

Digital Chefs.

Cooking up Conversions

COMPANY PROFILE

WWW.DIGITALCHEFSMARKETING.AGENCY



Growing a business is **HARD!**

We make it a whole lot
easier, **more predictable**,
less stressing and more
fun.

Welcome to Digital Chefs, a results-oriented direct-response marketing agency! Since our establishment in 2018, we have been passionately dedicated to empowering businesses to thrive in the digital landscape. At Digital Chefs, we take pride in our **expertise in building end-to-end automated client acquisition systems**, also known as funnels, designed to maximize ROI and drive measurable results.

Our Specializations:

As a seasoned digital marketing agency, we boast a diverse set of specializations to cater to the unique needs of each client. Whether it's crafting compelling brand-oriented marketing campaigns to establish a strong market presence or harnessing the potential of social media to engage and expand your audience, we have the skills and experience to make it happen. Our team of tech-savvy experts also excels in web development and software development, ensuring seamless user experiences and cutting-edge digital solutions.



Results-Driven Approach:

At Digital Chefs, we abide by a core principle: **ROI first, no exceptions**. We understand that the heart of marketing lies in generating tangible outcomes and delivering real value to our clients. This is why we steer clear of fluff marketing and fancy creatives that fail to convert. Instead, our data-driven strategies and **laser-focused approach to client acquisition** lead the way to success.



Services Offered

End-to-End Automated Client Acquisition Systems (Funnels):

Our speciality lies in crafting robust and **high-converting client acquisition systems**, popularly known as funnels. We design these end-to-end automated systems to guide potential customers seamlessly from awareness to conversion, ensuring maximum ROI for your marketing efforts. By integrating strategic lead magnets, persuasive copywriting, and optimized landing pages, our funnels are tailored to boost lead generation, nurture prospects, and drive sales.





Brand-Oriented Marketing:

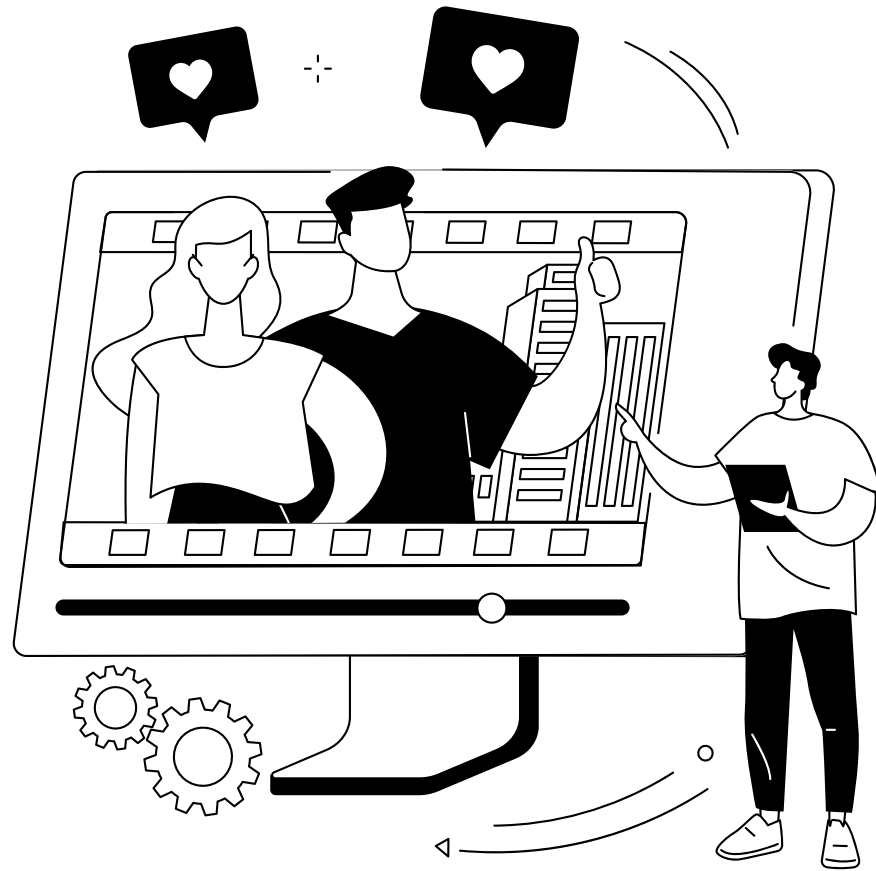
Building a strong and recognizable brand presence is essential in today's competitive landscape. Our brand-oriented marketing services are designed to create a unique identity for your business, enabling you to stand out from the crowd. From brand strategy development to logo design and brand messaging, we help cultivate a cohesive and compelling brand image that resonates with your target audience and fosters trust and loyalty.



