



THANK



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

**myculture**  
DESIGN & DIGITAL

BOUTIQUE DIGITAL & DESIGN STUDIO


 VISION

MARKS THE SPOT

**Myculture is a boutique Digital & Design Studio** with a professional team of interconnected specialists geared towards delivering truly integrated communications solutions across all industries.

**We offer** a range of specialised services and expertise that can serve, integrate & align with your business & it's challenging environments.

**As a boutique studio we are able to** deliver excellent personal service, quality, flexibility, high-level expertise & experience, that we & our valued clients believe, is unmatched.

**Myculture has been** in operation for the past 15 years serving and maintaining their valued clients.

**We are dedicated to** committed relationships with our clients which are based on trust, care & excellence. Our passion for the work we do runs deep & our ability to connect with our clients' objectives, products & services, is absolute.

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**O MISSION** is to improve the lives & experiences of our valued clients through committed customer service & work excellence

**U VISION** is to be the preferred communications solutions company for our valued clients

**R VALUES** are deeply rooted in old school principles of respect, honesty, integrity & value.

- WEBSITE DEVELOPMENT
- WEBSITE MANAGEMENT
- GRAPHIC DESIGN
- DIGITAL ENTERPRISE SOLUTIONS
- SOCIAL MEDIA MANAGEMENT
- ONLINE PUBLICATION SOLUTIONS
- STRATEGIC COMMUNICATIONS & CORPORATE AFFAIRS SUPPORT
- COPY EDITING & PROOFING
- VIDEO PRODUCTION & SHOOTS
- CONSULTING SERVICES
- COLLABS & JVs

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**We offer** a range of expert services that serve, integrate & align with your business and it's challenging environments. By design our studio is well positioned to deliver excellent personal service, quality, flexibility, high-level expertise and experience that our valued clients believe, is unmatched.

Myculture has been in operation for the past 15 years adding value and maintaining our valued client base. We look forward to welcoming and assisting you.

EXPERTISE

EXPERIENCE

> **THE ANSWER IS YES,**  
 WE CAN & DO DESIGN  
 & DEV 4 ALL CORPORATE  
 ENVIRONMENTS <

Xperien**ce**the**difference**

WEBSITE DEVELOPMENT

WEBSITE MANAGEMENT

# WEB

CODE

STRATEGY

METHODOLOGY

INSIGHT

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EXPERTISE



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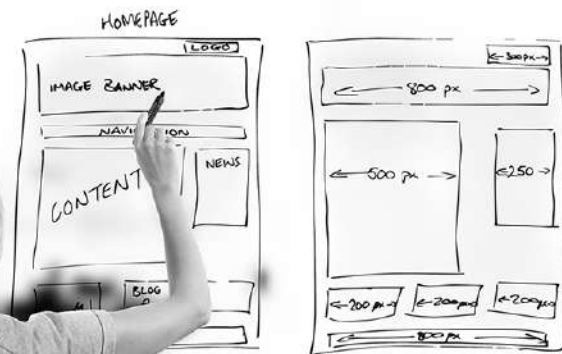
BOUTIQUE DIGITAL & DESIGN STUDIO

## WEBSITE DEVELOPMENT

**We understand** that it's difficult to choose the right company to develop your website or platform, after all there is so many things to consider, so many people doing it & so many varying costs for the same thing you asking for. All of this is true & I don't have a magic answer for you, in fact there are even more things to consider that can & will complicate your decision.

**Most agencies will tell you** that they can do what you asking for, and that is probably true in some way, but it's the how, what, when & who that matter. Delivering on what you actually need & what a supplier wants you to do can be two very different things. Each agency/person developing sites will try and convince you into their way of thinking & doing, instead of advising you what your options are and what things you need to think about before deciding on a particular direction or supplier that works for you.

**Myculture will not** "sell" you into our way but will rather guide & advise you as to your various options and suggest that you investigate all your options with various suppliers before deciding to go with anyone in particular even if it means you decide to go elsewhere. We do this because we are passionate and believe in what we do and what we produce for our valued clients. Our approach is one of valued partnerships with clients and not once off experiences.



Build it once & build it right...



2 code or not 2 code  
THAT IS THE QUESTION

**We follow a paradigm** that places users at the centre of what we do & we build experiences around their needs. Our team is dedicated to improving the lives of our clients by improving the experiences of their users.

**Myculture invests the time** with each client to better understand their needs, objectives, expectations and deliverables of their project as each of these play an important part in the process with the understanding that each project and client is uniquely different.

**Our digital platforms are** meticulously coded ensuring that all functionality is on point and supported by our methodical intuitive design. All our website platforms are cost effective, of high quality and functional with a seamless user-experience that delivers a customer-first approach.

