

BAAB MEDIA GROUP

2023 RATES



@BAABMEDIA



/BAABMEDIAGROUP



@BAABMEDIA

03	Key Message
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A woman with dark hair pulled back, wearing a dark pinstriped blazer over a black top, is smiling and speaking into a microphone. She is holding a smartphone in her left hand. A name tag is pinned to her blazer. The background is a bright, out-of-focus window.

KEY MESSAGE

"BAAB Media Group is Your
Digital Family

-ZINTLE RAMANO
FOUNDER

KEY MESSAGE

BAAB MEDIA GROUP IS YOUR DIGITAL FAMILY

In 2022 BAAB Media Group redefined its presence on the digitisation of marketing. Our brand was reestablished on emerging platforms such as TikTok and preexisting platforms such as YouTube.

1. BAAB Media Group gained over 600K views on YouTube
2. BAAB Media Group became official YouTube Shorts creators and was invited to creators only events such as #CreativityDecoded Bootcamp as well as the shorts community summit
3. Our in-house DJ \$AUCE BABY took over Mixcloud on multiple charts
4. BAAB Media Group sponsored two prominent events in the non-profit women economic empowerment sector. Two of those events being Inaugural Women Economic Assembly (WECONA) Financial Summit & 20th Anniversary International Women's Forum South Africa (IWFSa)
5. Our CEO Zintle Ramano was awarded the Trendsetter Award by META for over 10K Impressions on her filter via Instagram

This fruitful year, what we'd like to call the Jordan Year, of 2023 is about the digitization of family. BAAB Media Group is your digital family.



SPONSOR



THANK YOU!

International Women's Forum South Africa 20 Years Celebration
Brought to You by Standard Bank



24 MARCH 2022

@IWF.SOUTHAFRICA

#20YearsofIWESA



600,000 VIEWS

ACHIEVED DECEMBER 20TH, 2022



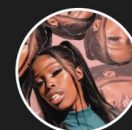
BAAB Media Group



SHORTS
COMMUNITY
SUMMIT



Zintle Ramano
/ [BAAB Media Group](#)
Entertainment



Zoliswa Mahlobo
/ [Zoliswa_qm](#)
Other



Zwanda Rasiwela
/ [Zwanda Nana](#)
Education





PURPOSE

BAAB Media Group is a digital marketing company that generates traffic in over 27 countries in 4 continents. Our aim is to assist our users to understand the importance of digitisation to elevate and professionalize their brand through digital marketing.

ZINTLE RAMANO
FOUNDER



VISION 2030

OUR MISSION IS TO:

- **STRENGTHEN** OUR CLIENT AND BAAB RELATIONSHIP THROUGH ETHICAL MANAGEMENT STYLE AND RELIABLE SERVICE DELIVERY
- **PROMOTE** VALUABLE PROJECTS FROM OUR CLIENTS THROUGH A DIGITAL 1ST AND PERSONALIZATION EXPERIENCE
- **CREATE** INNOVATIVE QUALITY DIGITAL MARKETING SERVICES

TO ACHIEVE OUR MISSION WE HAVE DEVELOPED A SET OF GOALS AS A GUIDE:

PEOPLE: INSPIRING EACH BAAB EMPLOYEE TO BECOME BETTER VERSIONS OF THEMSELVES BY NURTURING AND DEVELOPING REQUIRED SKILLS MINDFULLY TO INSPIRE CREATIVITY

PORTFOLIO: TO DIVERSIFY OUR PORTFOLIO THROUGH MEANS OF GLOBALIZATION OF OUR ASSETS AND INVESTMENTS THROUGHOUT SOUTH AFRICA

PROFIT: MAXIMIZING LONG-TERM RETURN BY DELIVERING DIVERSE DIGITAL SERVICES FOR INVESTORS WHILE STAYING TRUE TO OUR CORE VALUES.

PRODUCTIVITY: BEING A HIGHLY EFFECTIVE AND ACCOUNTABLE COMPANY THROUGH RELIABLE SERVICE DELIVERY.

COMPANY VALUES

1. YOUTH LEADERSHIP
2. BRAND COLLABORATION
3. SERVICE INTEGRITY
4. COMPANY ACCOUNTABILITY
5. EQUITY DIVERSITY
6. INNOVATIVE QUALITY

BAAB Media Group is a company of the future. After the 2020 pandemic it was shown that every company needs digital tools to survive. From the vast changing business environment video conferencing, virtual learning and remote work became keywords that would set the tone for the 2020s.

Our 6 company values seek to assist brands to modernise their business practice through digital 1st and personalised customer experience by utilizing our quality services.



OUR VALUE PROPOSITION

BAAB MEDIA GROUP IS YOUR SOLUTION TO YOUR DIGITAL NEEDS.

We seek to create strong customer loyalty through our internal CMS with BAAB digital products and services. Our existing clientele are SMME's in the financial services sector, public sector and media industry.

Through our digital channels we provide services directly from our official website baabmedia.com and social media platforms where clients can directly book. Providing functional digital products and services that save time, reduce efforts as well as costs for our BAAB Members is at the forefront of our business this is achieved through digital accessibility.

The pandemic provided a great technological reset giving opportunity to businesses to redefine their relevance and problem solving capabilities by utilizing digitisation.

Through that BAAB Media Group is committed to provide quality digital services with a punctual service delivery.

The evolution of technology dates back to the 1st industrial revolution which required demand in efficient branding and communications technology.

At 1st there was a telegram then, came the post then, came the phone then, came the internet then, came email then came instant messaging and social media, and now we have BAAB Media Group. Your solution to your digital needs.

The 2020s are an age of automation do not get left behind by excluding digital firms in your business plan; for your business may not be digital but digital is definitely in your business.



BAABMEDIA.COM

@BAABMEDIA

NEW SERVICES 2023

WELCOME TO THE DIGITAL ECONOMY



NEW SERVICES 2023

INFLUENCER MARKETING



Tebogo Mahange is a creative to look out for

GQ had a chat with Mahange to get to know the man behind the work.

G [gqdotcoza](#) / Jun 10, 2022

Meet Tebogo Mahange

Tebogo Mahange b. 1993 in Johannesburg, South Africa is a fashion entrepreneur who is well versed in creative direction, modelling and fitness. Growing up in a city robust with design and creative influences stimulated his love for art and storytelling through his style and personal streetwear. 2020 the beginning of a pandemic caused him to redirect his focus into VAULT a clothing company.

In his 2022 GQ interview he described VAULT as;

"Vault is for the everyday person who looks for style and comfort but also wants to express their street savvy We target anyone who loves simplicity with a slight edge and we are big on quality as we believe that that can be the make or break of a brand, especially in clothing.



