



# BESPOKE SERVICE PACKAGES



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



## WHAT DRIVES US EACH DAY!

Our goal is to cultivate enduring client relationships, grasping their distinct requirements and difficulties. By merging our decades long industry expertise, advanced tactics, and cooperative method, we offer customized answers that yield tangible outcomes.

# ABOUT OUR BUSINESS



experience meets creativity

At Elan Africa, we're not just a marketing agency, but a group of enthusiastic experts committed to empowering businesses using technology, creativity and innovation. Specializing in SMEs, Startups, Tech Firms, and Corporations, we're dedicated to spurring growth and reshaping brands in vibrant markets, aiming to fuel development and reshape brands in lively markets.

## VISION

**"We see Elan as a vibrant center for the best creative, growth and marketing experts. Our goal is to become the preferred consultancy/agency that sparks achievements, drives innovation, and establishes fresh standards in varying business sectors."**

## MISSION

**Our mission is to provide outstanding growth and innovative marketing solutions to SMEs, startups, tech firms, and corporations in Africa and beyond. Using our strategic know-how, data-driven insights, and captivating creativity, we will help clients achieve lasting growth, surpass rivals, and forge meaningful connections with their audiences.**

# 1 Start

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Get help starting your business. Whether you possess a remarkable concept or are currently embarking on your business journey, we're here to aid you in establishing a solid foundation for future success and expansion.

# 2 Build

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If you've launched your business and require initial traction, we can assist you in creating a prototype service or refining your current product. We achieve this by conducting growth experiments that progressively enhance the customer journey, encouraging valuable actions on your platform.

# NEED TO GROW A BUSINESS OR STARTUP IN AFRICA?

We can meet you at the following intersections.

# 3 Scale

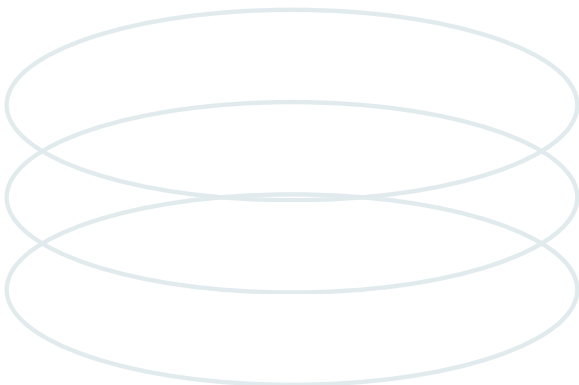
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You're ready for a HyperGrowth phase, ready to get your company future-proof. During this stage, it's common to invest resources in activities that might not directly contribute to bottom-line growth. This is where our expertise comes into play.

# 4 Ecommerce

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We have built solid hands on experience across varying ecommerce industries and businesses. With knowledge of end-to-end solutions across the ecommerce value chain, up to user acquisition and retention. We could also come in handy to design and develop your store or solution.



@lanGROWTH

As the backbone of our business, ELAN Growth provides strategic growth, brand development, market expansion, performance marketing campaigns, and lead generation strategies. We help businesses navigate the complexities of their business landscape, identify growth opportunities, and execute effective strategies that yield tangible results.

@lanDEV

ELAN Dev is our tech-stack development arm, specializing in web development, mobile app development, UI/UX design, and technology consulting. We combine innovative design with seamless functionality to create immersive digital experiences that resonate with users and drive business success.

@lanTRAINING

At ELAN Training, we believe in equipping businesses with the knowledge and skills they need to thrive in the digital age. We offer training programs and workshops covering various disciplines. Through practical and hands-on knowledge-transfer experiences, we empower our clients to take charge of their growth efforts and achieve their goals.

@lanSTUDIO

ELAN Studio is our creative powerhouse, where captivating creative ideas come to life. From graphic design, video/audio production, photography, content marketing to visual branding, we craft compelling and immersive stories, to elevate your brand and captivate your audience.

@lanACCELERAB

ELAN Accelera8 is our specialized arm dedicated to supporting startups and early-stage businesses. We offer a team of specialized professionals in diverse areas, mentorship, growth strategy, and strategic guidance to help your company overcome the challenges of penetrating your market and building its structure,

Whether you are a small business looking to establish your presence or a multinational corporation seeking to expand your market reach, ELAN is your partner in growth. Join us on this exciting journey as we revolutionize the business landscape.

