

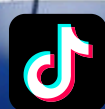


# BLACK AFRICAN BEAUTIFUL

APR 2024



#GirlsWantFunds  
WhatsApp group



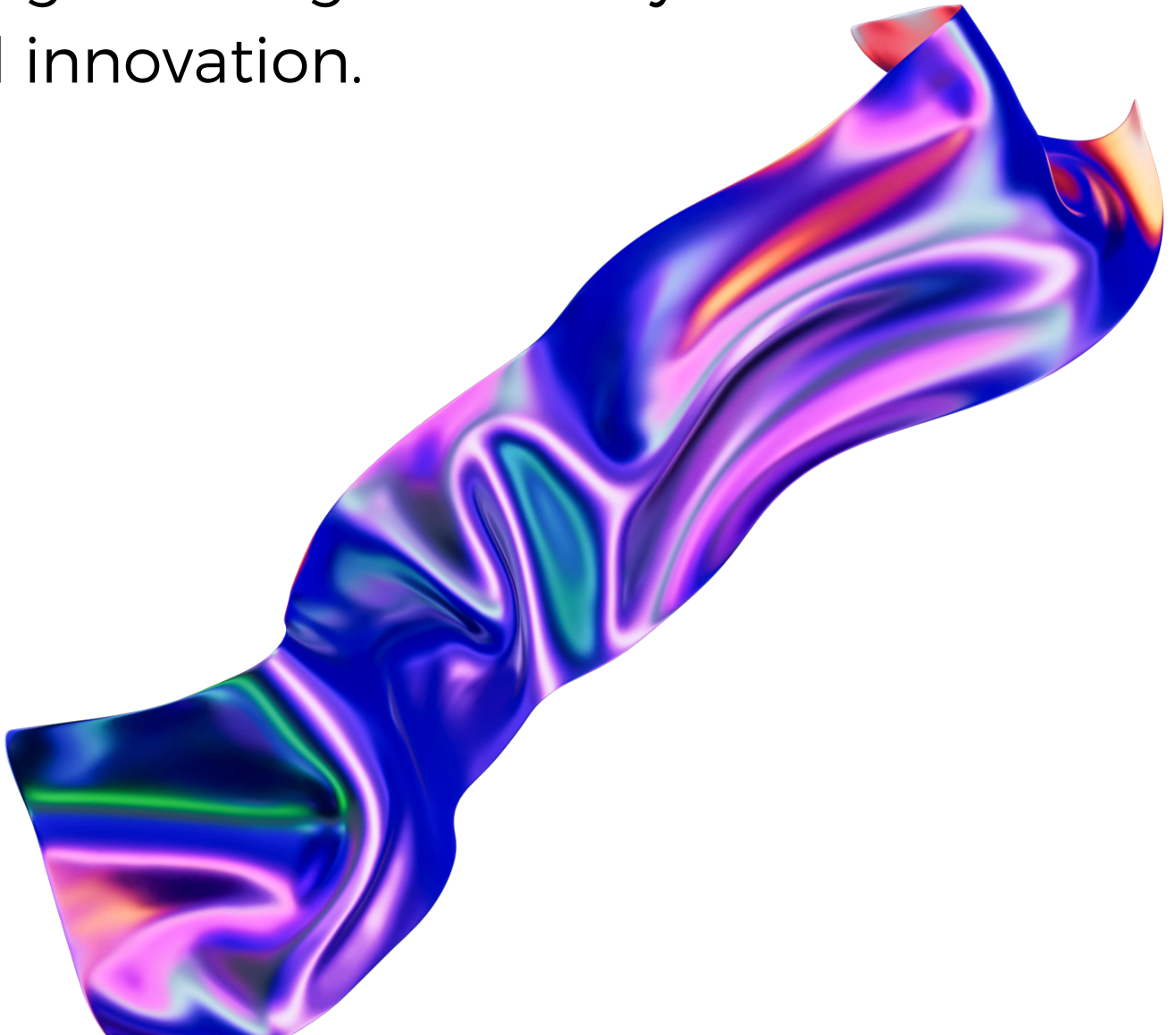
@BAABMEDIA

/BAABMEDIAGROUP

@BAABMEDIA

# EXECUTIVE SUMMARY

BAAB Media Group, a black, youth, and women-owned digital marketing company, seeks to have growth and impact in 2024. The company's #GirlsWantFunds campaign seeks to raise R1M and give access to women and girls to digital literacy, excellence and innovation.



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# BLACK AFRICAN BEAUTIFUL

APR 2024



#GirlsWantFunds  
WhatsApp group



@BAABMEDIA

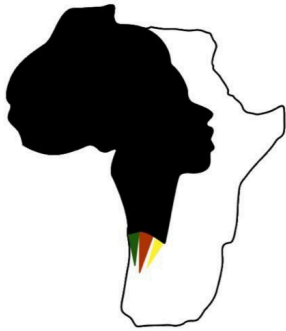


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@BAABMEDIA

# OUR LOGO, OUR HERSTORY



BLACK AFRICAN  
& BEAUTIFUL

Original logo concept 2015 designed and hand-drawn by Tshiamo Ramano which later was turned digital by SoyBoogie for our Tumblr blog known as Black African and Beautiful.



Version 2 of logo modernized by Hakeem Andersen in 2017 as company prepared registration and implementing full operations. The revision still keeps the essence of Africa and woman.



Version 3 of logo now known as BAAB Media Group is vibrant and relatable revised by Alexandra Valentina Nadia in 2019.



Version 4 of logo revised by Alexandra Valentina Nadia in celebration of 5 years of BAAB Media Group in 2023.

# CREATIVE COMMONS LICENSE

YOUR BUSINESS MIGHT NOT BE IN DIGITAL BUT,  
DIGITAL IS IN YOUR BUSINESS



## Copyright Information:

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# OPERATIONAL HIGHLIGHTS

ZINTLE RAMANO, FOUNDER OF BAAB MEDIA GROUP,  
GRADUATES FROM MCKINSEY FORWARD PROGRAMME



Zintle Ramano, the visionary founder of BAAB Media Group, has recently added another impressive achievement to her already illustrious career by graduating from the prestigious McKinsey Forward Programme Advanced Level. This ten-week online learning initiative, offered by McKinsey, is designed to equip individuals with the practical skills needed to thrive in the ever-evolving landscape of the modern workplace.

Ramano's participation in the McKinsey Forward Programme Advanced Level demonstrates her unwavering commitment to continuous learning and professional development. Through this intensive program, she honed her ability to turn business challenges into opportunities through structured and creative thinking. Additionally, she mastered the art of clear and impactful communication, ensuring that her messages inspire action and drive results.

