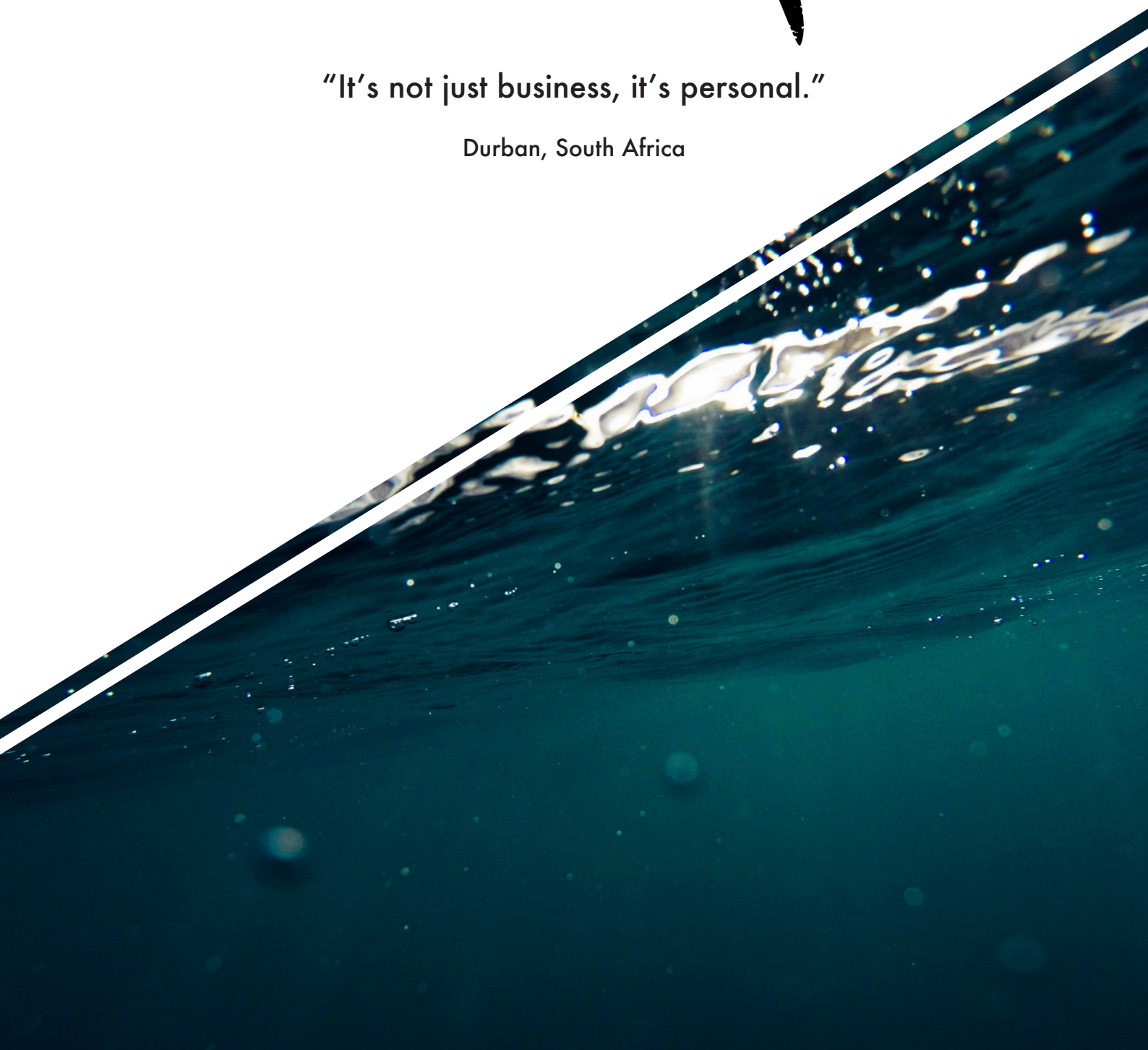




"It's not just business, it's personal."

Durban, South Africa



WHO WE ARE

"Shaun, it is unlikely that any agency owner will give an MBA graduate a junior position. Why don't you find a partner and start your own agency?" – Dorin Bambus, Co-Founder, Gorilla

... and so, an unsuccessful job interview with the MD of one of South Africa's leading Digital Marketing Agencies lead to the inception of Big Fish Media in 2015. Since then we have grown into a full service digital marketing agency that boasts robust relationships with it's partners, who are in turn supported by a highly motivated team of digital experts.

OUR PHILOSOPHY

At Big Fish Media we pride ourselves in adopting a personalised approach to each and every project. We believe in building long lasting business relationships founded on trust.

"Good relationships lead to synergy that in turn leads to outstanding results."

In a world of mass produced consumerist culture we strive every day to bring back the personal touch to digital marketing. This means that we maintain a flexible individualised approach to each and every customer, tailor making the optimal marketing solution to match their needs.

"Over the course of a game, the pro picks and chooses clubs based on the demands of the shot. Sometimes he has to ponder his selection, but usually it is automatic. The pro senses the challenge ahead, swiftly pulls out the right tool, and elegantly puts it to work." - Daniel Goleman, Leadership Guru.

This approach is most apparent in the adopted work culture at Big Fish Media. We have abandoned the traditional "employee" approach in favour of a diverse collection of highly motivated experts who are rewarded on Client satisfaction, meeting deadlines and exceeding expectations.