Social Media Marketing:

Harnessing the power of social media is crucial for engaging with your audience and expanding your brand's reach. Our social media marketing services encompass strategic planning, content creation, and community management across various platforms. By leveraging data-driven insights, we ensure your social media campaigns are engaging, shareable, and aligned with your business goals, fostering meaningful connections with your audience.





Web Development:

A well-crafted website serves as the digital storefront of your business. Our web development services focus on creating visually appealing, user-friendly, and mobile-responsive websites that leave a lasting impression. Our team of skilled developers ensures seamless navigation, fast loading times, and intuitive user experiences, maximizing your website's potential to convert visitors into loyal customers.



Software Development:

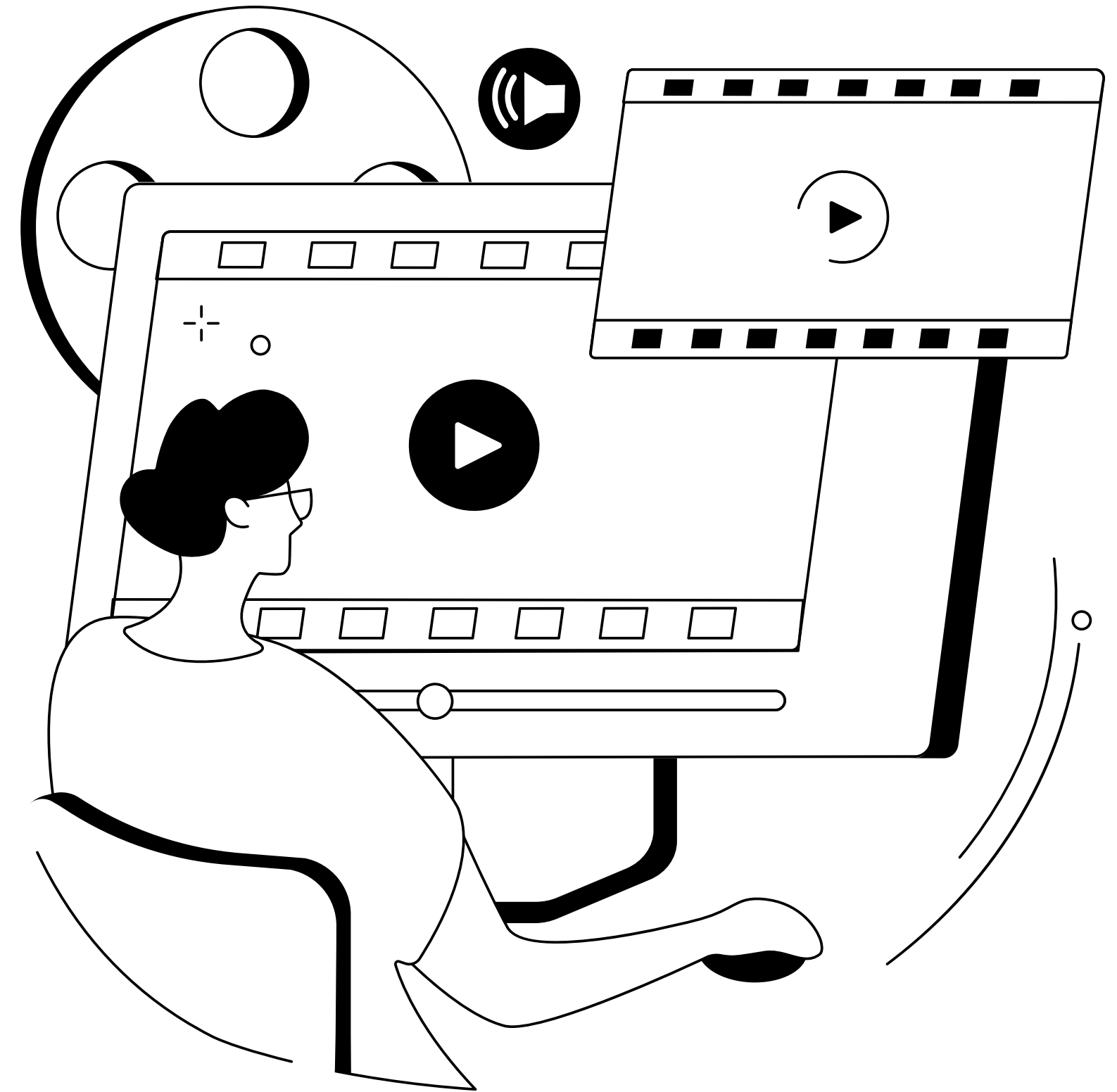
In today's technology-driven world, innovative software solutions can give your business a competitive edge. Our software development services cater to your specific needs, offering custom-built applications, tools, and platforms that streamline your operations and enhance efficiency.

