



PRESENTED BY
CARA-ANN
POTGIETER

Marketing Accreditation

6 October 2021

HEAD OF **MARKETING**



More than 13 years experience in marketing, working with large companies and SMEs. I have experience in building brands and building strategies to help drive business success.



KEY PILLARS

OF MARKETING



- **Audience** - Who and how many people you reach.



- **Connect** - are you really **engaging** your audience?



- **Trust** – How do you build brand credibility and trust?



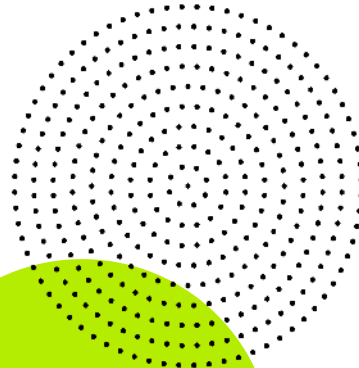
DRIVING REACH

HOW TO?

USE CHANNELS

- Boosted Social media posts
- Social media ads
- Google ads
- Public relations
- Traditional media

Get out there



DRIVING ENGAGEMENT

HOW TO?

CONNECT

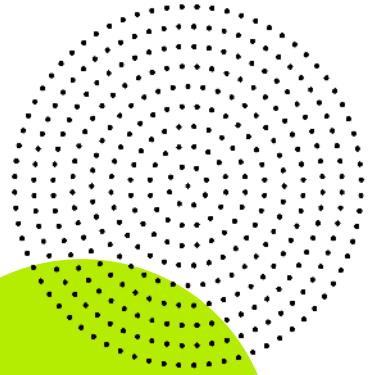
- Comment
- Inbox message
- Phone
- Conferences / Events
- Meetings / Entertainment
- Ask questions



Connect

DRIVING CREDIBILITY

Insert subtext here

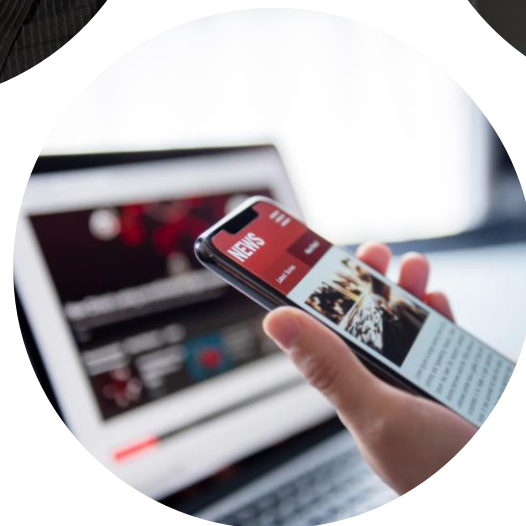


TRUST



WHO DO YOU TRUST?

WHY?



DRIVING CREDIBILITY

Insert subtext here

TRUST

- Trust is something that is built over time. It requires sacrifice.
- Recognition
- Accreditation
- Consistency
- Transparency
- Show up

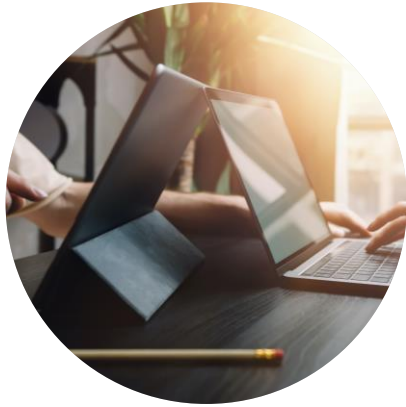


TRUST



HOW TO ELEVATE YOUR CERTIFICATION TO BUILD TRUST

Your Privvyseal Certificate



Accreditation | SAIBA

It shows that you've done the work and it proves that you can do the work.

Recognition | SAIBA

*It shows that you are being recognized and that SAIBA will vouch for you
and your ability.*



Your Privvyseal certificate

Spread the news – drive awareness and engagement.

Email

- Insert on your email signature
- Send out a mail to clients



Website

- Link to your Privvyseal certificate on your website

- Link on your social media and LinkedIn profiles

- Engage with clients through inbox messaging.



thank you