# OPERATIONAL HIGHLIGHTS

ZINTLE RAMANO, FOUNDER OF BAAB MEDIA GROUP,  
GRADUATES FROM MCKINSEY FORWARD PROGRAMME



What makes Ramano's accomplishment even more remarkable is the scale of the cohort she graduated with. Comprising a staggering 3000 graduates, her cohort stands as the largest and most diverse in the history of the McKinsey Forward Programme. This diverse group of individuals brings a wealth of perspectives and experiences, enriching the learning environment and fostering collaboration on a global scale.

One of the key focuses of the McKinsey Forward Programme is on adaptability and emotional intelligence, particularly in times of change. Ramano emerged from the program with a heightened sense of emotional awareness, equipped to navigate both collaborative team environments and solitary pursuits with equal proficiency. This newfound resilience ensures that she remains agile in the face of evolving challenges, poised to lead BAAB Media Group to even greater heights of success.

In addition to her achievements with McKinsey, Ramano has also completed a training course with the Department of Communications and Digital Communications in partnership with GIZ on inclusive hiring skills. This initiative aligns with the broader goal of enhancing the quality of vocational training in South Africa, a priority area for the German Federal Ministry for Economic Cooperation and Development (BMZ).



# OPERATIONAL HIGHLIGHTS

ZINTLE RAMANO, FOUNDER OF BAAB MEDIA GROUP,  
GRADUATES FROM MCKINSEY FORWARD PROGRAMME



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The Digital Skills for Jobs and Income Project (DS4JI), spearheaded by GIZ and supported by BMZ, aims to bolster the employment prospects of young people, particularly women, through labor-market-oriented training and networking activities. By participating in this initiative, Ramano demonstrates her commitment to fostering inclusive hiring practices and empowering individuals from diverse backgrounds to thrive in the digital age.

As Zintle Ramano continues to leverage her skills and knowledge to drive positive change within BAAB Media Group and beyond, her journey serves as an inspiration to aspiring entrepreneurs and professionals alike. With her dedication to lifelong learning and her unwavering passion for innovation, she exemplifies the transformative power of education and perseverance in shaping the future of business and society.

# STRATEGIC INITIATIVES

#GIRLSWANTFUNDS



In today's dynamic business landscape, raising capital is often the key to unlocking growth and innovation. Yet, for many women entrepreneurs, accessing funding remains a significant challenge. Recognizing this disparity, BAAB Media Group is proud to unveil its latest initiative, [#GirlsWantFunds](#), dedicated to empowering women to raise capital in the energy, fintech, digital, and construction sectors.

Our focus on the energy, fintech, digital, and construction sectors is deliberate, as these industries present vast opportunities for disruption and innovation, yet remain largely untapped by women-led ventures. By channeling capital into these sectors, [#GirlsWantFunds](#) not only empowers individual entrepreneurs but also catalyzes broader economic growth and diversity within these industries.

# STRATEGIC INITIATIVES

#GIRLSWANTFUNDS



## The Funding Gender Gap:

Statistics paint a stark picture of the challenges facing women-owned businesses when it comes to accessing capital:

- According to a report by PitchBook and All Raise, in 2021, only 2.2% of venture capital funding went to companies with all-female founders, while 12.2% went to companies with at least one female founder.
- Women of color receive an even smaller share of venture capital funding, with Black women receiving just 0.27% of total venture funding in 2020, according to ProjectDiane.

According to a report by the Global Entrepreneurship Monitor (GEM) South Africa, women entrepreneurs often encounter barriers such as limited access to networks, lack of collateral, and gender biases when seeking funding for their businesses. These challenges contribute to a lower percentage of women-owned businesses receiving funding compared to male-owned businesses.

These statistics underscore the urgent need for initiatives like #GirlsWantFunds, which seek to level the playing field and empower women entrepreneurs to access the capital they need to succeed.

# JOIN OUR WHATSAPP GROUP

## #GIRLSWANTFUNDS



### **Empowering Women Through Capital Access:**

At the heart of the #GirlsWantFunds initiative is a robust WhatsApp group, bringing together a diverse community of individuals and business owners passionate about supporting women in business. This group serves as a dynamic platform for networking, collaboration, and knowledge-sharing, enabling women to connect with potential investors, explore funding opportunities, and access valuable resources to navigate the fundraising process effectively.

Through strategic partnerships and targeted outreach, BAAB Media Group will leverage its expertise and network to connect women entrepreneurs with investors, venture capitalists, and other funding sources. Whether through pitch events, investor introductions, or tailored fundraising workshops, #GirlsWantFunds is committed to providing women with the tools, connections, and support they need to secure the capital necessary to fuel their growth and innovation.

# MARKET ANALYSIS



## HITTING THE 3000 SUBSCRIBERS MARK: BAAB MEDIA GROUP'S EPIC MILESTONE!

- **Website Traffic and Performance:**

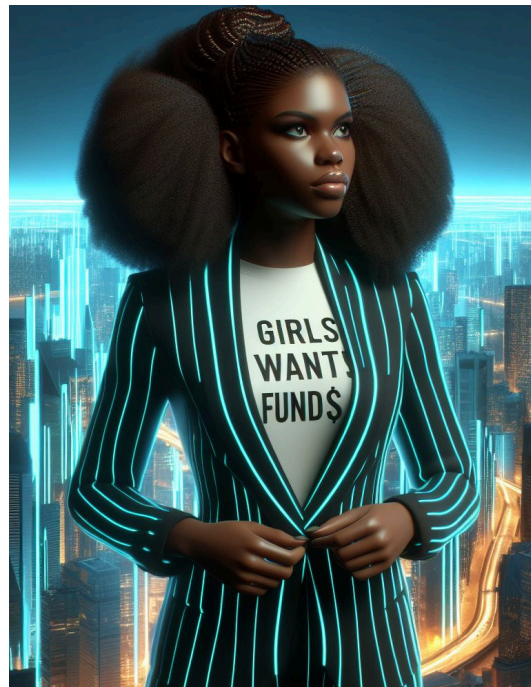
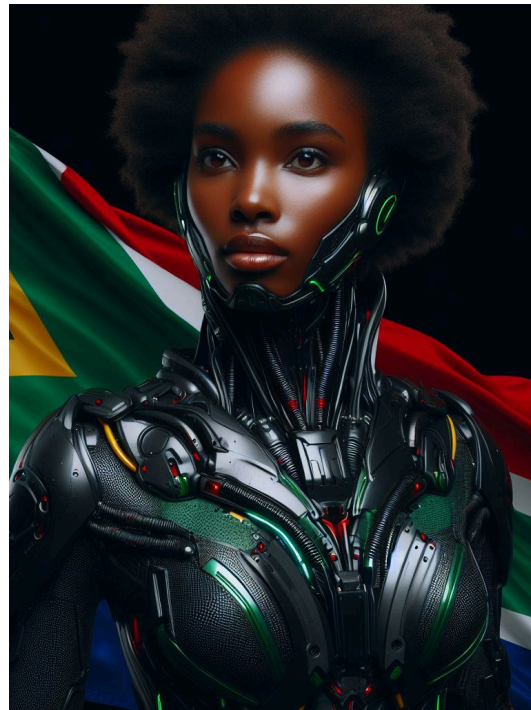
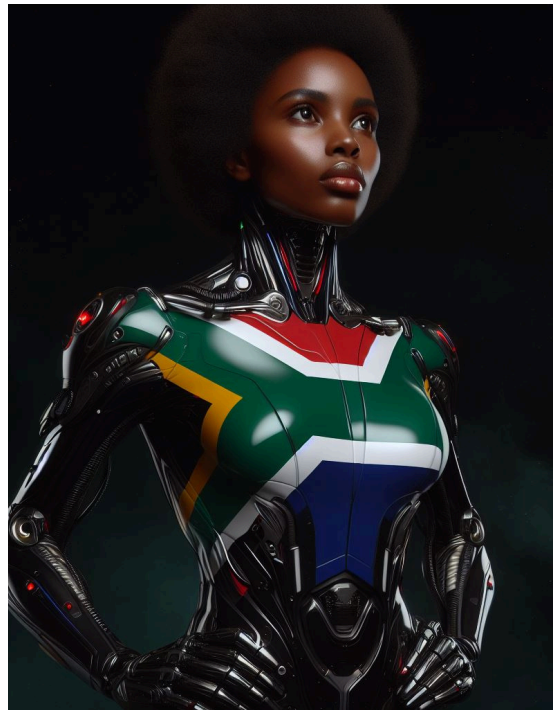
Our blog traffic hit a major milestone in April, and we couldn't have done it without our amazing BAAB Members! Over the past 30 days, we've achieved **over 1k post views**, marking a staggering **increase of 4,714%** in organic traffic <http://baabmedia.com>