RATE CARD

TEBOGO MAHANGE



Tebogo Mahange

FASHION | FITNESS | LIFESTYLE

20.2K

Instagram followers

@TEBOGOMAHANGE

1K

Average
Likes

167

Uploads

6,49%

Average
Users
Activity

0,32%

Engagement

SERVICES

INSTAGRAM POST

R25K

Static Post price incl. content creation, data, editing, uploading and carasoules fees

INSTAGRAM REEL

R30K

Reel post price incl. filming, editing, data costs and uploading fees

INSTAGRAM STORY

R15K

Story post price incl. content creation, editing, data costs and uploading fees

PREVIOUS COLLABORATIONS

MAXHOSA

MR. PRICE

VANS

FILA

HYUNDAI

TOTALSPORTS

J&B SCOTCH

SUPERBALIST

OLD KHAKI

INECTO

SUPERDRY

JUST HYPE (UK)

HUAWEI

+ MORE

RATE CARD

TEBOGO MAHANGE

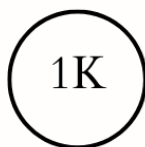


Tebogo Mahange

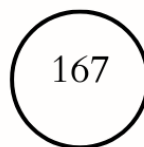
FASHION | FITNESS | LIFESTYLE

2K
TIKTOK LIKES

@TEBOGOMAHANGE



Average
Likes



Uploads



Average
Users
Activity



Engagement

SERVICES

TIKTOK FEED 30S

R20K

SHORT-FORM VIDEO 9:16 CONTENT
FOR 30 SECONDS OR LESS

TIKTOK FEED 60S

R25K

SHORT-FORM VIDEO 9:16 CONTENT
FOR 60 SECONDS OR LESS

TIKTOK FEED 3M

R35K

SHORT-FORM VIDEO 9:16 CONTENT
FOR 3 MINS OR LESS

PREVIOUS COLLABORATIONS

MONTBLANC
FLYING FISH

VANS

MAXHOSA

MR. PRICE

VANS

FILA

HYUNDAI

TOTALSPORTS

J&B SCOTCH

SUPERBALIST

OLD KHAKI

INECTO

SUPERDRY

JUST HYPE (UK)

HUAWEI

+ MORE

SERVICES 2023

APP DEVELOPMENT

Get a fully branded app.

Your Logo, Your Branding

Get complete app ownership with your (and only your) branding.

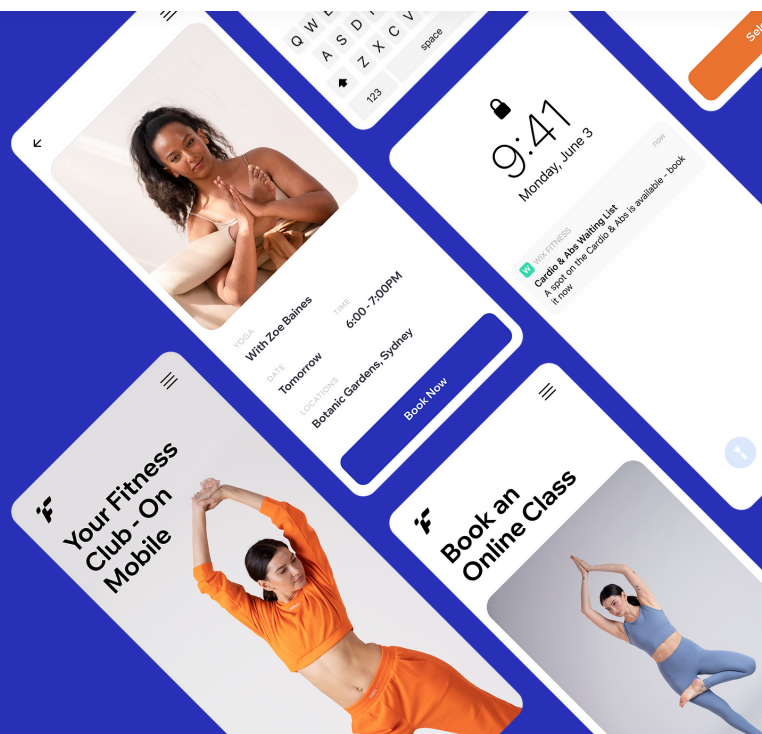
Total Creative Freedom

Design your app icon and customize the layout, look and feel to create the app you're looking for.

Deliver a powerful mobile experience for your customers

- Shop on the go and make bookings faster. [More info](#)
- Stay informed with notifications and updates
- Be a part of the conversation in Groups and Forums
- Read latest blogs and engage with other users
- Connect with your business directly via chat

Build Your App



Native for iOS and Android

Customers can download your app on the App Store and Google Play.

Grow with 100s of Business Solutions

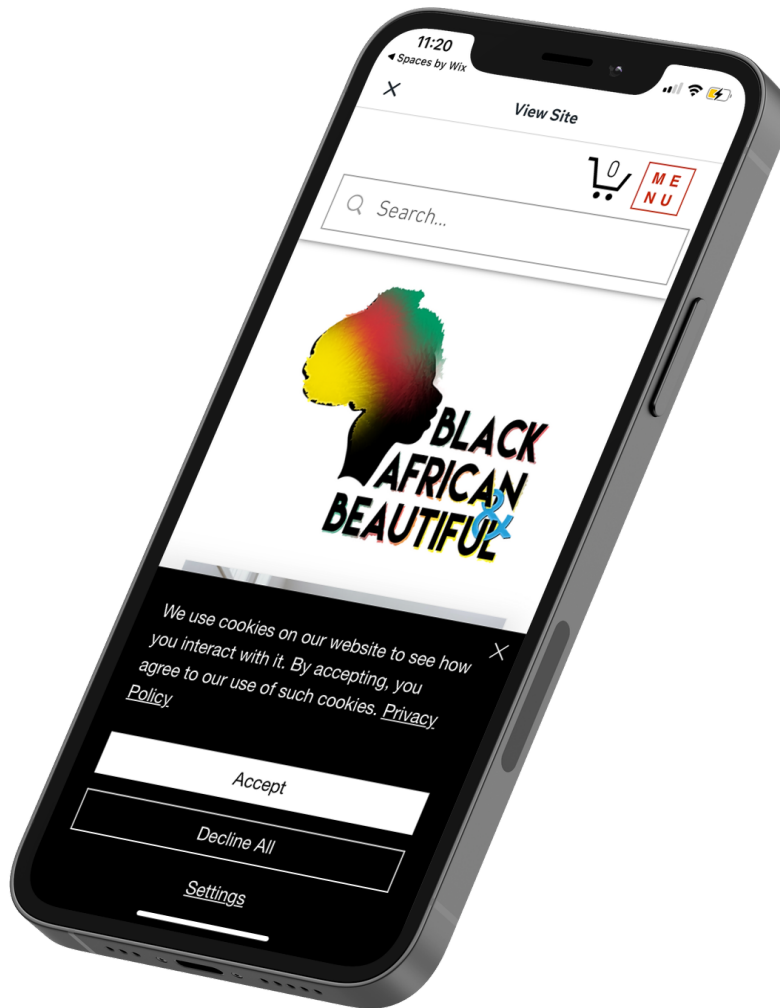
Your app and site activity are integrated in one centralized place.