Whether it's CRM integration, marketing automation, or analytics dashboards, our bespoke software solutions align with your business objectives.



Videography and Photography:

Visual content plays a pivotal role in modern marketing strategies. Our media services include professional videography and photography to elevate your brand's storytelling and engagement. From captivating brand videos and product demos to stunning images for your website and social media, we create visually compelling content that leaves a lasting impression on your audience.



Explosive Growth and Tangible Results for Exceptional Brands

We've helped big-name brands achieve even greater success. Consider us the missing piece in your digital marketing puzzle



Some Of Our Work

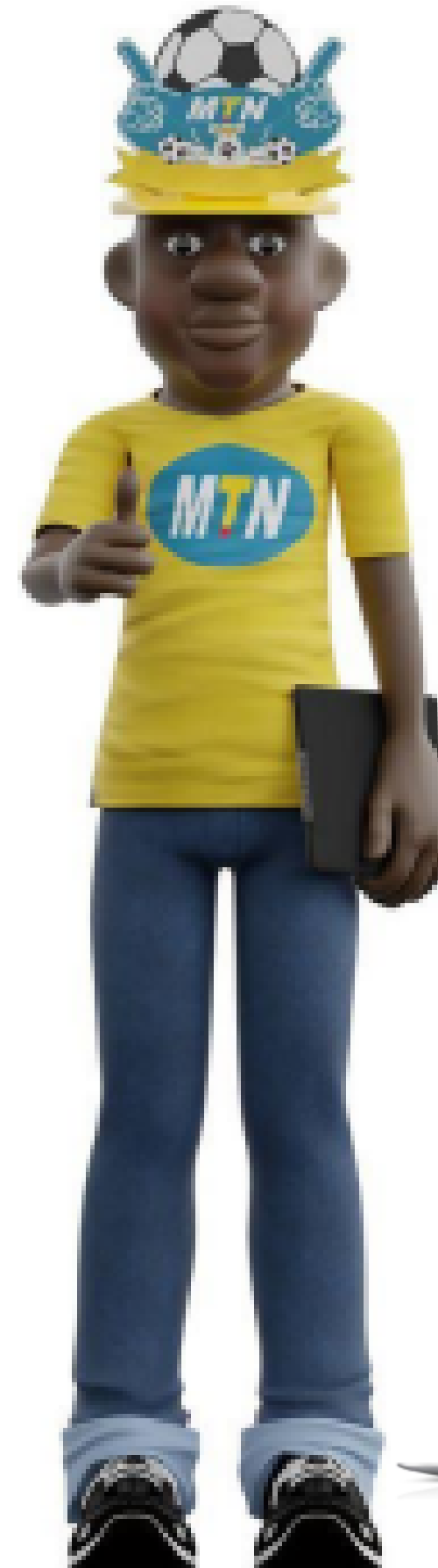


Client: MTN Zambia

CHALLENGE: As official sponsor of the Zambia Super league MTN approached us with a few objectives – Build positive brand sentiment – Foster engagement – Build a Community of ZSL fans – Educate fans about the league – Update fans on league happenings – Drive match ticket sales

OUR SOLUTION: We implemented a coordinated plan crafted with the intent of building MTN's mind share by leveraging on the MTN/FAZ Super League and creating memorable highly sharable user experiences and informative content through making use of Facebook's latest Augmented Reality platform and messenger bot to educate and keep fans up to date with the leagues happenings. We used Facebook's augmented reality features to increase fan engagement and content sharing and give fans a new way to show support for their local club(s) using effects and face masks and in turn spread MTN branding. We also developed a messenger bot called FactsOn he is the go to guy for all things super league. he has vast knowledge on the league's history and can keep you updated on the leagues current events and live scores. We keep the page updated with fresh evergreen content related to the Zambia Super League