- **Social Media Engagement:** Our YouTube channel has reached a remarkable milestone of **1.9 million views**, a testament to the dedication of our team and the unwavering support of our valued subscribers and BAAB Members. This achievement represents not only a numerical milestone but also a reaffirmation of our commitment to delivering high-quality content that resonates with our audience. As we celebrate this milestone, we reflect on the journey so far and look ahead to the exciting opportunities that lie ahead. Our YouTube channel also amassed a staggering **3 000 subscribers** during the month of April. Thank you to all of our dedicated subscribers. A few more watch hours till monetisation.



Join Us  
Cisco CIO Leadership Dialogue  
22 April 2024 | 08:30 - 10:30  
The Saxon Hotel, 36 Saxon Rd,  
Sandhurst, Johannesburg, 2196

CISCO Leadership Dialogue Poster designed by BAAB Media Group





## PURPOSE

BAAB Media Group is a black, youth and women-owned 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 in order to elevate and professionalize their brand through digital marketing.

**ZINTLE RAMANO**  
**FOUNDER**

# TRANSFORMING YOUR DIGITAL STRATEGIES

BAAB MEDIA GROUP IS YOUR SOLUTION TO YOUR DIGITAL NEEDS.



Celebrating Milestones: BAAB Media Group Hits 2.5K Subscribers and 1.6M Views on YouTube!



@BAABMEDIAGROUP



@BAABMEDIA



BAABMEDIAGROUP

Transforming businesses through tailored digital marketing solutions, BAAB Media Group specializes in empowering companies without an existing digital marketing department or struggling in-house strategies. With a client base spanning SMMEs, corporations, and NPOs in finance, public service, and technology sectors, our unique proposition lies in delivering cost-effective digital products and services that optimize efficiency and drive results. Leveraging the digital transformation sparked by the pandemic, we offer timely, high-quality solutions, underpinned by a rich understanding of technology evolution dating back to the 1st industrial revolution.





## 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 THE AFRICAN CONTINENT

**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.

BAABMEDIA.COM

@BAABMEDIA

# OUR SERVICES

WELCOME TO THE DIGITAL ECONOMY



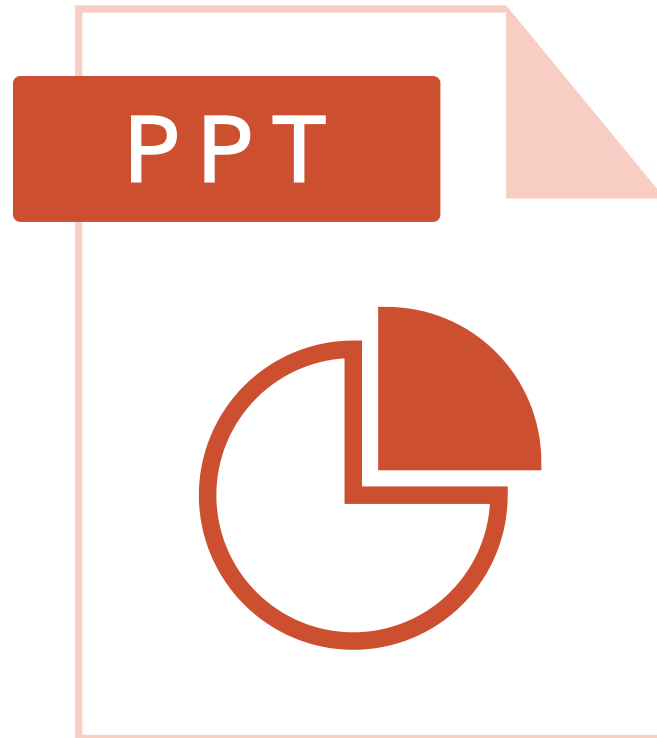


# EMAIL MARKETING

## THE CENTER OF YOUR BUSINESS

Email marketing is crucial for small businesses due to several reasons. Firstly, it is a cost-effective strategy, making it suitable for businesses with limited marketing budgets. Additionally, it enables direct communication between the business and its customers, fostering relationships and keeping customers informed. Moreover, email marketing has the potential to increase conversion rates by delivering personalized content and offers. It also aids in customer retention and loyalty through regular engagement and exclusive incentives. Furthermore, email marketing allows for targeted and personalized messaging by segmenting the subscriber list. It provides measurable results and analytics, enabling businesses to track performance and optimize campaigns. Automation features make email marketing scalable and efficient. Overall, email marketing is a versatile and valuable tool for small businesses to engage with customers, drive conversions, and cultivate long-term relationships.