Fully Synced with Your Website

Your site, dashboard and app activity are seamlessly integrated.

SERVICES 2023

APP DEVELOPMENT



****NB Price quote does not include registration fee for Apple's App Store (from R1600 a year) and Google Play (R390 one time fee), or any additional fee that Google or Apple may charge. These fees are subject to change.***

The publication of your app is subject to the approval and requirements of Apple and Google.

This service is only available to clients who develop their website through BAAB Media Group.



BAABMEDIA.COM

@BAABMEDIA

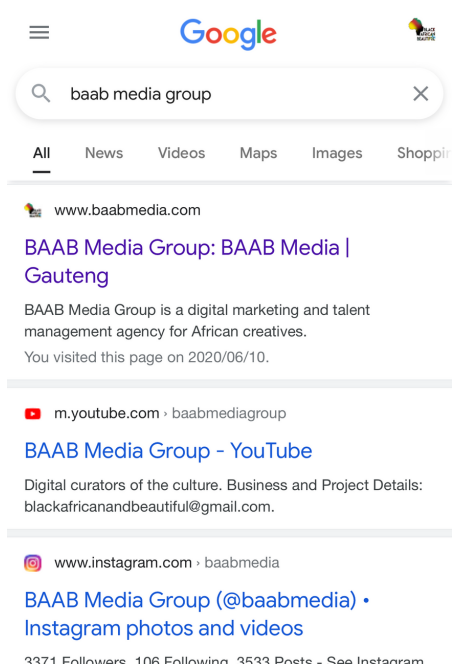
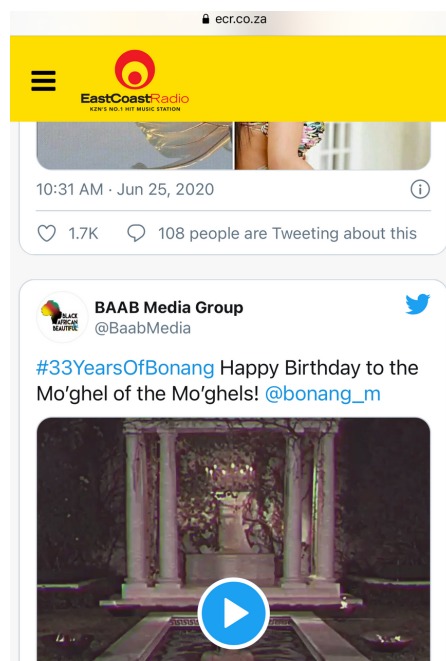
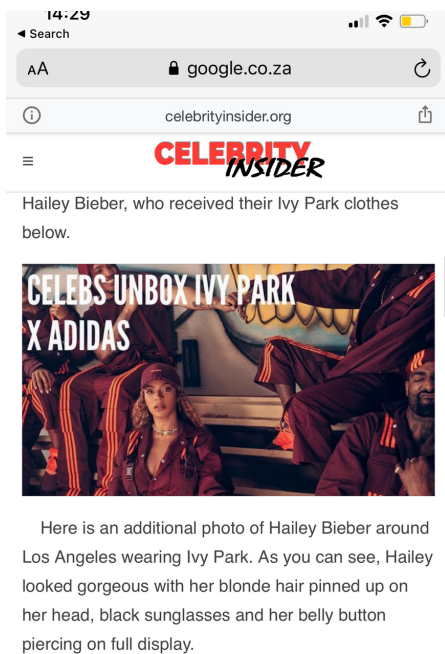
OUR SERVICES REVISED PRICING

WELCOME TO THE DIGITAL ECONOMY

DIGITAL MEDIA PACKAGE

BAAB Media Group has a prominent social media presence and Google SEO verification. Our posts appear in different publications from across the globe which certifies us as a reliable source of content creation and media reporting.