# BESPOKE SERVICE PACKAGES

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**@lan**  
AFRICA

# Hello...

At Elan Africa, we are excited to present our range of thoughtfully crafted service packages that have been designed with passion and your needs in mind. Our service packages offer a perfect blend of our expertise and your unique aspirations, ensuring a seamless and enriching experience.

But that's not all – we understand that each client is one-of-a-kind, with distinct preferences and visions. That's why we take great pride in offering you the opportunity to not just choose from our ready-made packages but also embark on a journey of customization that lets you shape your dream product package exactly the way you envision it.

Our team of dedicated professionals is here to listen, collaborate, and bring your ideas to life. Whether it's a subtle tweak to an existing package or a completely bespoke creation, we are here to ensure that your service package aligns perfectly with your desires and requirements.



**Start up your new business or idea like a pro.**



Ideal for Conceptual or Initial Phase Ventures, Pre-Launch.

If you possess a promising idea or are in the early stages of launching your business, we're here to assist you in establishing a strong foundation for growth. This infrastructure sets the stage for your business to thrive right from the start.

Here's a selection of our services aimed at kickstarting your journey. Reach out to us for a complimentary consultation, personalized work plan, and cost estimates that cater to your unique requirements.

# STARTUP PRO

- Business Registration
- Logo and branding design
- Website development
- e-Commerce website development
- Social Media Marketing
- Digital (performance) advertising
- Marketing automation
- Growth Infrastructure
- Bespoke Training Courses- Sales, Marketing, Customer Support, e-Commerce

**Average Contract Duration:  
2-3 Months**



**Build up your new business or idea like a pro.**



# REV-UP PRO

Ideal for Early Stage Businesses, MVP Creation or Refinement, Product Enhancement, and Operational Excellence

You've initiated your business and require support in gaining initial traction. We're here to aid you in refining your current product or service. Our approach involves conducting growth experiments to continually enhance the customer journey, encouraging valuable actions on your platform.

Here's a selection of our services aimed at propelling your business toward growth. Connect with us for a complimentary consultation, customized work plan, and tailored cost assessment aligned with your distinct needs.

- Product Audit & Strategy Development
- Customer Profiling & Segmentation
- Growth Infrastructure Setup
- Mobile App Development
- Website Development
- Social Media Marketing
- Digital Advertising
- CRM Setup and Training
- Bespoke Training Courses
- Hiring & Growth Talent Acquisition

**Average Contract Duration:  
4-8 Months**

**Scale your business or idea like a pro.**



# HYPER GROWTH

Ideal for Maturing Businesses, Startups with Traction, and Those Raising Series Funding or Investment.

Having launched and achieved momentum, with funds raised or in the process, you're positioned for a HyperGrowth phase. However, it's crucial not to divert all efforts and resources into non-bottom-line activities. This is where we step in.

Explore our array of services aimed at facilitating your business's expansion. Reach out for a complimentary consultation, customized work plan, and tailored cost analysis to match your specific requirements.

- Strategic Partnerships & Business Development
- Product Audit & Strategy Development
- Consumer Needs Research
- Customer Profiling & Segmentation
- Growth Infrastructure Setup & Optimisation
- Tech-Stack Optimisation
- Digital Advertising (Google, Facebook, Instagram, Youtube, Affiliation, SMS)
- Media and PR Services
- Sales Operations and CRM

**Average Contract Duration:  
6–9 Months**

## Enhance Your Brand for Business Success.



# BRAND BASICS

Specially Designed for Emerging Ventures, Startups on the Rise, and Those Aspiring for True Brand Success.

As you embark on your business journey and set sights on the Growth phase, establishing a robust branding strategy is vital. From creating a captivating brand identity/messaging to developing engaging marketing materials, we just want to ensure your brand shines.

Discover our array of services designed to elevate your new business's strategy. Reach out for a free consultation, customized work plan, and tailored cost analysis tailored to your specific business needs.