Our email marketing service begins at R10 000 /month



# PRESENTATION DESIGN

## THE CENTER OF YOUR BUSINESS

Effective PowerPoint presentation design is essential in the business world for several reasons. Firstly, it enables clear and concise communication, allowing complex ideas and information to be conveyed in a straightforward manner. Secondly, it adds professionalism and enhances brand image by incorporating consistent visual elements that reflect the business's identity. Thirdly, it engages the audience through the use of visuals, such as images, charts, and diagrams, which help to simplify and reinforce the message. Moreover, well-designed presentations have a persuasive impact, influencing the audience's opinions and encouraging the desired actions. Additionally, PowerPoint presentations provide a structured format that organizes content logically, ensuring a smooth flow of information. Lastly, they save time by condensing information effectively, maximizing the use of presentation time. Overall, investing in well-designed PowerPoint presentations enables businesses to communicate effectively, strengthen their brand, and achieve their objectives.

Our Presentation Design service begins at R10 000



# WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

## Desktop-Only Version:

1. Design (Once-off):\*\* R10,000
2. Development and Maintenance (Per annum):  
R100,000
  - Monthly Cost: R8,300
3. Additional Services (Included):
  - Google or Facebook Ads
  - Google SEO
  - Analytics Report

## Total Cost (Yearly):

- Design: R10,000 (Once-off)
- Development and Maintenance: R100,000 (Annually)

## Payment Terms:

- 75% Deposit before work begins:  $0.75 * (R10,000 + R100,000)$



# WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

## Desktop + Mobile Version:

1. Design (Once-off): R15,000
2. Development and Maintenance (Per annum): R80,000
  - Monthly Cost: R8,300
3. Additional Services (Included):
  - Google or Facebook Ads
  - Google SEO
  - Analytics Report

## Total Cost (Yearly):

- Design: R15,000 (Once-off)
- Development and Maintenance: R80,000 (Annually)

## Payment Terms:

- 75% Deposit before work begins:  $0.75 * (R15,000 + R80,000)$

Remember, the total yearly cost includes both the once-off design fee and the annual development and maintenance fee. If you have any specific questions or need further clarification, feel free to ask!

# SERVICES

## APP DEVELOPMENT

Get a fully branded app.

### **Your Logo, Your Branding**

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

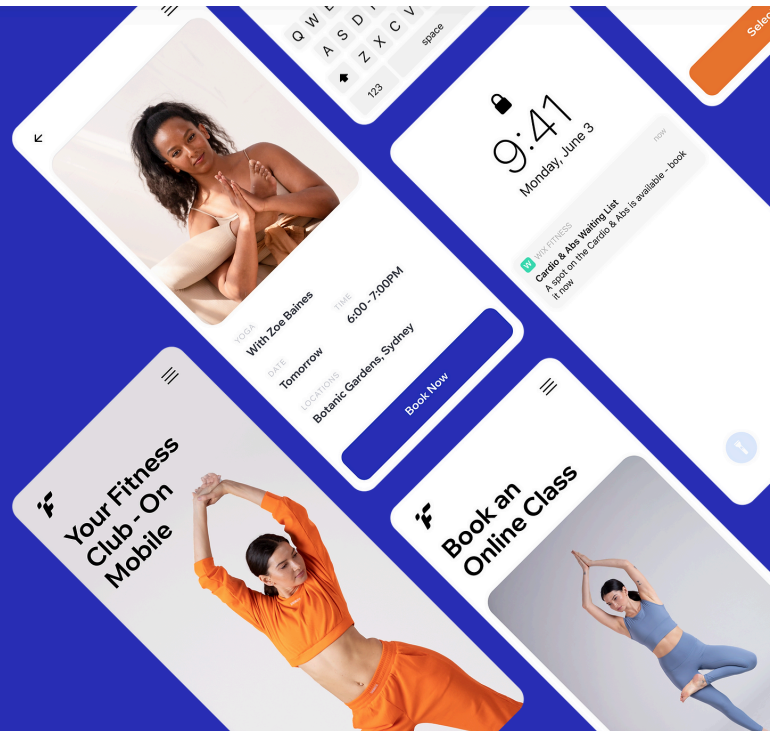
### **Total Creative Freedom**

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**

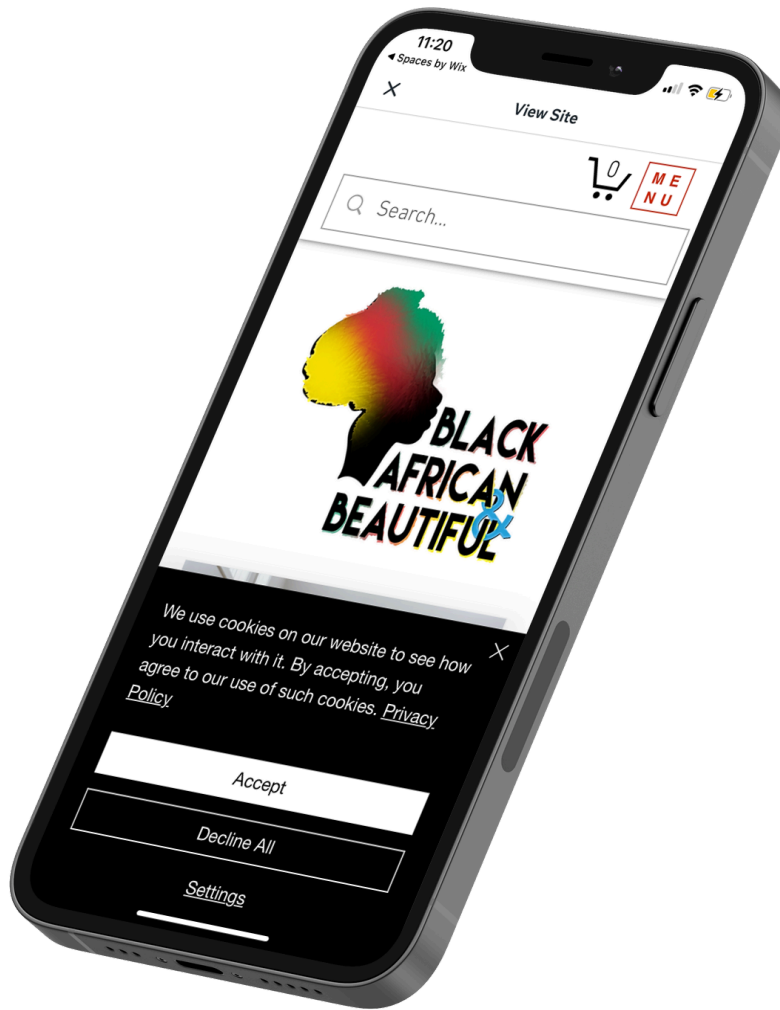
Your app and site activity are integrated in one centralized place.

### **Fully Synced with Your Website**

Your site, dashboard and app activity are seamlessly integrated.