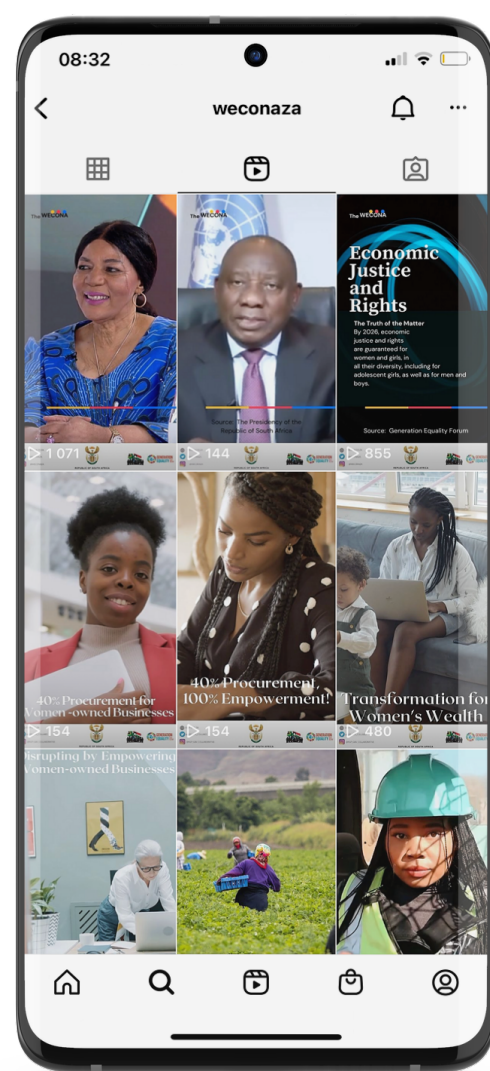
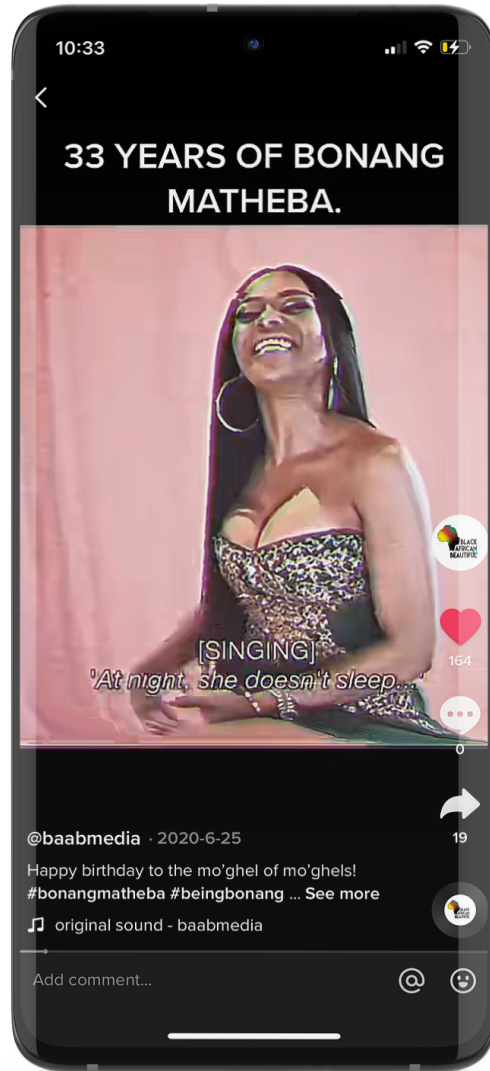
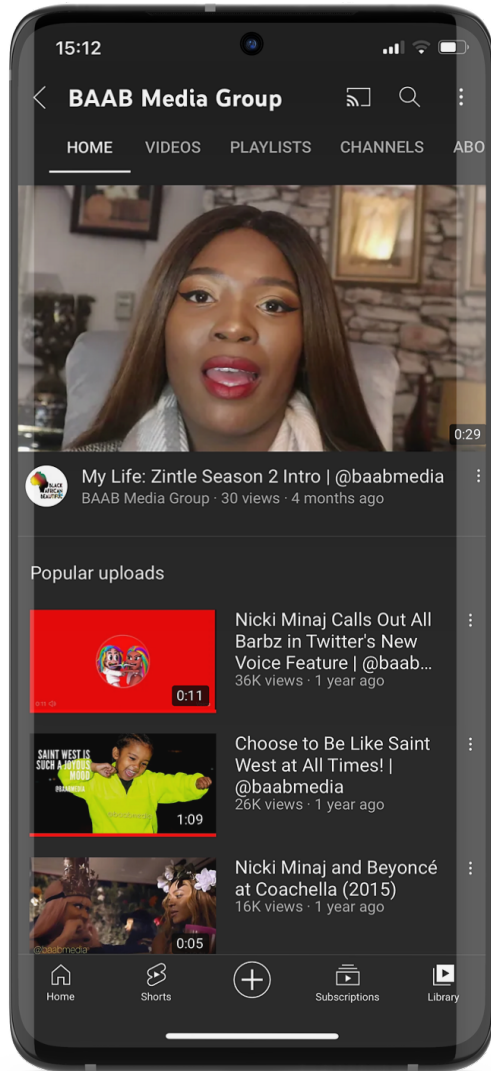
Since the beginning of our company in 2018 we have been featured in publications such as Celebrity Insider, EastCoast Radio, DexterTo and much more.



SOCIAL MEDIA PLATFORMS

Our social media rates range from R3 000-R50 000 on various platforms such as SnapChat, Facebook, Tumblr, Instagram, Twitter, YouTube and TikTok.

We have assisted brands in the past to trend on and to increase their social media presence because a modern business is a business that has a strong digital presence.



BRAND MANAGEMENT

AN ALL INCLUSIVE PLAN

Our brand management has proven to be a success among YouTubers, Spirits brands and corporations in our clientele network.

The admin fee is charged at R15 000..

Our management package is inclusive of a portfolio composed of digital brand identity as well as social media management for YouTube, Instagram, Twitter and Facebook valued at R45 500.

SOCIAL MEDIA RATES

YOUTUBE



THE YOUTUBE CREATORS PACKAGE

Our YouTube channel has over 900 subscribers and 600 000 views.

Due to our consistent growth in views, likes, comments and subscribers our package is valued at R75 000 /video.

This package includes content creation, channel management, video editing up to 30 mins max and uploading the video. Pricing excludes live streaming services

SOCIAL MEDIA RATES

INSTAGRAM

Understanding Instagram with terms such as interactions, impressions and reach determines how one defines the success of a Instagram marketing campaign.

On the right we have provided guidelines and definitions for our clients interested in this service



Your insights provides a view of account performance over the last 7 days. This time frame doesn't include today's date.

Overview

These insights display your account's reach, content interactions, total follower count and content you shared.

Accounts Reached

The number of unique accounts that have seen any of your posts, stories, or IGTV videos, at least once. Reach is different from impressions, which may include multiple views of your content by the same accounts. This metric is [estimated](#).

Content Interactions

These insights measure your Post, Story and IGTV Video content interactions during the [last 7 days].

Total Followers

This is your total number of followers on Instagram.