**Myculture ensures** that our clients receive a perfectly fused platform that is not only beautifully crafted, but exceptionally functional as well.

Give us a call to discuss your next project.

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## WEBSITE MAINTENANCE > WHY?

Once you launched a website and it's finally out there for all to see, our clients often feel that the work is now done and expect their customers to roll in... but, it isn't that simple. **A website is an investment** that you have spent resources and money on and should be treated with the highest of care.

After all, it's a **valuable asset that can bring you great exposure** and ultimately more business. It then stands to reason that one should then take care of it as this is your voice when you are not in front of your customers. We often describe to clients that its like buying a new vehicle, you wouldn't purchase one without a service plan so why would you purchase a website without one?! Especially knowing that a **website is an asset that generates business** and the other is a liability. Once a client understands this, they realise the value they have.

**Proper website management ensures** your goals, strategies and objectives are aligned and optimised. Websites are highly complex systems with layers of coded information connected together to create and deliver a seamless user experience. **If you truly value your business... you will then see the value in maintaining the parts that drive it.**

**A maintenance plan involves** managing all these areas of a website, 'not just changing a word or two' there is a lot of interconnected parts that need to be monitored and ensure works continuously, attention to User Experience is critical to conversion rate (+- 400%), routine maintenance can pinpoint issues that users may be experiencing that prevent them carrying out a specific task. This could be anything from an outdated plug-in, software updates, security issues, errors on contact information or outdated content, perhaps even the loading time.

The possibilities are endless but whatever the case is, consistent monitoring and maintenance of your site will address issues and ensure the longevity of your website to continue delivering on your business objectives.

**In this case, no news is good news!**

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& now in *even more* detail...

**So by now you** on a website maintenance contract or if you are still thinking about it, then the following will better explain, and what you get with Myculture.

**Firstly let's talk about** what a site is made of. Whether your website is a custom build or its a Wordpress site, at the core it was built using a scripting language called PHP. We won't go into detail about what PHP is but if you are interested, you can email us & we would be happy to send you documentation on it.

*If you want to spare yourself the tech talk jump to the next paragraph.* For our custom built sites we also build using Laravel which is a PHP framework, Vue which is a javascript framework, Tailwind which is a utility-first CSS framework and MySQL which is a relational database management system. In addition to the tech stack we use, we also use a combination of PHP packages which allow us to achieve the specific needs and functionality you want for your site. To read more about these packages you can have a look at Packagist which is a PHP package repository.

Wordpress sites are a little less complicated, Wordpress itself is a open-source content management system also written in PHP and we build it with a MySQL database, we also use a combination of well curated plugins which help us build a unique and well functioning website. To top it all off your website is run on a server or hosting platform which also runs its own tech, for security reasons we will leave out the detailed information about the servers but they differ vastly from your standard hosting servers.

**What does this all mean?** well, basically it means what your website visitors see when they visit your site is the result of multiple moving parts working together to create a solid and functional website. How we achieve this is by making sure that all the tech we use in your site is kept up to date and aligned with all the latest stable versions. As an extra service we also run downtime monitoring software for our website maintenance clients, this software helps us track downtime on your website, for some of our clients we also include an extra layer of error monitoring software which notifies us as soon as the site has experienced an error.

yes you should consider it

**Monthly vs yearly?** Our maintenance plans are custom tailored to fit the clients needs. Why do you have to pay a monthly cost you may ask?, The [Myculture] team constantly monitors and updates your site/s everytime there are updates and security bug fixes on any of the software, and these are often. Since all the tech is managed, built & created by different individuals, the security updates and bug-fixes are made at different intervals, we make sure that no matter when an update happens your site will continue to have the latest stable releases.

**'Can't I just do it once a year or when I need it?'** In theory that may sound like a logical approach but let's look at PHP for example. From January 2022 to May 2022 there has been 8 releases of PHP alone; these releases have included security updates and bug fixes. We can also look at Wordpress since January 2022 to May 2022 where there have been 5 releases. These updates help the scripting language to prevent vulnerabilities which are used by hackers to penetrate your system and they also address any bugs the tech may experience.

**We keep track of** these updates and implement them on our maintenance clients' sites. We also make sure that any frameworks, packages and plugins are still functioning correctly every time we make an update (*we don't just update & leave it*). In the event that there may be any issues with a package or plugin being abandoned by the creator, we curate and look for a new package or plugin and in the event we can't find an alternative we create our own at no extra cost to you.

These updates also make sure that your site works on the latest browsers and devices allowing it to always be functional on new tech, and we do this all in the background while you focus on your core business.