# SERVICES

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.***

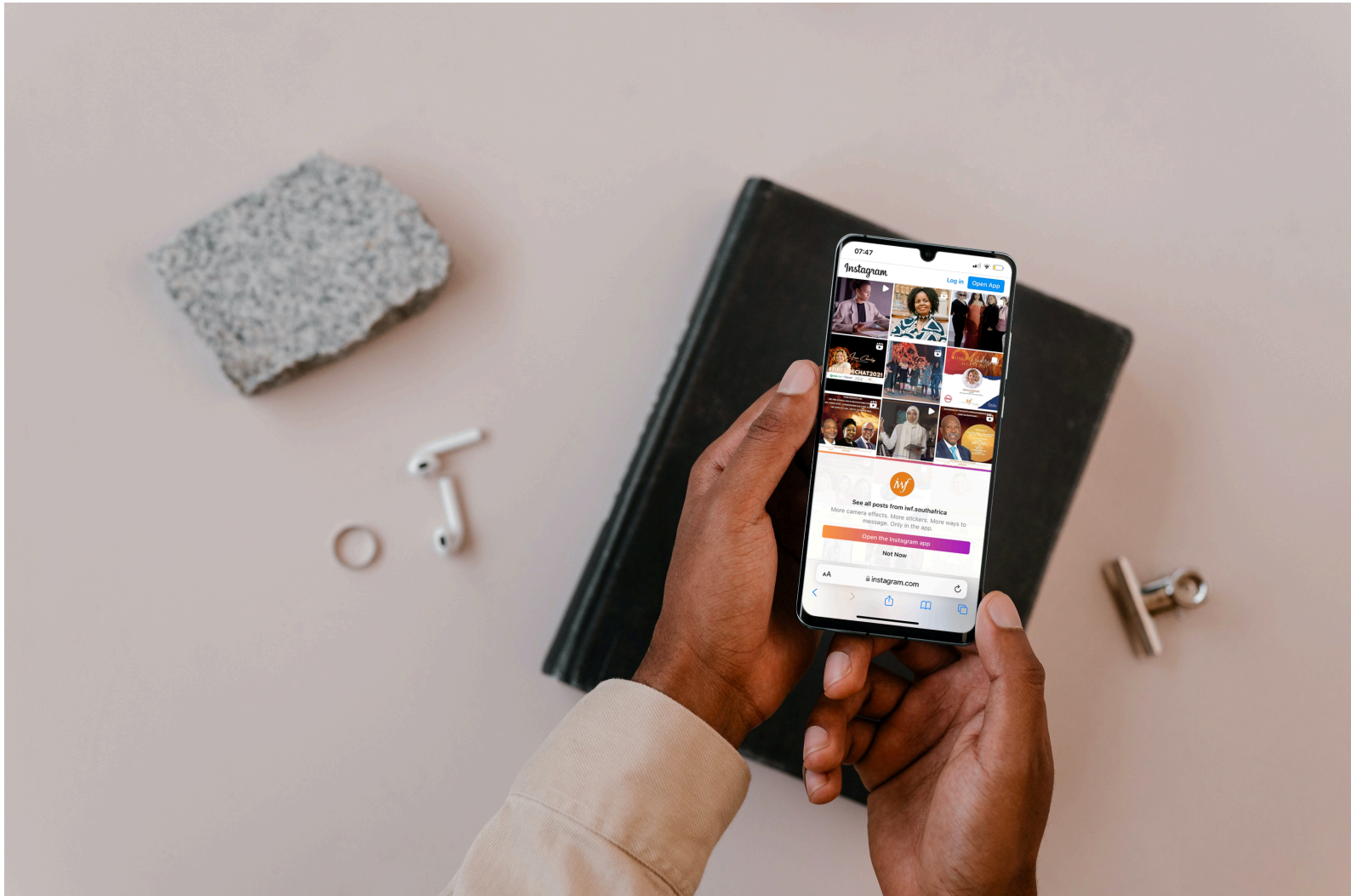
***The publication of your app is subject to the approval and requirements of Apple and Google.***

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



# SOCIAL MEDIA RATES

## INSTAGRAM



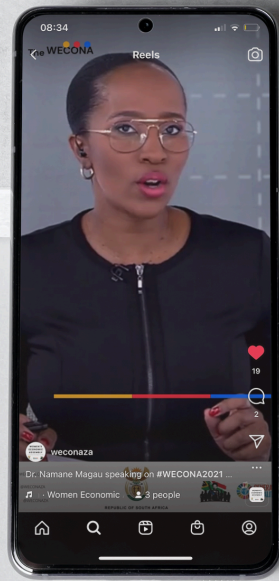
### **INSTAGRAM STATIC POST**

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**

Our Instagram Story starts at R20 000

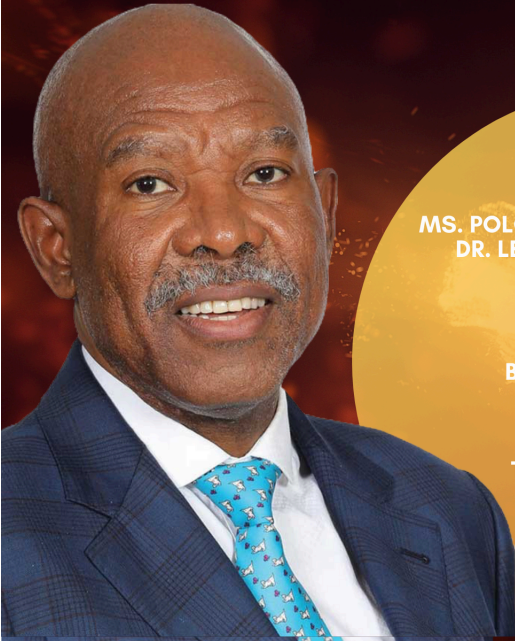
Story posts are 15-60 second video or photo content that appear in a portrait format aimed at sharing your everyday personal and business moments. Stories are a quick, easy way to share moments and experiences. Use text, music, stickers and GIFs to bring your story to life. Add the Questions sticker 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.

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 Static 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 business' branding.

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

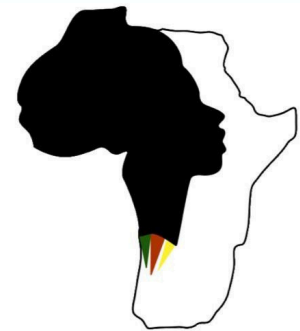
LAUDE VISION  
AFRICA



GENERATION EQUALITY  
FORUM



WOMEN  
LEADERSHIP



DESIGNED BY BAAB MEDIA GROUP (PTY) LTD

## LOGO DESIGN

FOR FLYERS, POSTERS AND MORE

BLACK AFRICAN  
& BEAUTIFUL

Our logo design package is charged at R5 000 which includes:

1. Base Logo Design: R5,000

- This includes the creation of the initial logo design.

2. Transparent Background (PNG): Included

- The cost covers the delivery of the logo in PNG format with a transparent background.