RESULTS: Within 8 months we have grown the page organically to 8000+ highly engaged football fans, seen a considerable rise in positive brand sentiment with relation to the league and MTN's undying support and commitment to help improve the Zambian football landscape and its perception to current and would be fans. We have recorded total post reach of 1.17 Million, Engagement at 86,961 and our messenger chat bot broadcast messages have an average open rate of 90+% generating approximately \$251,399 in earned media value. We have successfully built a community of fans that constantly engage & share our content.



y'ello i'm

**FactsOn
Bola**



Client: MTN Zambia

CHALLENGE: MTN Zambia's main traditional agency approached us with a few objectives for MTN's digital they wanted a way to educate people on their product/service offering that was engaging and fun. – Build positive brand sentiment – Foster engagement – Build a Community – Educate followers about product/service offering

OUR SOLUTION: We developed the “Y’ELLO WIZ QUIZ” it’s a live trivia game played on Facebook in real time users interact with a live video with multiple choice questions our back end system picks up on the answers from the comments section and gives results in real time at the end winners were selected and rewarded. The questions were general knowledge and some were based on MTN's products allowing people to have fun and learn about the products along the way in a non salesy way.

Results: We saw an increase in page engagement and overall reach with each quiz averaging 250+ players, and 1500+ comments



Client: Clover Zambia

Clover Zambia was launching in Zambia and wanted to build awareness for their brand and product offering using Social media we were tasked with coming up with their online branding strategy. We broke their awareness rollout into two phases 1.brand awareness 2. product awareness. We made use of creative and engaging content that spoke to our target audience and also made use of both micro and macro influencers like Chef187 for the #Chef187CloverChallenge which was a cooking competition we ran to drive both awareness for the brand and the product range. The campaign ran for 1 month and reached in excess of 95,000 and mustered 9,336 engagements.