**So again, why can't you do it once a year,** our experience has taught us that it costs more to implement the changes on an annual basis, as this means the team will need to spend more time correcting, implementing and testing. So just like a motor service plan helps save you money by preempting problems and avoiding larger issues later, **a website maintenance plan helps save overall costs.**

yup, we still going...

**As an interesting case study-** XNeelo a very popular South African hosting company recently sent out emails that they would be stopping support for certain earlier versions of PHP. **What this meant for clients was** that their sites would stop functioning, for our maintenance clients this wasn't an issue because their site was already up to date, for our non-maintenance clients this became a problem because they had to pay for major upgrades which meant their sites had to be upgraded, in some cases by 3 major PHP versions. This ended up being a major rebuild as the site had many outdated components and it was a very costly exercise.

**There is an interesting article** written by MyBroadband which discusses the dangers of using outdated tech on a website:

<https://mybroadband.co.za/news/internet/446016-south-african-digitech-app-store-uses-r925-website-template.html>

Now that we've discussed the tech, **what else do we do that makes us different?**

**Although most companies should** do tech updates, we as [Myculture] take it a step further. Apart from our site monitoring, server maintenance and tech updates we also monitor your site analytics. The sites we run are built with some form of analytics whether its Google analytics or built in logging systems, we have some form of interaction monitoring running on your sites. What do we do with this data is we actually analyse it and provide you with detailed reports of your site. Over time (+-1 year of running) we review the site and give feedback around what you may need to do, if it's needed, to increase your audience interaction on your site.

We look at all the aspects whether you are doing paid ads, whether your social media is creating enough traffic for your website or maybe there are pages on your site which are not getting the digital foot traffic they need.

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yes you should consider it

We compile all of this data and look at whether your site needs any form of redesign or intervention, we will sit down with you if there is any need for adjustment and we will discuss a few suggestions after doing a full analysis of your site. As another service we provide you two sets of reports on a monthly basis, which address the functionality, and the analytics of your website, ongoingly.

**Apart from** the hosting, server monitoring, error monitoring, functionality site reports & the analytics report, site suggestions & optimisations we also discuss additions or added features you may need or want to do, even from a site or content refresh or update depending on the retainer package. Many of our clients have tailored their packages & realised the benefits of including design & content as part of their offering as this plays an NB role in their site SEO & keeping their site fresh, up-to-date and on point. We can even help you generate monthly content where needed. Our retainers options include set hours a month or unlimited depending on your individual need.

**Below is a high level overview of what we actually do on your site on a monthly basis.**

- Server maintenance
- PHP updates
- CMS and plugin updates
- Bug Fixes
- Content & design updates
- Detailed reports
- Recommendations & suggestions
- Unmatched turnaround times
- Expert advice, ideas & insights
- Site monitoring
- Framework updates
- Notable PHP packages
- Analytics tracking and monitoring
- Hourly allocated changes
- Ongoing optimisation of site
- Actual hosting
- Exceptional customer service
- Solution driven attendance

(Our clients have come to enjoy & celebrate the value add Myculture provides)

**If you wanting or looking for an expert & experienced service company that supports you & your business when you need it, one that is always solution driven to deliver work excellence & customer satisfaction in unmatched turnaround time then we look forward to hearing from you.**

Build it once & build it right...



# GRAPHIC DESIGN

TO GET SOMETHING YOU NEVER HAD BEFORE YOU HAVE TO DO SOMETHING YOU NEVER DID

2007/0221/23

PROFESSIONAL

STRATEGY

THOUGHT

# 20 22

EVOKE

INSIGHT

CREATIVE

EXPERIENCE

2BRAND

METHODOLOGY <

> YES WE ALSO DO CORPORATE DESIGN



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## GRAPHIC DESIGN

**Myculture are specialists** in developing and creating professional on point design that is strategically thought out and aligned with our clients' objectives and expectations. Many designers just make work 'look pretty', **we research & immerse** ourselves in your business, understanding why & how you currently viewed and operate to where and how you want to be positioned as a business. We align our work that not only connect people but grow brands in ways that matter & make sense.

**Our experienced design team** seamlessly and effectively engages with all stakeholders delivering on every touchpoint to achieve the desired results.

*Success in your business means success in ours.*

**Our creative reach** encompasses all design areas including providing clients/agencies cutting edge design for website builds or templates. Whatever you need may be start a conversation to see how we can best assist you with your design requirements.