Content You Shared

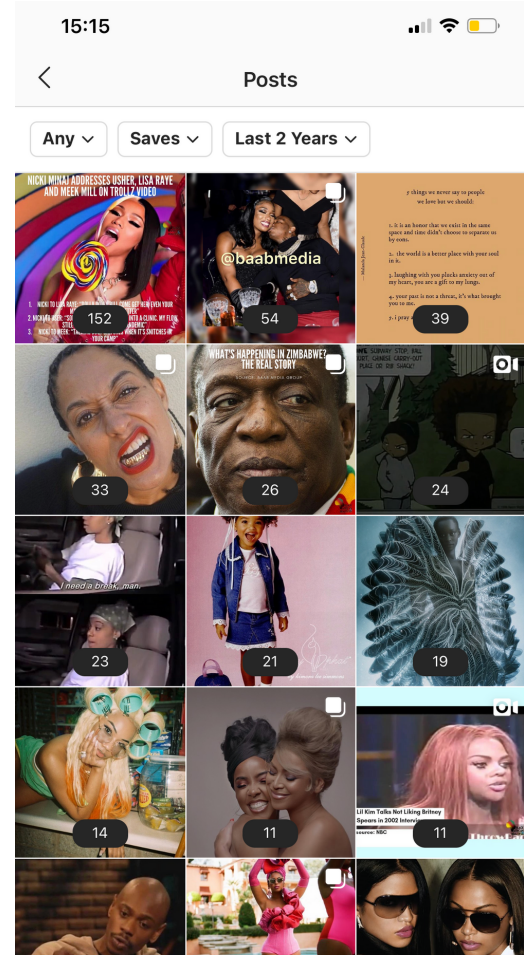
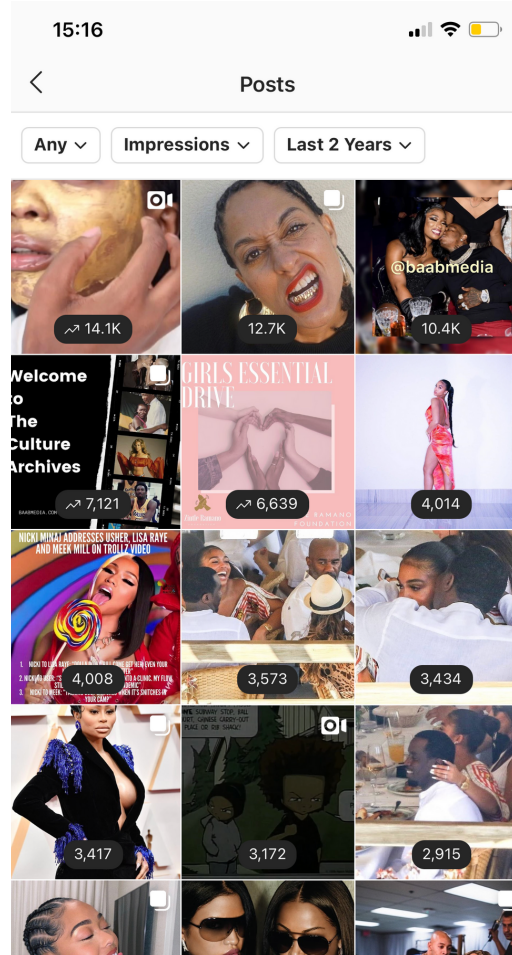
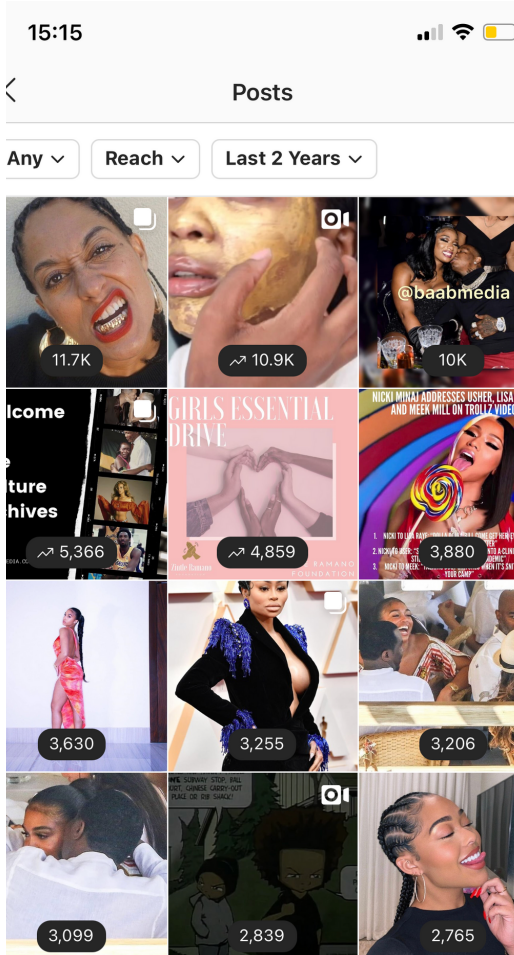
Number of posts, stories, IGTV videos, and promotions you shared in the last 7 days, including today's date.

--

This value indicates a metric that is currently unavailable due to a lack of data needed to provide a value.