- Brand Identity Development
- Logo Design
- Brand Guidelines/ Messaging
- Website Design and Management
- Marketing Collateral Designs
- Content Strategy
- Social Media Branding
- Packaging Design
- Branded Merchandise
- Collaborative Workshops
- Brand Audit and Analysis
- Competitor Analysis

**Average Contract Duration:  
1-2 Months**

## Craft a Compelling Video Strategy for Business Success.



# BRAND VIDEOS

Tailored for Businesses Placing Importance on a Well-Defined Video Strategy, Understanding Resources Might be Wasted on Untargeted Efforts.

In the dynamic landscape of new businesses, leveraging the power of video is essential for growth. Amid the excitement, it's crucial to avoid allocating resources to non-essential avenues. We can guide you in developing a comprehensive video strategy that aligns seamlessly with your scaling vision.

Discover our array of services designed to elevate your new business's strategy. Reach out for a free consultation, customized work plan, and tailored cost analysis tailored to your business needs.

- Video Content Strategy: Concept Development, Scriptwriting, Storyboarding
- Brand Video- Docuseries
- Product/ Sales Videos (Marketing)
- Customer Testimonial Videos
- Social Media Content Videos
- Internal Video Communications: Onboarding, Monthly. Newsletters, Company Culture, Trainings, etc.
- Live Streams
- Podcast Video Production

**Average Contract Duration:**  
**Depends on scenarios**

## Execute Memorable Corporate Events that Promote Company Culture.



# CORPORATE EVENTS

For The Business Looking to Implement Impactful Events, Guaranteeing Meticulous Planning and Execution to Ensure Maximum ROI.

In the realm of new business, hosting impactful corporate events like company retreats, can be a game-changer. However, hosting such events requires meticulous planning to ensure they align with your business objectives. This is where we step in.

Explore our array of corporate event management services designed to enhance your business's reputation. Reach out for a complimentary consultation, personalized work plan, and tailored cost assessment that cater to your specific event requirements.

- Event Conceptualization
- Logistics Planning/ Management
- Budget Planning
- Agenda and Program Development
- Speaker and Entertainment Booking
- Registration and Attendee Management
- Content Development and Internal Comms Strategy
- Multimedia production: Video, Audio, Photo, Graphic
- Virtual Meeting Assistant
- Crisis Management

**Average Contract Duration:**  
Depends on scenarios

## Effective Go-to-Market Strategies For Your Product/Service Launch.



# GO-TO MARKET

Tailored for Established Enterprises, Emerging Brands, and Those Pioneering New Offerings or Expanding To New Markets.

As your product/service takes shape and aims for market penetration, a robust go-to-market strategy is pivotal for achieving success. Without a well-defined plan, your efforts might fall short of their potential impact. This is where we step in.

Discover our comprehensive range of go-to-market strategy services, tailored to elevate your product or service's market impact. Connect with us for a complimentary consultation, and tailored cost assessment tailored to your specific requirements.

- Market Analysis
- Value Proposition Development
- Positioning Strategy
- Growth/Distribution Channel Strategy
- Social Media Marketing
- Marketing Campaign Planning
- Content Strategy
- Partnership and Collaboration Strategy
- Performance Metrics
- Launch Events/Campaigns

**Average Contract Duration:  
4-6 Months**

## Create and Manage Impactful Campaigns for your Product/Service.



# MARKETING CAMPAIGN DEVELOPMENT/ MANAGEMENT

Tailored for Businesses Looking to Drive Performance, Through the Right Mix of Performance Marketing and Brand Storytelling.

In the dynamic landscape of product and service promotion, well-executed campaigns are crucial for achieving desired outcomes. However, without strategic planning and efficient management, campaigns may fall short of their potential impact. This is where we step in to drive results.

Discover our campaign development and management services, tailored to elevate your product or service's promotional impact. Reach out for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Campaign Strategy
- Content Strategy/Creation
- Multi-Channel Planning
- Landing Page Development
- Budget Allocation/Implementation
- Creative Assets Production
- Social Media/Ads Management
- Influencer Management
- Campaign Performance Analytics
- Offline/Online Channels

**Average Contract Duration:  
3-6 Months**



## Amplifying Impact: Your Vision, Our Multimedia Mastery.



# MULTIMEDIA AD PRODUCTION

Tailored for Startups,  
Established Enterprises,  
Growing Companies, and  
Those Paving the Path to  
Expansion

In today's dynamic marketplace, multimedia advertising plays a pivotal role in capturing audience attention, elevating brand perception and conveying your product or service's value. However, without expert/strategic implementation, multimedia efforts may not reach their full potential. This is where we come in.