> **THE ANSWER IS YES,**  
 WE CAN & DO DESIGN  
 FOR ALL CORPORATE  
 ENVIRONMENTS <

EXPERTISE

EXPERIENCE

> **Graphic design** is a craft where professionals create visual content to communicate messages. By applying visual hierarchy and page layout techniques, designers use typography and pictures to meet users' specific needs and focus on the logic of displaying elements in interactive designs, to optimize the user experience. <

> IF YOU CAN THINK IT > WE CAN BUILD IT <



MYCULTURE DEVELOPS ONLINE WEB APPLICATIONS THAT CATER TO ALL INDUSTRIES

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# DIGITAL ENTERPRISE SOLUTIONS

VISION

> FUNCTIONAL SEAMLESS APPLICATIONS <

2022



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## DIGITAL ENTERPRISE SOLUTIONS

**We pride ourselves on** creating digital enterprise solutions that are seamless, extremely functional, user friendly and that meet your specific business needs.

**Myculture develops online web applications** that cater to all industries, some of our applications include document management systems, ecommerce platforms, online magazine platforms, apps, custom content management systems, membership platforms and mall management systems to name but a few. If you have a specific idea in mind, we would be happy to assist you define, craft, develop and implement.

**Our content management systems are custom built to fit your needs.** The biggest drawback with generic content management systems is that they lack the depth to make your experience personalized. We offer an alternative solution which will give you full editing access and control in working the way you want it to.

**Our E-Commerce systems are one of the most requested solutions,** these range from quotation systems to fully personalised shopping carts with payment integration, feedback initiatives etc. If a tailored solution is what you want for your business we can develop and implement one for you.

Alternatively, **if an effective online publication is what you looking for,** we got you 'covered' Myculture has created and managed multiple magazine platform variants. The platforms have different functionalities assigned to them that are customer or client specific such as integrated advertising capabilities with user interaction monitoring, built in analytics, subscription based access or not, the possibilities are endless. We take great care to ensure the User Experience and User Interaction is of utmost importance or client specific.

Over the years our **mall management systems** has evolved and continues to evolve due to the ongoing interaction with malls and shopping centres. We believe that a mall is an eco-system that has multiple and varying working parts to it and we have created a system which allows you to manage and address this is a user friendly and seamless way. As a custom built system it allows for scalability, additions or tailored solutions depending on what our clients require.

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> FUNCTIONAL SEAMLESS APPLICATIONS <

### EXPERTISE

### EXPERIENCE

“The difficulty lies, not in the new ideas, but in escaping from the old ones.”

John Maynard Keynes

**Generic is something we don't do,** whatever solution we develop we ensure it works for you and your specific needs. Start a conversation and let us see how we can build a solution for you.



# SOCIAL MEDIA

STRATEGY & IMPLEMENTATION  
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## SOCIAL MEDIA STRATEGY, MANAGEMENT AND IMPLEMENTATION

**Effective Social Media implementation & management** thereof has the power to onboard new customers, build brand communities & entrench existing customers.

If managed correctly, your social media strategy can inspire referrals, transcend your current business reach all while managing your brand reputation in real-time across the digital realm & fed back to you as a measurable ROI.

Many clients are not aware that it is imperative to align their communication strategies & cross-pollinate their content in all areas of their digital footprint, not just social media but their website, online newsletters as well to ensure the cohesive translation & relay between their messaging, services & brand remains the same throughout all touchpoints of the business.

It is important that clients understand that there is a vast difference on the ROI between "just posting" inhouse at random vs strategies prepared & managed by professionals.

We offer online community management, content creation & curation ensuring a user-first approach, social engagement & analysis, ongoing consultation & recommendations allowing us to pivot to optimize results where necessary & of course the general platform management & targeted media spend.

All our valued clients receive detailed monthly reports & feedback ensuring the communication channels & objectives are always clear and aligned.

**Success in your business means success in ours.** Start a conversation to see how we can best assist you with your social media requirements.



# SO # CIAL

geared towards *delivering* solutions

*X*periencethedifference

> **Effective managed Social Media** has the power to onboard new customers, build brand communities & entrench existing customers. <

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# STRATEGIC COMMUNICATIONS

& CORPORATE AFFAIRS SUPPORT

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## STRATEGIC COMMUNICATIONS & CORPORATE AFFAIRS SUPPORT

**Myculture engages with** some of the leading independent experts in sub-Saharan Africa specialising in working with boards and EXCOs to advise on situations such as M&A, license to operate issues, corporate actions including capital raising and restructuring, crises and employee engagement.

**Each member** of the team averages 20 years plus in international experience and provides counsel to our clients based upon balancing the strategic needs of the business with the demands placed upon it by stakeholders such as investors, analysts, media, government, employees, and society. The Myculture team works with these advisors to develop engaging and impactful communications materials to drive compelling stakeholder engagement materials for use by executives.