SOCIAL MEDIA RATES

INSTAGRAM



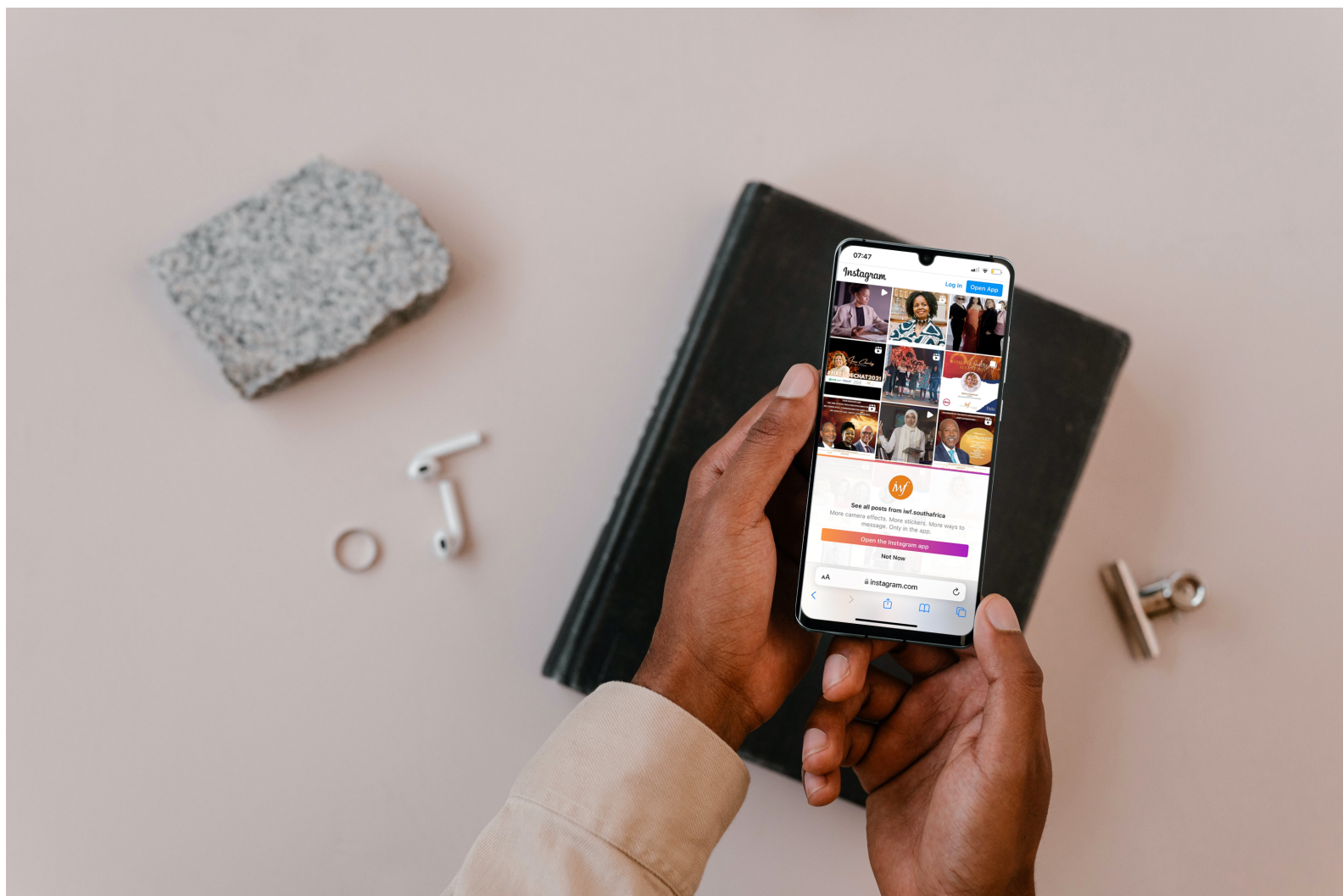
THE INSTAFAMOUS PACKAGE

Our Instagram marketing package is priced at R45 000 this fee is inclusive of story post, static post, reels and IGTV.

Cost breakdown:
R10 000 static post
R15 000 reels post
R20 000 story post

SOCIAL MEDIA RATES

INSTAGRAM



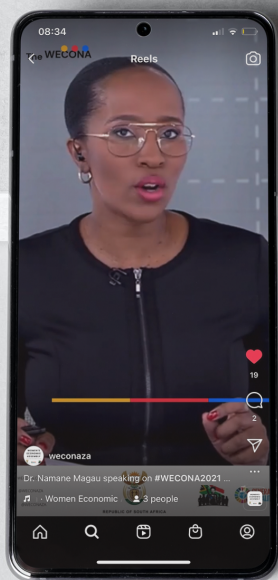
INSTAGRAM STATIC POST

Our Instagram Static Post is starts at R10 000.

Static posts establish the aesthetic of your Instagram page that'll appeal your niche and brand values to your audience. This service is inclusive of a graphic design package of up to 3 carousel designs as well as posting onto your feed at optimal times to achieve maximum engagement.

SOCIAL MEDIA RATES

INSTAGRAM



INSTAGRAM REELS POST

Our Instagram Reels Post starts at R15 000

Instagram Reels are short and engaging videos that can be created for up to 60s. Explore the new Reels tab-a space to encounter shareable moments as they happen-or find reels in someone's profile. Amplify your ideas with audio from the Instagram music library, original audio you record, and your unique sound by adding Voiceover to clips. Collect and share audio pages, too. This is instagram's biggest discovery feature to grow your following and brand awareness.

SOCIAL MEDIA RATES

INSTAGRAM



INSTAGRAM STORY POST

Story posts are 15 second video or photo content that appear in a portrait format aimed at sharing your everyday personal and business moments. Stories are a quick, easy way to share moments and experiences. Use text, music, stickers and GIFs to bring your story to life. Add the Questions sticker and other interactive features to your Stories to share and get feedback from your followers. This service includes creating story content in vertical format, graphic design package of up to 3 story design posts as well as posting at peak hours to optimize maximum engagement on your page.

SOCIAL MEDIA RATES

META

THE META FILTER PACKAGE

Our Meta Filter

Package is priced at
R80 000.

Cost breakdown:

R50 000 - design, creation
and tailor-made filter

R25 000 - maintenance and
adjustments

R5 000 - admin

From design concept to
final publication takes 14-30
days dependent on client
revisions.

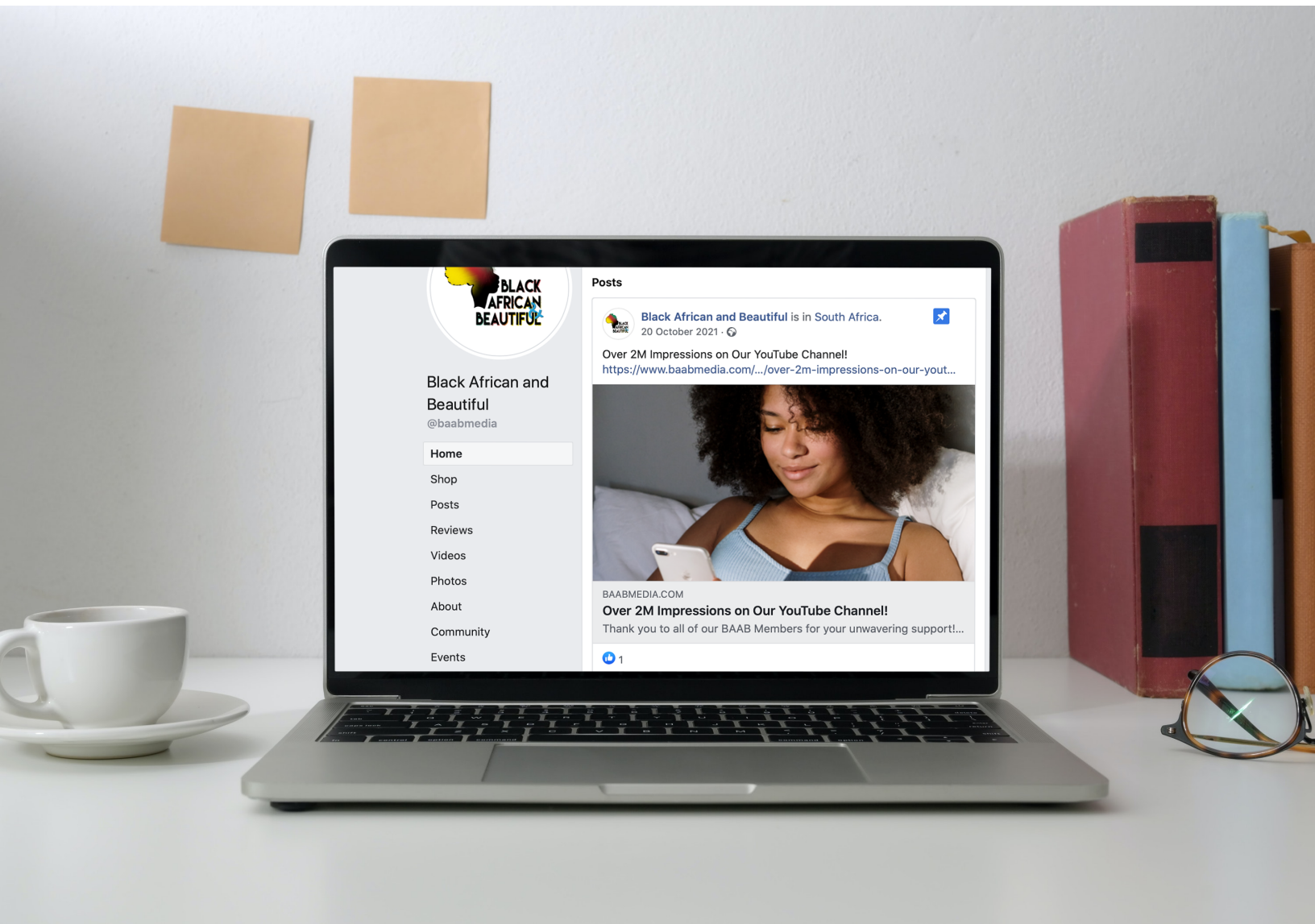
This filter is available in
both Meta Facebook and
Instagram..

