



**SANA-MEDIA**

MARKETING



**MARKETING.REDEFINED**

BUSINESS

**COMPANY  
PROFILE**





# TABLE OF CONTENTS

<b>ABOUT COMPANY</b>	<b>01</b>
<b>VISION, MISSION &amp; VALUES</b>	<b>02</b>
<b>OUR SERVICES</b>	<b>03</b>
<b>WHY &amp; CSR</b>	<b>04</b>
<b>BUSINESS GOAL</b>	<b>05</b>
<b>BUSINESS INTENT</b>	<b>06</b>
<b>CONTACT</b>	<b>07</b>



# ABOUT COMPANY

SANÁ-MEDIA WAS ESTABLISHED IN JANUARY 2019, ORIGINALLY LOCATED IN JOHANNESBURG, SOUTH AFRICA. RELOCATING TO LUSAKA, ZAMBIA IN AUGUST 2019 .

AS A COMPANY, WE LOOK TO BRING SOCIAL INNOVATION TO THE WORLD BY USING KEY STRATEGIES BUILT SPECIFICALLY FOR YOUR BUSINESS. SANÁ MEDIA ADMINISTERS TO A BUSINESS' MARKETING AND ADVERTISING NEEDS THROUGH UNDERSTANDING THE CLIENT'S VISION FOR THE BRAND AT HAND AND TRANSLATING THAT TO THE REST OF THE WORLD IN A VIBRANT AND ENTHUSIASTIC WAY. WE AT SANÁ BELIEVE THE BRAND IS A BUSINESS'S PERSONALITY, AND EVERY BUSINESS DESERVES TO HAVE A PERSONALITY TO SHOWCASE TO THE WORLD.

HERE AT SANÁ, OUR TEAM IS MADE OF HIGHLY MOTIVATED, CREATIVE AND DRIVEN INDIVIDUALS WITH OUTLOOKS ON WHAT IMAGE A CLIENT IS TRYING TO PORTRAY TO THE PUBLIC. WE ACT WITH A SENSE OF DIRECTION YET ADHERING TO THE VISION OF OUR CLIENTS.

OUR TEAM HAS YEARS OF EXPERIENCE IN MAINSTREAM MEDIA, MARKETING, ADVERTISING, BRANDING AND CONTENT CREATION.



# VISION, MISSION & VALUES

## VISION

TO BECOME A REFLECTION OF THE MOST LOVED AND USED MARKETING SERVICE PROVIDER.

## MISSION

TO OFFER WORLD CLASS MARKETING SERVICES THAT BRANDS CAN GROW AND LEARN FROM; THE CHAIN OF EDUCATION SHOULD REMAIN A CONTINUOUS CYCLE.

## VALUES

**EXCELLENCY, INTEGRITY AND ACCOUNTABILITY.**

OUR CORE VALUES AS A COMPANY STEM FROM FIRSTLY PRIORITIZING EXCELLENCY IN THE DELIVERY OF SERVICES PROVIDED, INTEGRITY IN HOW WE CONDUCT OUR WORK AND ACCOUNTABILITY IN ANY REGARD AS A BUSINESS PUTTING OUR CLIENTS FIRST.





# OUR SERVICES

## **DIGITAL MARKETING AND IT SERVICES:**

- WEBSITES CREATION AND MAINTENANCE, COMPANY EMAIL SET UP, SOCIAL MEDIA MANAGEMENT.

## **SOCIAL MEDIA MANAGEMENT:**

- PLATFORMS USED (FACEBOOK, INSTAGRAM, GOOGLE, TWITTER, LINKDIN )
- DELIBERATE BUSINESS PLANNING AND GOAL SETTING
- DEVELOPMENT OF BRAND AWARENESS AND ONLINE REPUTATION
- CONTENT CREATION AND MANAGEMENT

## **EVENT MARKETING AND PR MANAGEMENT**

- BRANDING, SOCIAL MEDIA LIVESTREAMING SERVICES, TV/RADIO ADVERTISEMENT.
- CAMPAIGN CONCEPTUALIZATION AND EXECUTION

## **CINEMATOGRAPHY**

TV/RADIO COMMERCIALS, DOCUMENTARIES, TV SHOWS, DRAMA, ANIMATION.