3. Revisions: Up to 3 revisions allowed

- The price includes the provision for up to three rounds of revisions to ensure client satisfaction.

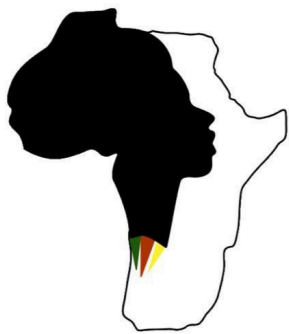
A close-up, high-angle photograph of two smartphone camera modules. The phones are dark-colored, and the camera lenses are prominent, showing reflections. The background is dark and out of focus.

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@BAABMEDIA

# OUR PACKAGES

WELCOME TO THE DIGITAL ECONOMY



BLACK AFRICAN  
& BEAUTIFUL



## **BRAND MANAGEMENT**

### **AN ALL INCLUSIVE PLAN**

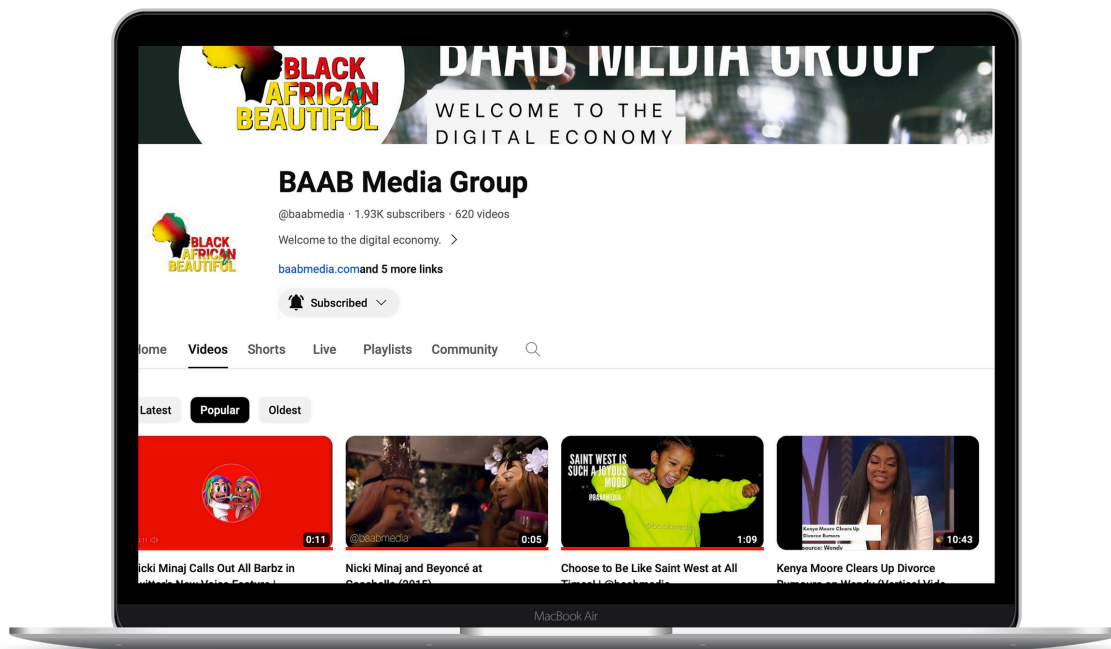
The success of our digital brand management is evident within our clientele network, particularly resonating with YouTubers, spirits brands, and corporations.

An administrative fee of R15,000/month is applicable for our comprehensive management services.

Our management package encompasses a valuable portfolio, incorporating digital brand identity and social media management across platforms such as YouTube, Instagram, Twitter, and Facebook. The combined value of these services is estimated at a R42,500/annum.

# SOCIAL MEDIA RATES

## YOUTUBE



## THE YOUTUBE CREATORS PACKAGE

Our YouTube channel has achieved remarkable success with over 1.9K subscribers and an impressive 1M views. The consistent growth in views, likes, comments, and subscribers is a testament to the effectiveness of our digital brand management efforts.

Package Value: **R75,000 per video**

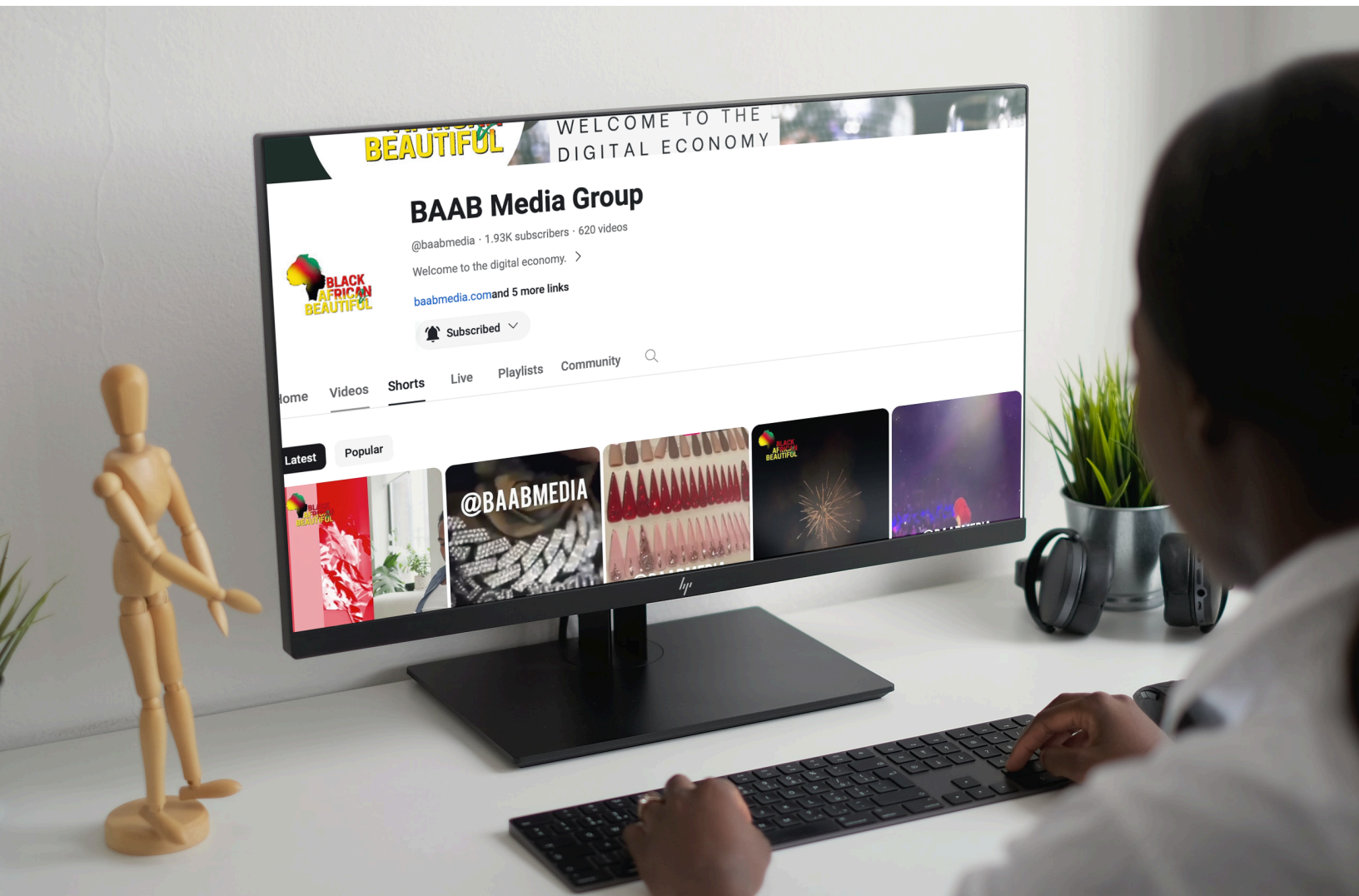
Inclusions:

