



X



Proposal for Growth Partnership

Afrikan Native Travel's - A bold vision

Scaling from R5 million to R30 million in annual revenue. To support that goal, your brand will need more than just marketing, it will need the right foundation, built for scale, visibility, and conversion.

That's where Brainstorm Media House steps in, not just as a service provider, but as a long-term growth partner.

This proposal outlines a two-phase collaboration:

- Phase 1: Rebuild the core digital infrastructure and create a scalable marketing system
- Phase 2: Execute a high-performance growth strategy under a retainer or equity-based model

Phase 1: Discovery & Foundation Build (4 Weeks)

We begin with a comprehensive Discovery Phase, built to establish a strong brand foundation, uncover current bottlenecks, and map the most effective growth path.

DELIVERABLES

WEBSITE REBUILD (Travel Management Website)

A full rebuild from scratch

- Booking functionality
- Online payments
- Mobile responsiveness
- Seamless UX/UI similar to Astra Travel
- Optimized for speed, conversions, and SEO readiness

DIGITAL BRAND PROFILE SETUP

- Social platform audit + revamp (including Facebook)
- Logo design + visual identity update (offered complimentary)

COPY WRITING & CONTENT PLANNING

- Full web copy writing for homepage, booking pages, about, services, FAQs
- Strategic content planning for future marketing integration

STRATEGY AUDIT

- Current digital footprint analysis
- Review of past efforts (including site previously developed)
- Key insights and missed opportunities



X



MARKET RESEARCH

- Competitor research
- Audience profiling
- Travel industry trends + channel analysis

MARKETING STRATEGY & FUNNEL DESIGN

- Lead generation funnel mapped from top to bottom
- Recommendations on offers, landing pages, follow-up systems
- CRM and attribution system architecture (if not yet in place)

DISCOVERY INVESTMENT

R9,800 (One-time, discounted)

This phase is not for profit—it's for alignment. We understand you've already committed R20,000 to a previous attempt that unfortunately didn't deliver the expected results, this is our way of showing long term commitment.

Phase 2: Growth Partnership (Ongoing)

Once Phase 1 is completed and approved, we roll into a full-scale marketing growth execution. You'll have two flexible options:

Option 1: Retainer-Based Model

You retain Brainstorm Media House as your outsourced digital marketing team.

Monthly Deliverables (Custom Based on Strategy Plan)

- Paid Ads Management (Meta, Google, YouTube)
- Monthly Social Media Campaigns (Organic + Paid)
- Email Marketing
- Landing Page Creation & Testing
- SEO
- CRM Automation & Lead Tracking
- Monthly Performance Reporting
- Strategy Sessions & Ongoing Optimization

KPI-Driven: Leads / Conversions / Funnel ROI

Monthly Retainer Options (Based on Scope)

- R15,000 – R25,000/month depending on campaign intensity
- Final scope defined after Discovery Phase delivery

Option 2: Performance-Based Equity Partnership

You only pay when we deliver measurable results.

We manage full digital marketing services (same as above)

Instead of retainer: We earn 10% equity in revenue from new customers added through our systems

- All traffic tracked through owned platforms (e.g., booking system, CRM, pixels, analytics)
- Monthly performance and earnings review
- Transparent reporting and shared dashboards



X