Explore our range of multimedia production services, tailored to elevate your product or service's visual impact. Connect with us for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Television/Radio/Graphic Ad Production
- Creative Concept Development
- Consumer Needs Research
- Storyboarding/Scriptwriting
- Animation and Motion Graphics
- Voiceovers and Sound Design
- Casting and Talent Management
- Editing and Post-Production
- Multichannel Adaptation
- Distribution Strategy

**Average Contract Duration:  
Depends on scenarios**

## Expand Your Business Opportunities with Strategic Public Relations.



# PR CAMPAIGNS/ ANNOUNCEMENT

Specially Designed for Emerging Ventures, Startups on the Rise, and Those Aspiring for True Brand Success.

In the realm of modern communication, strategic PR campaigns and announcements are essential for effectively showcasing your product, service, or brand story. A well-orchestrated approach and professional execution, will ensure you don't miss the mark. We collaborate closely with your team to ensure your brand shines.

Explore our range of PR campaign and announcement services, tailored to elevate your product or service's impact. Reach out for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Message Crafting
- PR Strategy Development
- Media Relations
- Press Release Writing
- Product Launch Campaign/Teasers
- Story Pitching
- Media Interviews
- Social Media PR
- Performance Metrics
- Crisis Management

**Average Contract Duration:  
1-3 Months**

**Drive Impact where the audience largely exist.**



# MEDIA PLACEMENT

Specially Designed for Emerging Ventures, Startups on the Rise, and Those Aspiring for True Brand Success and Returns.

In the ever-evolving landscape of marketing, offline media placements and advertising continue to wield significant influence. However, navigating this realm with precision requires a strategic approach and expert execution. Our team is able to bring you great value at the right price, through seasoned experts with over a decades experience in the industry.

Discover our array of offline media advertising services, tailored to amplify your product or service's market presence. Connect with us for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Television/Radio/Newspaper/ Out-of-Home Ad Placements
- Campaign Strategy
- APCON Registration
- Media Selection and Scheduling
- Creative Development
- Media Buying and Negotiation
- Performance Tracking
- Event Sponsorships

**Average Contract Duration:  
Depends on scenarios**

## Fueling your Business Growth Through Knowledge Transfer



# TRAINING

Specially Designed for Emerging Ventures, Startups on the Rise, SME's and Those Aspiring for Delivering Value to Employees.

continuous learning and skill development are essential for sustainable growth. However, navigating this journey effectively requires strategic training and expert guidance. This is where we come in.

Explore our range of training solutions, tailored to elevate your team's performance and propel your business's growth. Connect with us for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Product Knowledge Workshops
- Sales and Marketing Training
- Customer Service Training
- Commercial Planning Training
- Business Model Canvas Training
- Content Marketing Training
- Performance Metrics and Measurement
- Market Trends and Analysis
- Innovation and Creativity Workshops

**Average Contract Duration:**  
Depends on scenarios

## Boost your Trajectory, and Define your Success Journey.



# ACCELERA8

Tailored for Established Enterprises, Growing Companies, and Those Paving the Path to Excellence.

a strategic accelerator program can provide the propulsion needed to surge ahead. However, navigating this path successfully requires more than just speed; it demands a well-structured approach and expert guidance. This is where we come in.

Explore our range of accelerator program services, tailored to fast-track your product, service, or business to excellence. Connect with us for a complimentary consultation, and tailored cost assessment catered to your specific requirements.

- Strategic Alignment
- Business Assessment
- Customized Roadmap
- Product Development Strategy
- Business Model Innovation
- Mentorship and Expert Guidance
- Market Validation
- Operations Optimization
- Marketing and Branding Positioning
- Technology Integration
- Partnership Strategy
- Performance Metrics and Measurement

**Average Contract Duration:  
Depends on scenarios**



### CLIENT-CENTRIC APPROACH

Our unwavering commitment revolves around you, our valued client. We firmly believe that your success is our success, and this conviction is at the heart of our client-centric approach. With every interaction, every solution, and every endeavor, we prioritize your needs, aspirations, and objectives.