1. Content Creation: Engaging and tailored content development to resonate with the target audience.
2. Channel Management: Strategic oversight and management of the YouTube channel to enhance visibility and engagement.
3. Video Editing: Professional editing services for videos, with a maximum duration of 30 minutes per video.
4. Video Uploading:\*\* Efficient and timely uploading of edited videos to the YouTube channel



# SOCIAL MEDIA RATES

## YOUTUBE



## THE YOUTUBE CREATORS PACKAGE

### Exclusions:

Live Streaming Services: Please note that live streaming services are not included in the base package and will be billed separately.

This package is designed to optimize your YouTube presence, ensuring a consistent and compelling brand narrative that resonates with your audience. The R75,000 per video investment reflects the value we bring in terms of content quality, strategic management, and sustained channel growth.

For further inquiries or customization of services, please feel free to contact our team.

# 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.

#### 1. TikTok Creators Package: R10,000 per TikTok

- This includes the entire TikTok creators package for one TikTok video.

#### 2. Film Production Equipment:

- Camera
- Ringlight
- Mic (if needed)
- These are all included in the package to ensure high-quality video production.

# SOCIAL MEDIA RATES

TIKTOK



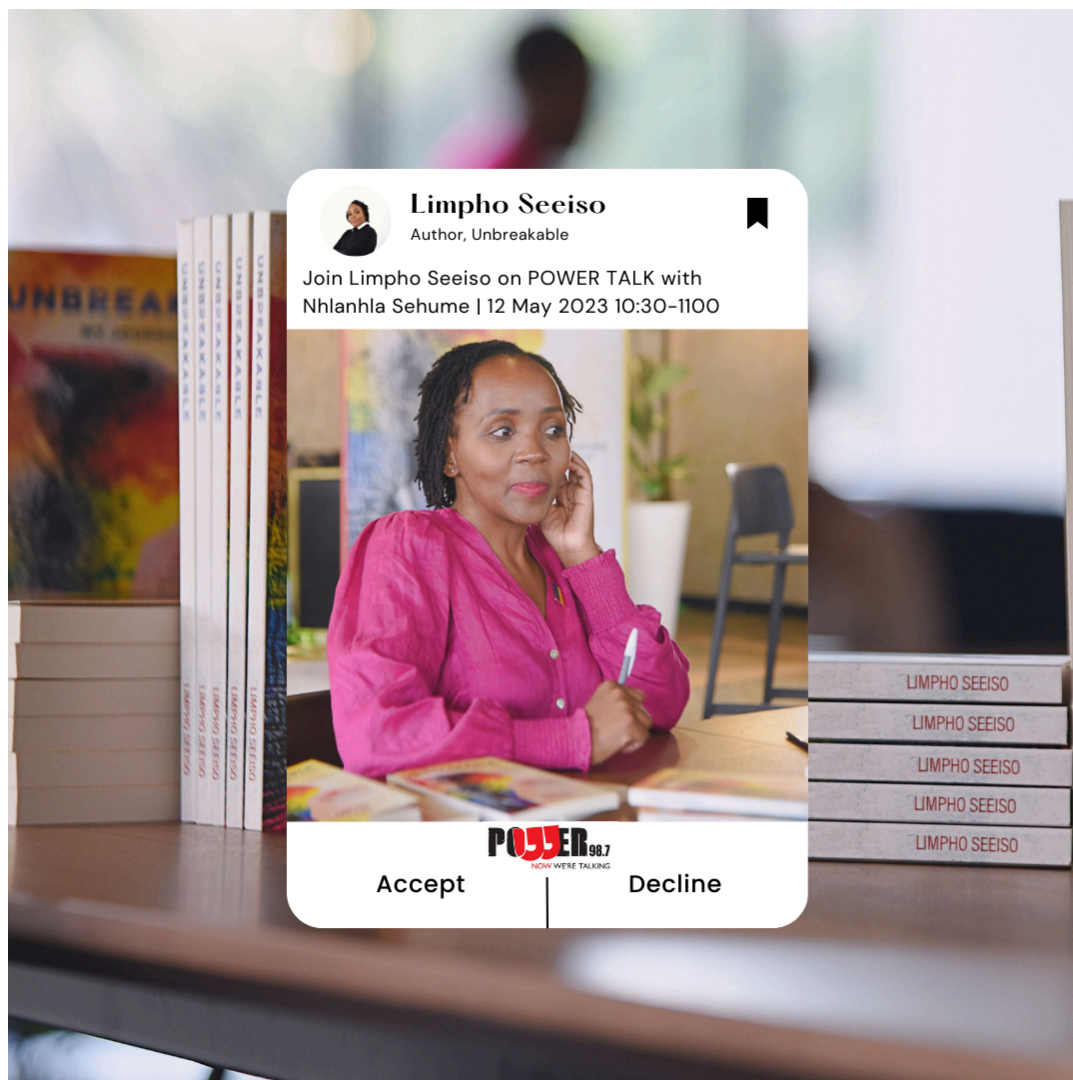
## THE TIKTOK CREATORS PACKAGE

### 3. Post-Production Editing and Post:

- The cost covers the editing and post-production processes to enhance the final TikTok video.

# SOCIAL MEDIA RATES

## INSTAGRAM



## THE INSTAGRAM MARKETING PACKAGE

Experience the power of impactful content through our versatile Instagram services. Our offerings include Static Posts at **R10,000**, Reels that leave a lasting impression priced at **R15,000**, and immersive Story Posts at **R20,000**. Each package is designed to captivate your audience and boost your brand's presence. The breakdown of costs includes **R10,000** for Static Posts, **R15,000** for Reels, and **R20,000** for Story Posts.

