

729AM

**CAPE PULPIT
KAAPSE KANSEL**

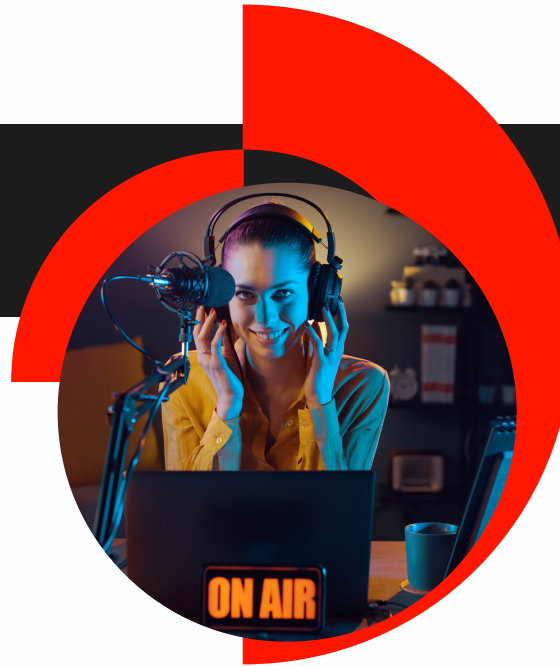


BUILDING BRAND AWARENESS

COST-EFFECTIVE STRATEGIES FOR DTART UPS

Prepared by

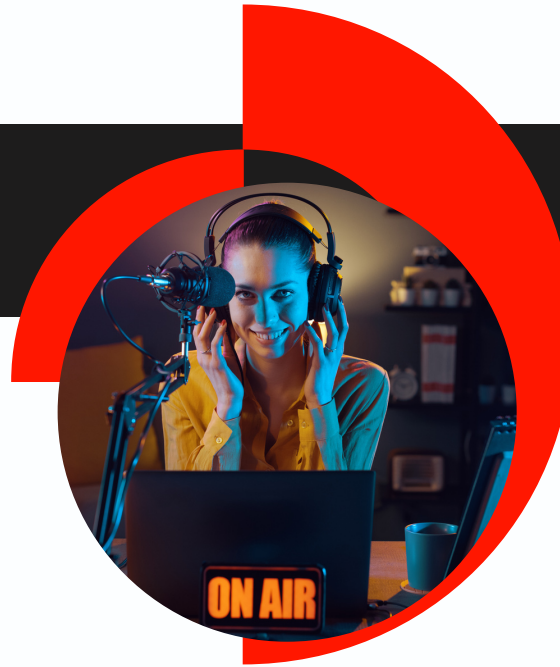
Leah Naidoo



CONTENT

- Introduction
- Building Brand Awareness
- Creating a Strong Brand Identity
- Advertising on a Budget
- Innovative Branding Techniques
- Brand Positioning
- Conclusion
- Q&A





WHO ARE WE?

Radio Cape Pulpit is an established, reliable and relevant media voice and preferred Christian radio partner in South Africa and beyond. With more than four decades of broadcasting experience, this trusted brand is a welcome voice in households and businesses across the country. As an agile and fast adaptable media company in the digital era, radio Cape Pulpit produces and broadcasts radio programs, supported by publications and digital, social, and electronic media. Our multi-lingual listener base of more than 130 000 listeners stretches across generations and includes both growing local and worldwide audiences.



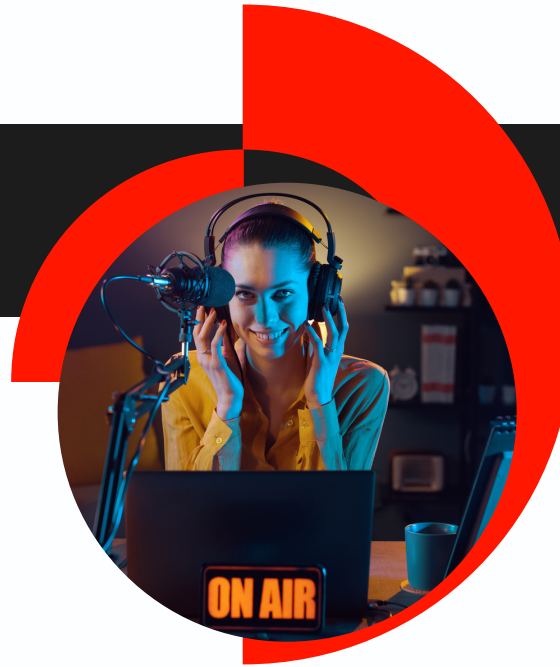


YOUR HOST

Business-minded entrepreneur with 9 years of experience in the brand & advertising industry. Skilled in marketing, advertising, strategy, design, social media management, brand building and creative direction. Graduated from Vega The School of Brand Communications.

