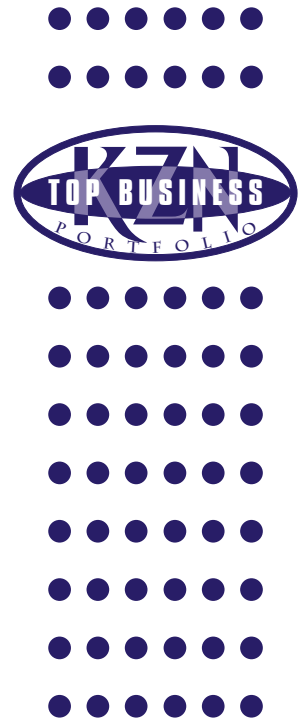


# TOP BUSINESS PLATINUM MEMBERSHIP

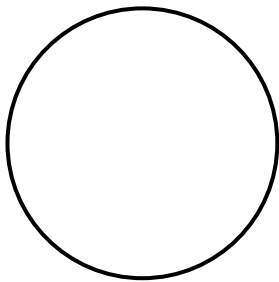


**20** V  
**22** O  
L  
1



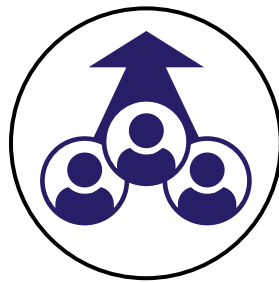
# MODERN DAY PRESSROOM

It's not **WHAT** we do.



## BUSINESS PRIORITIES

- ▶ Showcasing expertise, authority, and building trust
- ▶ Enhanced accessibility for a broader audience



## ADDED PRIORITIES

- ▶ Increased organic search traffic
- ▶ Boost your SEO and traffic



## THE BRAND

- ▶ Expanded brand awareness
- ▶ Clearly defined brand personality
- ▶ Increased social media engagement and PR results

Networking, collaboration with content management.

It's **WHY** we do it.

# WHAT WE OFFER

**PRESSROOM SERVICE:** Creating an effective brand identity through compelling storytelling.

## PRESS RELEASES

- ▶ Upload release/articles to your company blog on your profile on the Top Business website
- ▶ All release/articles archived for search engine optimisation
- ▶ Loading of videos to KZN Top Business YouTube Channel

### BLOGS

- ▶ KZN Top Business
- ▶ KZN Chambers' Business Sense
- ▶ ZambeZZI.com

## REPUBLISHING

- ▶ KZN Google Business
- ▶ KZN LinkedIn articles and groups
- ▶ KZN Facebook page
- ▶ Instagram page
- ▶ YouTube channel

## EMAILING

- ▶ The subscribed email database consisting of over 55,000 business executives
- ▶ Your organisation may email 4 tailored emails per month
- ▶ The email campaigns are coordinated with your account executive and sent out on a prearranged schedule

## YOUTUBE CHANNEL

All videos and promotional material uploaded on the KZN Top Business YouTube channel and shared with all our social media for maximum exposure

## MASTERCLASSES

- ▶ Two master classes screened live on our YouTube channel per annum
- ▶ Pre-masterclass promotion consisting of articles published on social networks
- ▶ Postproduction articles and social networking





## KZN TOP BUSINESS PORTFOLIO

The **KwaZulu-Natal Top Business Portfolio's** ongoing success has been achieved through the use of a number of methods including a comprehensive and well ranked multimedia website which is well optimised on a variety of search engines, an A5 hard copy handbook as well as a digital version, social media tools and a growing series of videos.

### The **Top Business Portfolio:**

- ▶ Provides an opportunity to both emphasize your contribution to the province's economy and market your products and services
- ▶ Reaches a targeted audience of potential international investors and local companies and organisations at extremely competitive rates
- ▶ Highlights news, developments and opportunities through regular e-mails that are sent to an established database
- ▶ Ensures that your brand is kept visible through content search engine optimisation (SEO) services. On-page SEO involves everything that audiences see on the website and the various social media platforms we use. Off-page SEO is driven by the ranking of the various channels and the traffic that is driven to these channels.

The **KZN Leaders Portfolio** (online only) is a natural progression from the KZN Top Business Portfolio. Each leader featured has in-depth experience in their particular field as well as much insight into business management and leadership.

## THE AWARDS

The **Standard Bank KwaZulu-Natal Top Business Awards** now in their sixteenth year, is a gala event that celebrates business excellence in KwaZulu-Natal. The Awards recognise companies and organisations that integrate responsible business practice into their operations, resulting in a positive impact on the economy, community, and workplace, creating a better life for all in KZN.

For more information visit [www.kzntopbusiness.com](http://www.kzntopbusiness.com)

## KZN MASTERCLASS WEBINAR SERIES

In order to be serious about success in the coming years we need to put an emphasis on educating our customers.

Consumers now want more information, not just a hard sell. The KZN Masterclass series are an opportunity to set yourself apart by providing your stakeholders, clients and customers with content that educates them and answers their questions. This way you'll be less likely to lose potential customers because they feel like they don't know enough about what you offer or how your product or services can work for them.

## PLATINUM MEMBERSHIP

# R 9995

**Discounted Annual Subscription**  
(Total Worth: R87 000)

- ✓ KZN Top Business Portfolio (Print & Digital) **10 copies (of KZN Top Business)**
- ✓ Bespoke Bookmark
- ✓ KZN Company & Leaders digital profile on Top Business website
- ✓ Posts on blogs **20 Posts (Per Month)**
- ✓ Email Campaign & Campaign Analytics **4 Campaigns (Per Month)**

MONTHLY SUBSCRIPTION: **R980.50**

## THE HOW

You will be allocated an account executive who will facilitate this process.

Contact, Tracy Engelbrecht

Tel: 063 283 9388 or

082 877 7906

E-mail: [tracy@topbusiness.co.za](mailto:tracy@topbusiness.co.za)

## TOP BUSINESS EDITORIAL

Your profile will consist of an A5 double-page editorial of about 800 words. As a guide the following information may be included in your company profile:

- ▶ The company/organisation's position as a sector or market leader
- ▶ Description of the company/organisation's services and products
- ▶ The company's/organisation's contribution to the KZN economy

## PROCESS

- ▶ The article can be written for you, if required, based on information supplied or through an interview
- ▶ The material will be sent to layout and then back to you for approval
- ▶ Any amendments requested will be addressed
- ▶ The pages will be returned to you and must be approved for publication/print by you

## YOUR LOGO AND PHOTOS

To assist in producing a high-quality product, please supply:

- ▶ Two photos of operations/products
- ▶ Head and shoulder photos of your top management (CEO & MD)/ team photo
- ▶ The photos must be sent as high resolution 300 dpi jpegs, to ensure that they are a print quality
- ▶ Print quality logo

Editorial contact, Gayle Adlam

Tel: 083 653 0465

E-mail: [gayle@mweb.co.za](mailto:gayle@mweb.co.za)