*TV CHANNELS ADVERTISEMENT BY QUOTATION: (PRIME TV, ZNBC, DIAMOND TV, POWER TV)*

## **GRAPHICS DESIGN:**

FLYERS, ARTWORKS, BROCHURE, COMPANY PROFILE, BUSINESS CARDS, BILLBOARD DEVELOPMENT

## **BUSINESS REGISTRATION**

*( PACRA, ZRA, EIZ, NCC ETC.) AVAILABLE ON REQUEST*

## **LARGE FORMAT PRINTING AND BRANDING**



# WHY WORK WITH US?

THE ULTIMATE GOAL OF ADDING A SANA TEAMMATE INTO YOUR ROUTINE IS TO CREATE A FAN BASE FOR YOUR PRODUCT OR SERVICE WHICH INCREASES AWARENESS AND EXPOSURE WHICH IN TURN CAN INCREASE SALES.

## CSR

AT SANÁ WE THRIVE ON HELPING THE LESS FORTUNATE TO THE BEST OF OUR ABILITY AND URGE OUR CLIENTS TO ENGAGE WITH OUR COMMITMENT AS IT WILL BE A BENEFICIAL ASPECT IN ENHANCING YOUR CORPORATE SOCIAL RESPONSIBILITY. IF YOU ALREADY HAVE CHARITIES, YOU WORK WITH WE ENGAGE THOSE AS WELL.





# BUSINESS GOAL & OBJECTIVE

OUR **GOAL** FOR THIS COMPANY IS TO BE AN EXAMPLE OF WHAT A CREATIVE AGENCY SHOULD OPERATE LIKE, WHERE ALLIES AND COMPETITORS ALL LEARN WITH A SINGLE **OBJECTIVE** TO BETTER THE MARKETING INDUSTRY AS A WHOLE.





# BUSINESS INTENT

CURRENTLY WE SERVE ZAMBIA AND SOUTH AFRICA, HOWEVER, WE HAVE A VISION TO GROW VASTLY AND EXPAND, OFFERING OUR SERVICES TO OTHER AFRICAN COUNTRIES. OUR DEVELOPMENT WILL ALLOW FOR MORE JOB OPPORTUNITIES, AS WELL AS, HELP THE COMMUNITY, AS STATED ABOVE ONE OF OUR MAIN PRIORITIES IS GIVING BACK TO THE VULNERABLE COMMUNITY. THE DIGITAL ERA IS RAPIDLY CATCHING UP, WHICH HAS SHOWN THE RAPID GROWTH IN THE MARKETING INDUSTRY, ATTRACTING INDIVIDUALS TO TAP INTO THE E-COMMERCE MARKET AND PREDICTIONS ARE PROVING FOR EVEN MORE GROWTH IN YEARS TO COME.

AT SANÁ, WE ASPIRE TO INNOVATE THROUGH THE POWER OF SOCIAL MEDIA. HELPING BRANDS AND BUSINESSES GROW BY DEVELOPING AN IMAGE THAT WILL SUITE BOTH OUR CLIENT AND THEIR TARGET AUDIENCE. WE HOPE YOU CAN JOIN US ON THIS JOURNEY AND BECOME PART OF THE SANÁ- MEDIA COMMUNITY.





# LET'S CONNECT WITH US

## FOUNDERS MESSAGE

MY PERSONAL GOAL FOR THIS COMPANY IS TO PUSH FORWARD THIS NEW ERA OF DIGITAL MARKETING AND TIE IT IN TO THE TRADITIONAL SCHEMES TO CREATE BEAUTIFULLY TRANSLATED WORK. I AM A VISUAL CREATIVE HOPING TO EXTEND MY VISION BEYOND WHAT COMES TO THE EYE, MY EYE.

**+260-761-856600**

**INFO@SANAMEDIA.CO.ZM**

**WWW.SANAMEDIA.CO.ZM**

**24A NGWEZI ROAD, LUSAKA.**