- "With Big Fish Media it's not just business, it's personal"

THE TEAM



1 Accounts Manager



1 Digital Strategist



2 Graphic Artists



2 Copywriters



2 Videographers



2 Social Media Co-ordinators



1 Pay Per Click Specialist



2 App and Web Developers

WHAT WE DO WELL

- Social Media Strategy Formulation and Implementation
- Social Media Community Management
- Social Media Campaign Planning and Management
- Copywriting and Content Creation

- Graphic Design and Branding
- PPC Management (Google Ads)
- SEO Management
- Web and Mobile Application Development

A FEW OF OUR PARTNERS PAST AND PRESENT

► AGRICULTURAL



► BUILDING AND CONSTRUCTION



► HEALTH AND SAFETY



► IT



► MINING



► PROPERTY



► ACCOMMODATION



► CONSULTING SERVICES



► GOVERNMENTAL



► INDUSTRIAL EQUIPMENT



► LEGAL SERVICES



► PUBLICATIONS



► RETAIL



► SPORTS AND LEISURE



► SPORTS AND LEISURE (RETAIL)



**Natal Caravans
& Marine** (EST 1960)
"One World Outdoors"

BasilManning
ACTIVE FISHING GEAR

► SECURITY



► TELECOMS



► UTILITIES



WHAT OUR CLIENTS SAY ABOUT US

iFish Tackle Wholesalers have been using Big Fish Media for all our marketing for a number of years and I must commend them on their efficient service and professional marketing strategies. Big Fish Media has been instrumental in creating brand awareness and demand of our products which has helped us grow our market share dramatically. Big Fish Media are a truly remarkable, personal and leading marketing resource which I would strongly recommend to any company.

- Jonathan Knight, MD – iFish Tackle Wholesalers PTY LTD

I have worked with Big Fish Media for the past year. During this time Shaun and his team have made an effort to partner with me, understand my business needs and provide relevant solutions. His team have gone above and beyond in promoting my business on digital platforms including Facebook, YouTube and Instagram. Shaun has also assisted with developing a world class website (suitable for desktop and mobile viewing) and setting up e-commerce capabilities - helping drive awareness, brand equity and sales for my business. I would not hesitate in recommending his services.

- Trenton Lamble, Owner – Vortex Fishing Kayaks.

We have found BFM an absolute pleasure to deal with. They quickly understood our needs and have exceeded our expectations in delivery to us. In addition to supplying the creativity we require, Shaun and his staff have always been extremely responsive and can be relied upon to deliver on their promises.

- Gareth Webster, Owner – KayakFish Australia

Big Fish Media is not a supplier but a partner as they work alongside us guiding us in our marketing efforts. Their service is exceptional and we look forward to growing with them by our side.

- Didier Macquet-Maurel, Commercial Director – NetVendor

Kleen-Tex South Africa is an established manufacturing company that has been around for over 25 years. We have been a behind the scenes company for all that time but we have decided to engage more with the public and bring our marketing strategy (or lack thereof) into the 21st century. This is where our relationship with Big Fish Media came about. Shaun and his team have really gone the extra mile in helping us to get our name on the map with respect to our social media footprint and now our web presence. Our clients are online so we needed to talk to them on the same playing field and thankfully now we can because of the awesome team at Big Fish Media. They form a relationship with you so you find yourself talking to a good friend instead of a soulless company at the end of the line. Would highly recommend these guys, they make it personal.

- Bevan Foulds, Manager – Kleentex

Basil Manning Fishing Equipment and iFish Tackle Wholesalers have been working with Big Fish Media for the past 3 years. We have found that our social media marketing managed by Big Fish Media, is far more professional than what we could have accomplished ourselves and gets the focus it deserves. We do not see Big Fish Media as an external company, but rather as an integral part of our management team. They are pro-active and creative and constantly come up with new ideas on how to reach out to more people with our campaigns and marketing initiatives. Their service is top-notch and their deliverables of superior quality.

- Kathy Wareham - Basil Manning

I just wanted to place on record our sincere gratitude for all that you and your very capable team have done for us in achieving our social media objectives. Your insight into how the world of social media ticks has been most valuable and has certainly saved us many hours of wasted time and money trying to manage this very important function in-house. I will have absolutely no hesitation what so ever in highly recommending Big Fish Media to any organisation looking to take their social media and web presence to the next level.

- Geoff Courtis, MD – Natal Caravans & Marine

Centa Group appointed Big Fish in April 2018 to handle our Digital Marketing Campaign which included development of the Centa website and Social media footprint. Shaun and his team not only provide an efficient and effective service, but it's great working with a team of people who are passionate about what they do and who are willingly go the extra mile for their clients. Big Fish come highly recommended by the Centa Group Team.

- Kim Botha, Marketing & Business Development Manager – The Centa Group

Working with Big fish Media has been a pleasure. In two years Big Fish have taken us from having zero online presence to the being ranked at the top of our field. The big fish team have become part of our family guiding us on all our media requirements. We look forward to growing alongside such an innovative company.

- Mathew Clack, Director – Geopractica

WHERE WE ARE GOING

Big Fish Media is primed for growth, although the trajectory is likely to defy the traditional approach adopted by my more established role players in the industry. Historically these companies have driven growth by way of acquisition strategy, and for Big Fish Media to follow a similar path we would risk our core values: exceptional value/price competitiveness; and our personalised approach to each Client/Partner.

We perceive less value in the rental of prime office space in the latest “cool” neighbourhood and “permanent” human capital, than results driven performance and tangible benefits for our team and partners. Big Fish Media will continue to strive to forge lasting partnerships with talented individuals with the sole goal of offering personalised, cost effective and high performing solutions for both teams and partners alike.

That said, it is envisioned that this growth will lead to the establishment of strategic satellite hubs to facilitate “on demand” support for key Partners and we would love for you to join us on this next leg of our journey.