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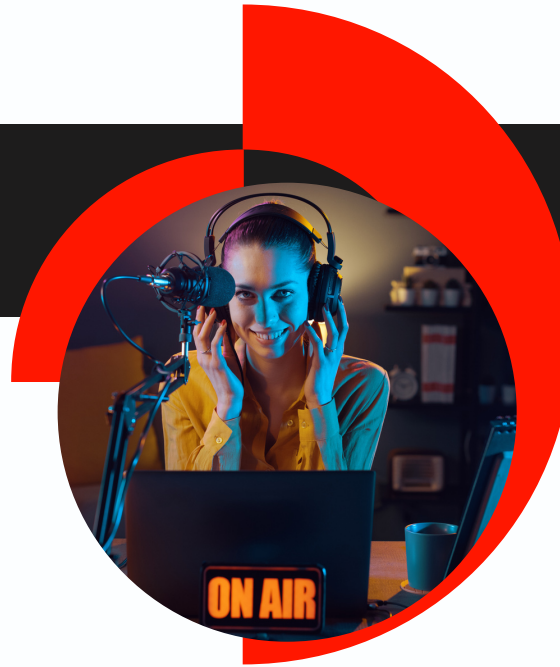




BUILDING BRAND AWARENESS

- What brand awareness is and why it's important?
- Strategies for building brand awareness, such as social media marketing, influencer partnerships, and content marketing.

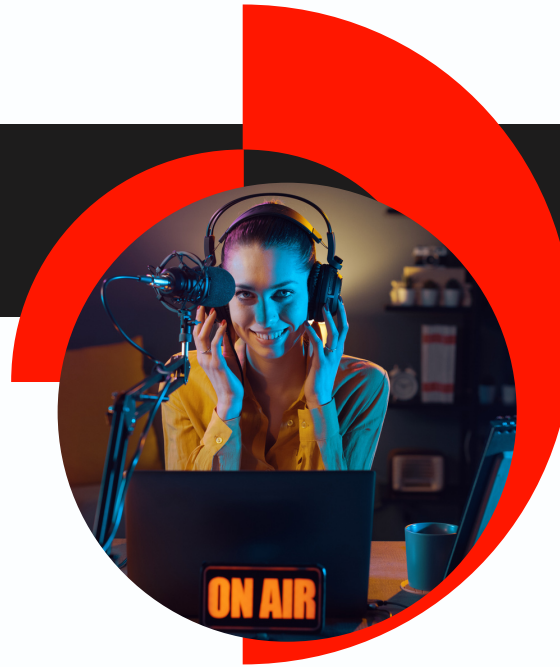




CREATING A STRONG BRAND IDENTITY

- What a brand identity is and why does it matter?
- Key elements of a strong brand identity are a memorable logo, consistent color scheme, and unique brand voice.

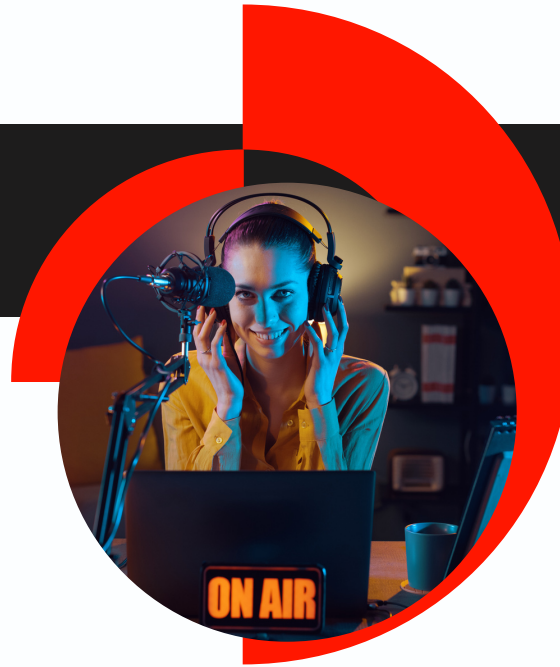




ADVERTISING ON A BUDGET

- Start up's face many challenges when it comes to advertising on a limited budget.
- Tips for cost-effective advertising





INNOVATIVE BRANDING TECHNIQUES

- Emerging branding trends and techniques
- How to incorporate these techniques into branding strategies?





BRAND POSITIONING

- What brand positioning and why it's important?
- Strategies for effective brand positioning.





MEDIA AVAILABLE

radio

Advertising on the Cape Pulpit 729 airwaves can be done in the following ways:

- **Live reads**

presenters can read a written ad, that has been approved by Cape Pulpit.