Our filter won the
Trendsetter award with
Meta (2022) for over 10K
Impressions



SOCIAL MEDIA RATES

META



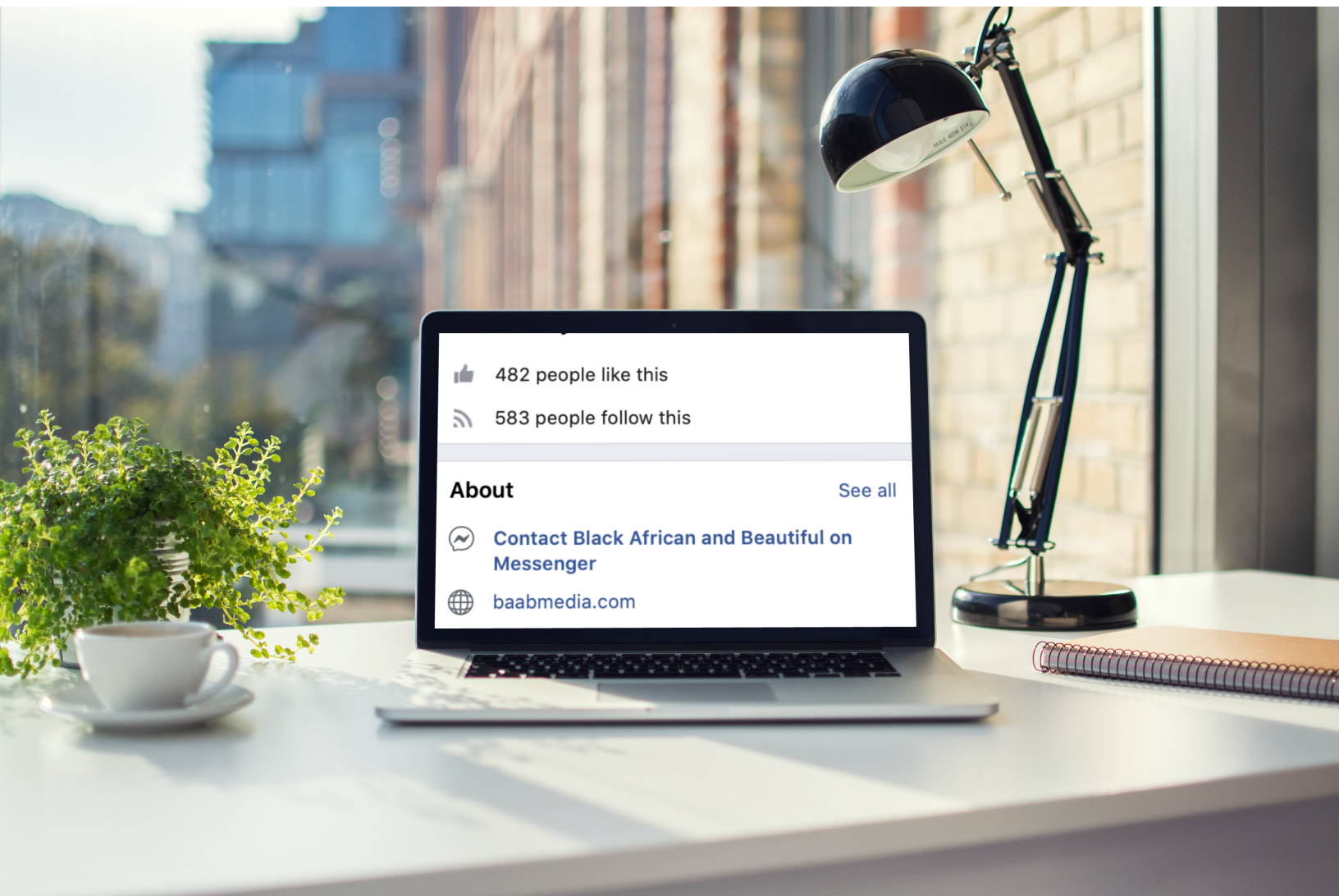
THE META PACKAGE

Facebook is still the mother of the social media platforms. It's integration system links it to Instagram, Whatsapp and other entities that META owns. Benefits of Facebook is the audience's long attention span in comparison to other platforms.

Our META package is priced at R15 000.

SOCIAL MEDIA RATES

META



THE META PACKAGE

This package includes page management, data analytics, content production and posts from your website over a period of 30 days.

SOCIAL MEDIA RATES

TIKTOK



THE TIKTOK CREATORS PACKAGE

TikTok is the leading destination for short-form mobile video.

TikTok has become the most relevant social media for brands to endorse their products and services especially when targeting Gen Z.

Don't let your company get left behind and modernize. Book our
TikTok creators package today

Our TikTok creators package is priced at R10 000/tiktok. This package includes film production equipment camera, ringlight and mic (if needed) as well as post-production editing and post.