**Myculture is able to** quickly help businesses manage engagement and communication in these challenging circumstances.

### We deliver the following services:

- Strategic communications counsel to EXCOs, boards and investor relations and communications leaders
- Messaging development
- Executive communication and presentation training
- Stakeholder mapping and engagement
- Media and investor relations
- Employee engagement
- Drafting and copywriting
- Issues and crisis management

**If you or your business is in need** of strategic communications or support, start a conversation and one of our consultants will happily assist you.

EXPERTISE

EXPERIENCE

# VISION

> **"The single biggest problem in communication is the illusion that it has taken place"**  
 George Bernard Shaw <

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# COPYWRITING

EDITING & PROOFING

2022

> CONTENT WITH INTENT <

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## COPYWRITING SERVICES

**The objective of copywriting is** not just to impress, but also to achieve your specific business objectives. Every project begins with analysing the target customers, their needs, your project objectives and your solution offerings.

Our professional copywriters then translate your objectives and solutions into words that your customers can relate and engage with.

**When it comes to your business** no one knows your business better than you do and this is the reason we have a collaborative approach in developing appropriate and effective copy. We also incorporate your feedback and go through a round of iteration to develop the final content.

**Myculture offers** copywriting services for all media types including websites, brochures and other marketing materials. Whether you need web copywriting service or want to create professional content for offline marketing we deliver focused on-point content for your business.

If you or your business is in need of strategic copywriting or copy proofing services, start a conversation and one of our writers will happily assist you.

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> CONTENT WITH INTENT <

EXPERTISE

EXPERIENCE

> **"Dont write. Assemble"**  
 Copy is not written.  
 Copy is assembled."  
 Eugene Schwartz <

**Copywriting is** the act or occupation of writing text for the purpose of advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

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# PHOTO & VIDEO

SHOOTS & PRODUCTION

2022

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## CORPORATE VIDEO & PHOTOGRAPHIC SHOOTS & PRODUCTION

With the marketing landscape changing so much so often just keeping up with every extra platform that opens up. Content that needs to be made to 'be relevant' and give your business the fighting chance it deserves in the market.

**When time is money** and you don't have the time to worry about what to shoot and how, allow us to assist and partner with you and your team to help build your business grow effectively, together, one shot at a time!

**From pre to post production we handle the entire process** using industry standard editing software and equipment and industry leading talent. From planning and ideation, scripting, filming, voice-overs, sourcing stock footage and royalty-free music, to editing, colouring and exporting each project to the unique specifications that may be a required for your particular projects, we do it all, we even happy to use existing footage to create an exciting video that works for you.

**We have experience** in business profile videos, product and service explainers, internal marketing and recruitment videos and shareholder report videos, drone footage, fly throughs, promotional videos and even short holiday celebration snippets to name a few.

**Whatever corporate video, or photographic need** you may have, we can assist you, give us a call to discuss your next project.

EXPERTISE

2022

EXPERIENCE



# CONSULTING

COLLABS & JV

2022

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## CONSULTING SERVICES

Myculture offers clients or new businesses the opportunity to engage with us on a consultancy basis which provides them the insight and knowledge to make an informed decisions as to the direction they would like or should proceed in. In our experience many clients decide to move forward in a direction which they believe is the correct decision with regards to a design project, branding initiative or digital implementation and this often turns out to have a negative effect or a waste of time and money as they not fully aware of their options and or considerations in what to do and how to do it.

Myculture will advise, guide and walk the path with you and your supplier or staff member in your business journey, defining industry related problems, trends and concerns. We will assist you in identifying opportunities, applying creative solutions and thinking that would allow you to be more effective, be on-point and remain relevant.

We also offer consulting/guidance to staff or design staff with regards to graphic design thinking and digital website training on the effective maintenance for CMS based websites. If you unsure of what will work for you start a conversation and we would be happy to guide you to an informed decision.

## COLLABORATIONS & JOINT VENTURES

We are often approached with the possibility of partnering on a specific project either on a consultancy basis or as a Joint Venture.

If you have a specific project in mind & would like to investigate & discuss this option further, give us a call, we'd love to hear from you.



EXPERTISE

EXPERIENCE

> *"The difficulty lies, not in the new ideas, but in escaping from the old ones."*

John Maynard Keynes <

> **Consulting is defined** as the practise of providing a third party with expertise on a matter. The service may involve either advisory or implementation services. For the consultant, taking an independent and unbiased stance on an issue is central to his/her role. A consultant can, in principle, service any sector. <