- **Pre-recorded ads**

These are ads that have been written and recorded, that can be played during certain programmes, in the scheduled slots. slots are determined by Cape Pulpit

- **Interviews**

Clients can have live interviews on a predetermined programme

video

Advertising through video can be done in the following ways:

- **Reels**

Reel videos can be recorded, by client, according to CP guidelines to introduce their business/cause/event and informs viewers of their interview

- **Post videos**

These are videos created by client, that promotes their business/cause/event, that has been approved by CP and that adheres to CP guidelines.

website

Advertising on the Cape Pulpit 729 website can be done in the following ways:

- **banners**

Clients can provide a banner ad, that adheres to Cape Pulpit guidelines and specs, that is embedded with a link to their platform of choice

social media

Advertising on the Cape Pulpit 729 social media platforms can be done in the following ways:

- **Instagram**

Reels can be utilized to promote interviews. stories can be utilized to place ads and ads can be placed, through paid promotion, on the platform, but not on CP feed. Paid ad designs will be approved by CP

- **Facebook**

Ads can be placed on Facebook, through paid promotion. Static post ads can be placed directly onto CP Facebook page. All designs have to be approved by CP



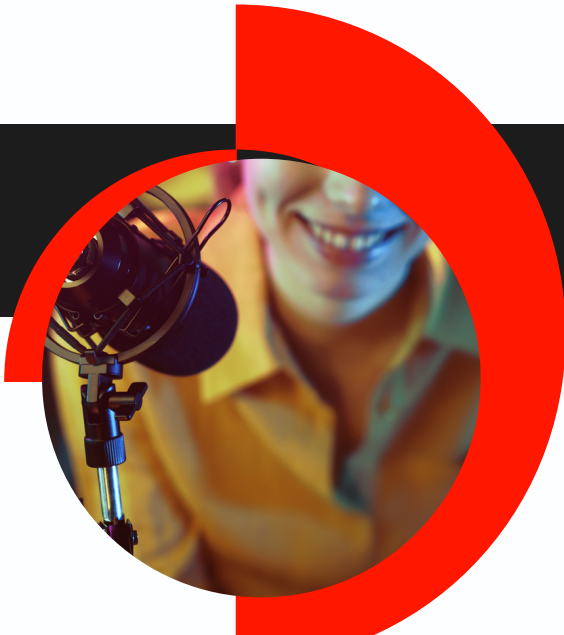
RATES

daily devotional publication	WORD FOR TODAY	YOUTH DEVOTIONAL
• <u>INSIDE FRONT/BACK COVER</u>	R13 500	sponsorship opportunity available
• <u>FULL PAGE</u>	R10 300	sponsorship opportunity available
• <u>HALF PAGE</u>	R5100	sponsorship opportunity available
• <u>QUARTER PAGE</u>	R2400	sponsorship opportunity available
• <u>DOUBLE PAGE SPREAD</u>	R17 300	sponsorship opportunity available
• <u>STRIP ADVERT</u>	R750	sponsorship opportunity available



RATES

email	PRICE MONTHLY	ADDED VALUE MONTHLY
<ul style="list-style-type: none"> • <u>EMAILER</u> (sent to CP listeners) 	R3500	3x Facebook post
<ul style="list-style-type: none"> • <u>e-DEVOTIONAL MAILER</u> (sent to subscribers) 	R750	2x Facebook post & stories



RATES SMME

AWARENESS CREATION

Awareness Promo ACTUAL COST

• AWARENESS PROMO PACKAGE	R9022pm
• 4x DAY TIME LIVE-READS pm	R4702
• 4x FACEBOOK POSTS pm	R2160
• 4x INSTAGRAM STORIES pm	R1200
• 2x INSTAGRAM REEL pm	R960

R9022pm

Instagram REEL to mention Cape Pulpit colab and elaborate on product/service/event.
 Max 30sec.
 Subject to a 3- month contract
 T&C: design fees not included



RATES SMME

LEADS CREATION

Leads Promo ACTUAL COST

• 1x BUSINESS PROMO PACKAGE	R6236
• 1X THROW FORWARD	R414
• 1X SOCIAL MEDIA GIVEAWAY	R942
• 1X DRIVE SHOW INTERVIEW	R3800
• 1X INSTAGRAM POST	R540
• 1X FACEBOOK POST	R540

R6236 pm

Both the facebook and instagram posts will be to promote the interview and giveaway. Giveaway will be promoted on air during a drive show and posted to socials. Giveaway entry CTA will include the following of business social profiles and intern generate new leads for business.

T&C: design fees not included, Subject to a 3- month contract.



RATES SMME

REACH PACKAGE

Reach Promo ACTUAL COST

• 1x REACH PROMO PACKAGE	R11020 pm
• 5 PEAK TIME ADVERTS pm	R3925
• 5 DAY TIME ADVERTS pm	R3952
• 2 WEEKDAY EVENING ADVERTS pm	R1370
• 1X INSTAGRAM AD run for 1 week	R540 (R360 boosting)
• 1X FACEBOOK POST boosted for 1 week	R540 (R360 boosting)

R11020 pm

Both the facebook and instagram ads will be boosted to target audience.
 T&C: design fees not included
 Subject to a 3- month contract



REPORT DETAILS

- Reach of ad/post/reel
- Impressions of ad/post/reel
- interactions of ad/post/reel
- Cost per interaction of post/ad
- link clicks if link is attached
- ad created
- best performing ad/post/reel, if more than one is posted