**"CREATIVITY IS THE
ESSENCE OF JOIE DE
VIVRE IN THE
DIGITAL ERA"**

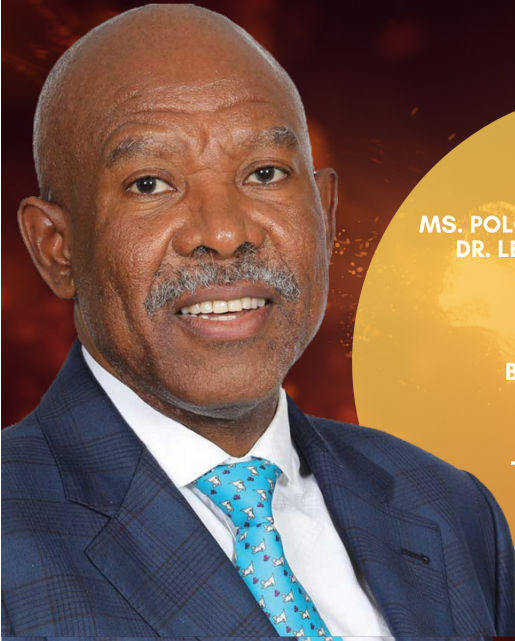
**FOUNDER AND DIRECTOR ZINTLE
RAMANO**

YOU ARE INVITED: A ROUNDTABLE DIALOGUE

FIRESIDE CHAT WITH

GOVERNOR OF THE SOUTH AFRICAN RESERVE BANK

LESETJA KGANYAGO



FACILITATED BY:

MS. POLO LETEKA, ABSIP PRESIDENT
DR. LEILA FOURIE, CEO OF JSE

PANELISTS FROM:
ABSA
AFRICAN BANK
BBBEE COMMISSION
PIC
FINANCIAL
SECTOR
TRANSFORMATION
COUNCIL
STANDARD BANK

1 SEPTEMBER 2021, 09:30-11:30 SAST



HOSTED BY



RSVP HERE

GRAPHIC DESIGN

FOR FLYERS, POSTERS AND MORE

Whether you need to announce a sale, create a Twitter header, an Instagram or Story post we have the tools you need to increase your brand visibility.

For a price of R10 000/month you can request as up to 20 designs incl. design templates for your businesses branding.

Logo design is charged at a low R3 000.

TECH INNOVATION & GENDER INCLUSION

#SHEREIGNSTECH AWARDS2021

CATEGORIES:

1. LET HER START 2021
2. LET HER GROW 2021

17 SEPTEMBER, 2021
10 - 3 P.M.
VIRTUAL EVENT

REGISTER ON
YLCIDEAL.CO.ZA



WOMAN MICS
AFRICA

LAUDE VISION
AFRICA



GENERATION EQUALITY
FORUM



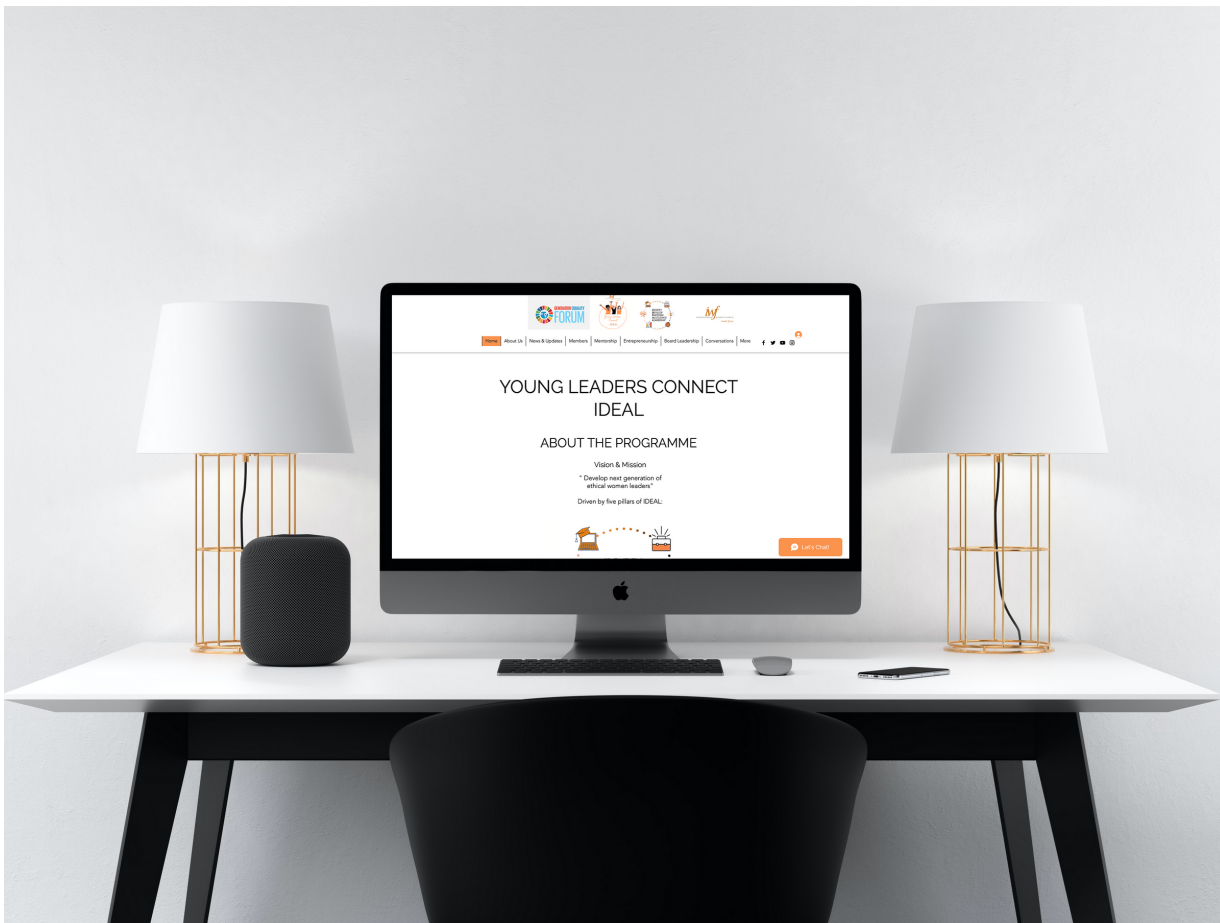
UN WOMEN



GRAPHIC DESIGN

FOR FLYERS, POSTERS AND MORE

Our logo design package is charged at R3 000 which includes a logo in png version with a transparent background with up to 3 revisions allowed.



WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

Your website is your company's first lead into attracting potential clients. It exhibits services that you provide, products you sell, values you stand for as well as your vision and mission.

This becomes the portal for your customers loyalty for long term goals.

Our website design is packaged at a once-off R10 000 for design (excl. mobile version) and R100 000/annum (R8 300/month) for development and maintenance.

For both desktop and mobile version our website design is priced at a once-off R15 000 and R80 000/annum (R8 300/month) for development and maintenance.

Price incl. Google or Facebook Ads, Google SEO and Analytics Report.

NB. Price quoted is for website design from scratch and not website transfer fee

A 75% deposit is required before work can begin.



For any further business inquiries or bookings
visit baabmedia.com or email us at
editor@baabmedia.com



BAAB Media Group
Welcome to the Digital Economy