### COLLABORATIVE PROCESS

Our client-centric philosophy extends beyond projects; it encompasses a long-term relationship built on collaboration. We are your strategic partners, here to support your journey through every phase of development, expansion, and innovation.

### DATA-DRIVEN INSIGHTS

Information holds the key to unlocking untapped potential and making informed decisions. At Elan Africa, we recognize the transformative power of data insights. Our mission is to extract meaning from raw data, uncover hidden patterns, and present actionable insights that guide your journey toward success.



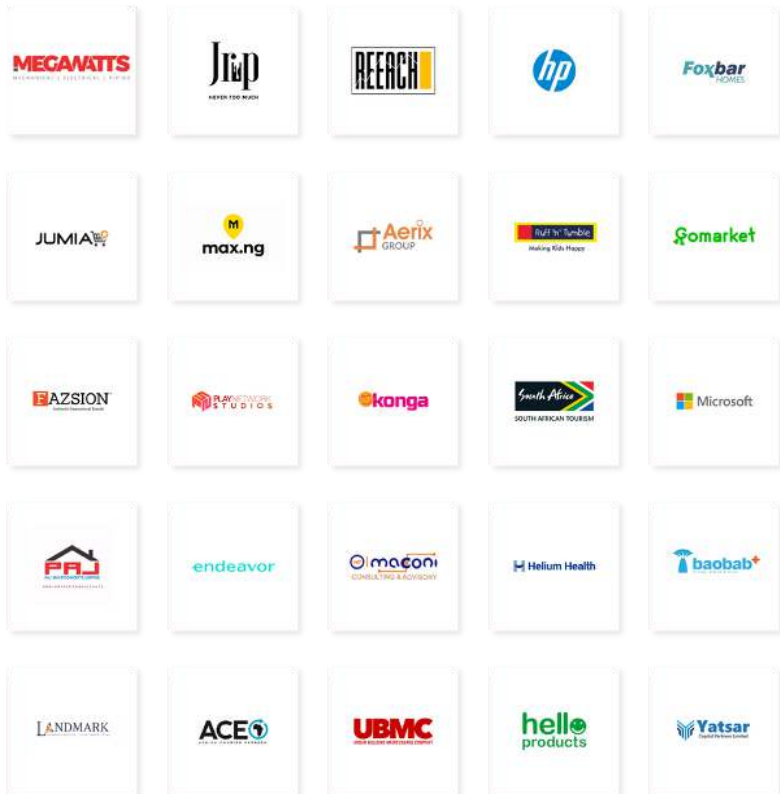
### CREATIVE EXCELLENCE

We hold a relentless belief in the power of creativity to transcend boundaries, spark connections, and redefine possibilities. Our pursuit of creative excellence is not merely a goal—it's an inherent part of our DNA, a driving force that propels us to elevate every project, product, or service to new heights.





# RICH PORTFOLIO





# TEAM LEADERSHIP



**Afam  
Anyika**

Co-Founder/  
CEO

Afam Anyika is a marketing, communications, brand, and growth expert, and has attained senior level management within the startup and technology sectors across Africa. He comes with over 14 years of experience, spanning the areas of public relations, communications, marketing, media, startups, and technology.

He has over the years garnered experiences from entertainment, construction, marketing/ PR agencies, eCommerce and retail, telecommunications, oil and gas, startups and tech companies, just to mention a few.



**Oluwabunmi  
Yagba**

Co-Founder/  
Head, Business Operations

Oluwabunmi is a seasoned growth and marketing strategist with 10 years of experience and a proven track record of driving business growth, increasing brand visibility and maximizing ROI through strategic marketing initiatives. Expertise in analyzing marketing metrics, leveraging on digital marketing channels, Email & Content marketing.

Oluwabunmi excels in creating impactful strategies. Her industry experience spans marketing communications agencies, the automobile industry, FMCG, home and personal care, electronic devices including smartphones and gadgets, and renewable energy.



# LET'S WORK TOGETHER

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