# SOCIAL MEDIA RATES

INSTAGRAM



## **THE INSTAGRAM MARKETING PACKAGE**

With our services, you get more than just posts. We provide graphic creation that speaks volumes about your brand, expert content production and editing for a polished and professional look, and a tailored Instagram marketing plan to ensure your content reaches the right audience. Don't miss out on this fantastic opportunity to elevate your Instagram game. Engage your audience, enhance your brand, and witness your business soar to new heights.

# 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

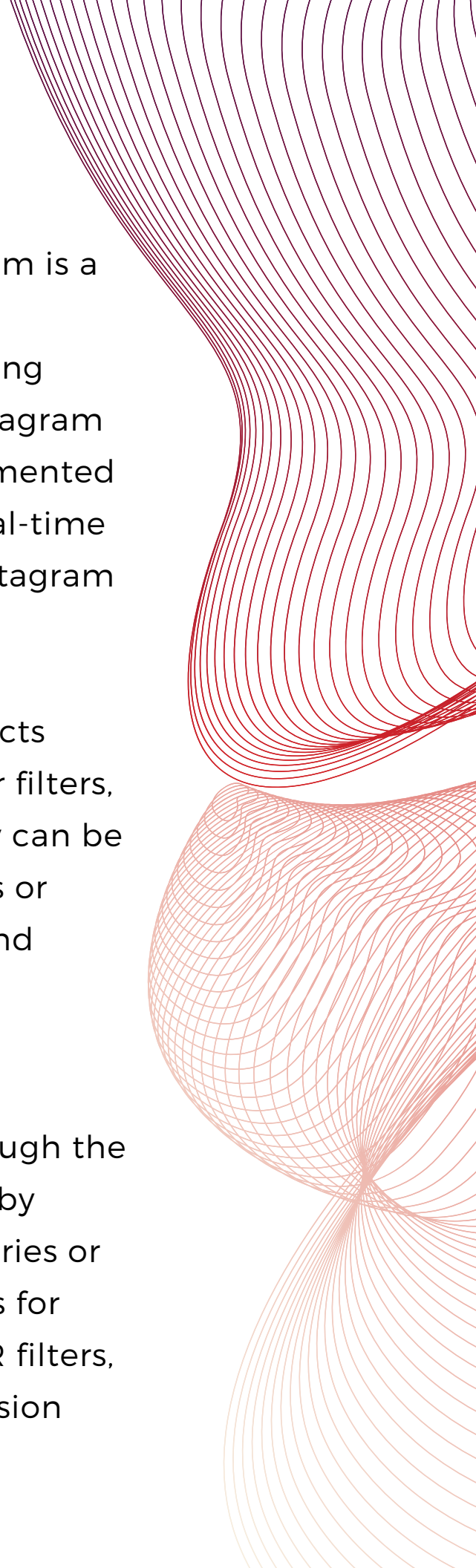
META

## THE META FILTER PACKAGE

An augmented reality (AR) filter for Instagram is a digital overlay that alters or enhances the appearance of a user's face or the surrounding environment when viewed through the Instagram camera. These filters are created using augmented reality technology and can be applied in real-time to images or videos captured within the Instagram app.

AR filters on Instagram can add various effects such as masks, animations, 3D objects, color filters, makeup, virtual accessories, and more. They can be interactive, responding to facial movements or gestures, and often provide an immersive and engaging experience for users.

Users can access AR filters created by other Instagram users or brands by browsing through the available filters in the Instagram camera or by tapping on filters used by others in their stories or posts. Additionally, Instagram provides tools for creators to design and publish their own AR filters, allowing for a wide range of creative expression and customization.



# REDRESSAL POLICY

This Digital Marketing Redressal Policy outlines the procedures and mechanisms for addressing concerns, complaints, or grievances related to digital marketing activities undertaken by [BAAB Media Group]. Our commitment is to provide an effective and transparent process for resolving issues raised by our clients, customers, or stakeholders regarding our digital marketing campaigns, advertisements, content, or any other related activities.

## **Purpose**

The purpose of this policy is to:

1. Establish a structured framework for addressing and resolving complaints and concerns related to digital marketing.
2. Ensure transparency and accountability in our digital marketing practices.
3. Promote a positive and ethical digital marketing environment for our clients, customers, and stakeholders.

## **Scope**

This policy applies to all digital marketing activities conducted by [BAAB Media Group], including but not limited to:

- Online advertising campaigns (e.g., Google Ads, Facebook Ads).
- Content marketing efforts (e.g., blog posts, social media content).



# REDRESSAL POLICY

- Email marketing campaigns.
- Search engine optimization (SEO) practices.
- Social media marketing activities.

## Principles

1. Fairness: We are committed to treating all parties involved in our digital marketing activities fairly and equitably.
2. Transparency: We will be transparent in our digital marketing practices and provide clear information regarding our advertisements, promotions, and content.
3. Privacy: We will respect the privacy of individuals and adhere to relevant data protection laws and regulations.
4. Ethical Practices: We will follow ethical and industry best practices in all our digital marketing efforts.

## Complaint Resolution Process

### Step 1: Reporting

Any individual or entity with a complaint or concern related to [BAAB Media Group]'s digital marketing activities may submit their complaint through one of the following channels:

# REDRESSAL POLICY

[BAAB Media Group] will work diligently to address and resolve the complaint within 7-14 business days of acknowledging receipt. The resolution may involve taking corrective actions, providing explanations, or offering remedies as deemed appropriate.

## Step 5: Communication

Once the complaint is resolved, [BAAB Media Group] will communicate the resolution to the complainant in writing or through the preferred communication channel specified in the complaint. If additional time is needed for resolution, regular updates will be provided to the complainant.

## Step 6: Escalation

If the complainant is not satisfied with the resolution provided in Step 4, they may request an escalation. In such cases, the complaint will be reviewed by a higher-level authority within [BAAB Media Group], and additional actions will be taken to address the concern.

## Record Keeping

[BAAB Media Group] will maintain records of all complaints, investigations, resolutions, and related documentation in a secure and confidential manner.

## Review and Updates

# REDRESSAL POLICY

This Digital Marketing Redressal Policy will be reviewed periodically to ensure its effectiveness and compliance with evolving laws and regulations. Updates or revisions to this policy may be made as necessary.

## Conclusion

[BAAB Media Group] is committed to upholding the highest standards of ethics and transparency in its digital marketing practices. We encourage all stakeholders to communicate their concerns promptly, allowing us to address and resolve issues effectively and in a timely manner.

Date: 13 Sept. 2023

Authorized by: Zintle Ramano



For any further business inquiries or bookings  
visit [baabmedia.com](http://baabmedia.com) or 067 061 7903



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