



# COMPANY PROFILE

2019

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## YOUR WEBSITE WORKS 24/7



**Pathfind Media** is a boutique brand- and web marketing agency, **passionate about creative communication through intelligent design.**

**We promise** to deliver you an excellently working website that represents your brand well.

**You can expect** uncompromising personal service at a fair rate, faster than you could imagine and with less hassle than you care to handle.



### BRANDING

Taking one glance at your business' "uniform" will tell people something about you.

Will that "something" attract or deter them? Your success depends on it.

We design logos, stationery, presentations, advertisements and other graphical elements.



### WEB DESIGN

A website outdated is a website not rated! Your website needs new content each month.

Our edge is our attention to details and going the extra mile to provide a hassle-free service.

We deliver a turnkey service: from developing to managing your web presence.



### WRITING

We write copy for websites, printed publications, blogs, video productions, apps and more.

We even help companies build a content strategy, drive SEO, and create information architecture.

We offer our copywriting or editing services to small and big companies as well as individuals.

## OTHER SERVICES



Web- and Email Hosting



eCommerce Websites



Domain Registration



Marketing Consultation



Blog Writing



Social Media Marketing



GET QUOTE



**PATHFINDERS**  
What Clients Say

# WHAT WE CAN DO FOR YOU



## GETTING STARTED

- Audit your current website
- Write **content** for your website
- Create a web marketing **strategy**
- Manage your **domain**
- Manage web- and email **hosting**

## DESIGN | TECHNICAL

- Design your **branding** collateral
- Design your premium **website**
- Design your **e-commerce** shop
- Create a **membership** system
- Manage your website's **backend**

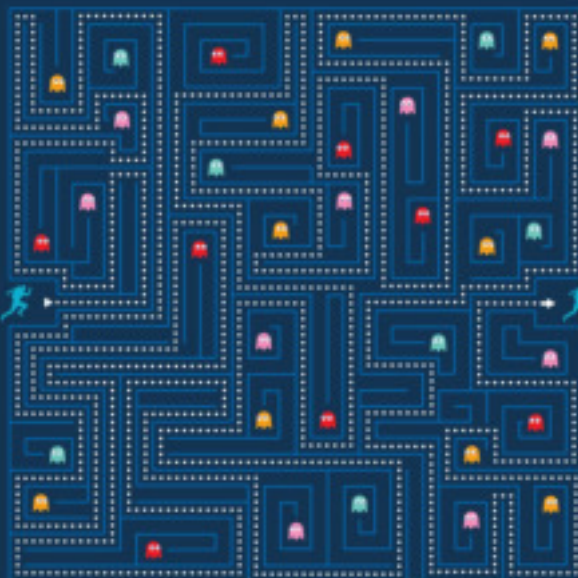
## MARKETING | WRITING

- Write **newsletters and blogs**
- Create **email / SMS** campaigns
- Manage **social media** channels
- Manage **Google ads**
- Analyse + **report** on campaigns

Pathfinding through the clutter of bad design and consumer filters.



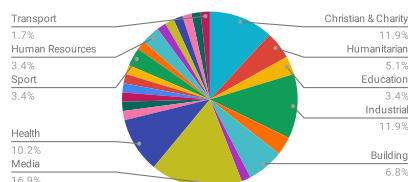
Marketing Communication



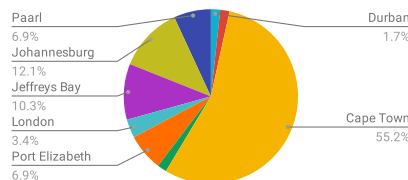
Better Bottom Line

## PATHFIND NUMBERS

Clients from Industries



Client Locations



## VALUABLE ARTICLES ON PATHFIND WEBSITE

- Website from WOE to WOW
- DIY Websites = Marketing Mishap
- Linking Website and Social Media
- Website Security
- Honing in on your Home Page
- WooCommerce vs. Shopify
- Wordpress vs. Joomla
- Google Chrome Extensions
- My Website Designer went AWOL
- Google My Business



## CORPORATES



## eCOMMERCE



## SME'S



## THERE IS MEANING IN A NAME

# PATHFIND MEDIA



Pathfinding is plotting the best route between two points. It is a smart way to solve mazes: using the fastest, cheapest or shortest route to a destination.

In the context of business solutions, pathfinding entails navigating businesses from their current status (Point A) to their marketing goals (Point B), using primarily the web as a vehicle. We love exploring the most effective routes on behalf of our clients while making their journey an adventure!

By the end of 2020, we envision managing the websites and branding of 100 reputable businesses on a monthly basis.

## WHAT SETS US APART

# VALUES

- Undeniable passion
- Uncompromisable integrity
- Unconventional creativity
- Undisputable excellence



## INDIVIDUALS



## CHARITIES



## CHRISTIAN MINISTRIES

