



# *Company Profile*

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



# Company Profile

Flash Media is a comprehensive full service, digital marketing, advertising and web development firm based in Uganda. We have an in depth knowledge of the Ugandan market environment and we know what it takes to be a successful business.

## Our mission

To help our clients grow their businesses and nature their brands with well-crafted marketing communications.

## Our values

Accountability  
Professionalism  
Integrity



## What we do

- Social Media Management
- Branding
- Website designing and Development
- Marketing strategy
- Advertising and Publishing
- Video & Photography
- Animations



## Social Media Management

Managing your presence on social media platforms like Facebook, Twitter and Instagram by creating, publishing and analysing the content posted.



**This also involves engaging and interacting with social media users.**

- Designing your social media profiles
- Creating your social media strategy
- Growing your social reach
- Developing social media ads
- Responding to social media followers
- Build social media content calendar
- Monitoring social media performance



## Why Social Media management is important for your business?

- Increases brand awareness
- Improve customer relationship
- Its cost effective
- It gives a wider reach. You can easily connect with users worldwide.
- Proven and effective
- Easy to target a specific type of audience

# Branding

A brand name and logo is what any company revolves on. Identify and empower your business, marketing and advertising with an innovative brand identity

## Corporate Branding involves

- Brand naming
- Logo design
- Branding strategies and campaigns
- Graphical innovation
- Business cards
- Innovative slogans



## Why should you always associate your business with a brand?

- Legal and copyrights
- Protect your innovations with an associated brand
- Business authority /credibility
- Customers always have loyalty towards a brand with good services
- Message association
- Send a message with your brand logo
- Innovative identity
- Associate your name with an innovative logo to be easily remembered

# Website design and development

Empower your brand and enrich your user's experience with a highly interactive and innovative website built to offer the best user experience.

## **This involves;**

- Content creation
- Website design
- Websites development
- Search Engine Optimization
- Domain registration
- Advanced hosting
- Technical support
- Website maintenance
- Google webmaster
- Certified WordPress, Drupal
- Shopify Developer
- Google ad words



## **Why should you spend on a unique website design?**

- Brand identity
- Build your website to revolve around your identity
- Highly interactive
- Deliver interactive messages to your customers on your own website
- Centralised efforts
- Streamline all your marketing efforts to your website for higher conversions rate
- Customisable
- Customise and personalise to your own business goals

# Marketing

The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach we provide effective, sustainable and market oriented marketing strategies.

- Environment recognition
- Market analysis
- Predict risks and opportunities
- Empower strengths and eliminate weaknesses
- Competitive analysis
- Integrate marketing tools
- Measure results accurately

## Why should you define a marketing strategy?

- Cost control
- Never waste expenses on an already doomed to fail channels
- High effectiveness
- Leverage the power of data driven strategies made for success
- Top competition
- Explore opportunities and excel where competitors fail
- Data driven
- Make all decisions based on aggregated accurate data

# Advertising and Publishing

Innovation based comprehensive set of services and solutions to help any company build their advertising effort from scratch into worldwide standards.

- Design creative
- Magazine publishing
- Newsletter publishing
- TV publishing
- Video montage
- Photography services
- Organize exhibitions
- Brand identity
- Business cards printing
- Brochure printing
- Restaurants menus printing
- Digital advertising
- Roads advertising

## Why is should you initiate a comprehensive advertising campaign?

- Familiarity and attention
- Get your customers and potential customers familiar with your brand everywhere
- Traditional and digital
- Leverage best of both the traditional and digital marketing and advertising
- Promote authority
- Highly professional work that drives people attention and builds brand authority
- Strategic advertising
- Build campaigns to achieve certain goal within a specific time period



# Photography

We take photos that are worth thousand words as we catch the important details with an artistic approach at each photo shot

- Products photography sessions
- Meetings and events photography
- Portrait photography
- Model photo sessions
- Corporate photography
- Jewellery photography
- Real estate photography
- Fashions photography



## Why is photography essential for any growing business?

- Visually thrilling
- Visually beautiful pictures to connect with your audience
- Professional looks
- Professional looking pictures that boosts your business authority
- Cross platform
- Flexible content that can be used across any type of marketing
- Share a story
- Convey a message to your audience with visually beautiful picture

## Videos and animation

Convey a rich message and catch your audience's attention with an eye-catching video and animation to stand out from your competition

- Scripting
- Ideas brainstorming
- Live shots
- 2D animation
- 3D animation
- Montage
- 30 seconds videos
- 60 seconds videos

### Why should you enhance your efforts with videos?

- Rich message
- Wrap your story within a simple yet eye catching video
- Attracts attention
- Effectively connect with your audience visually
- Time effective
- Tell your story within 1 minute or less
- On-the-Go
- Reach wherever, whenever on their mobile phones



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