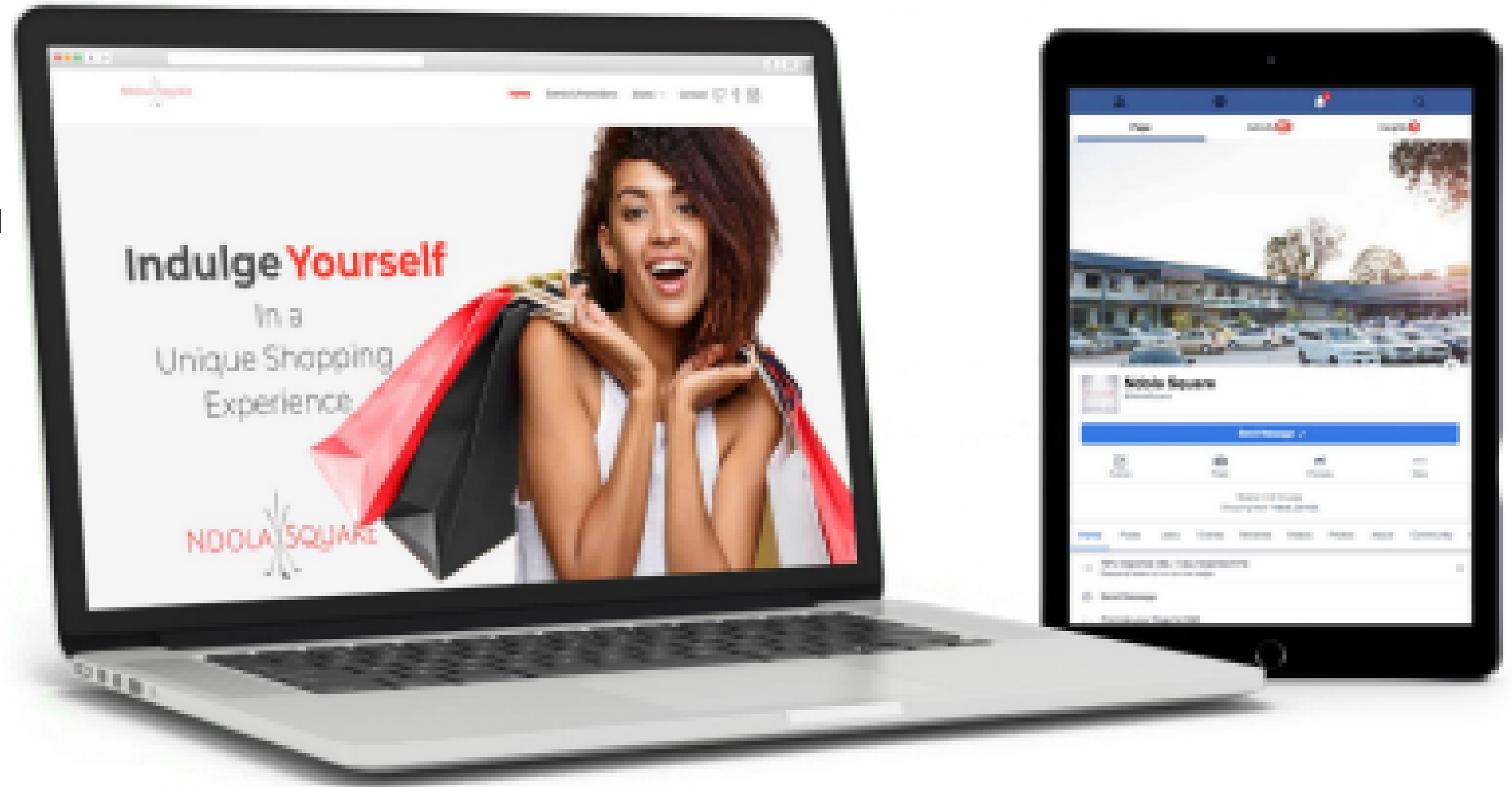
Client: Urban Africa

Challenge:

Ndola Square mall had no identity and low foot traffic. Urban Africa challenged us to come up with a way to market the mall without being reliant on their anchor Choppies and enhance – Foster engagement.

Solution:

Ndola Square- Indulge Yourself! Being an upper-class mall offering a plethora of stores, we decided to introduce the narrative of indulgence which allowed us to sell the experiences of the unique stores. The messaging was carried out via Social media ads and traditional billboards around the town of Ndola each expressing a different experience the mall has to offer. We also designed/developed a website for the mall to help people learn more about the mall's offerings and allow possible retailers to view available space. In the first 3 weeks the mall saw a considerable increase in foot/site traffic.



Client: 17 Triggers/LWSC

CHALLENGE:

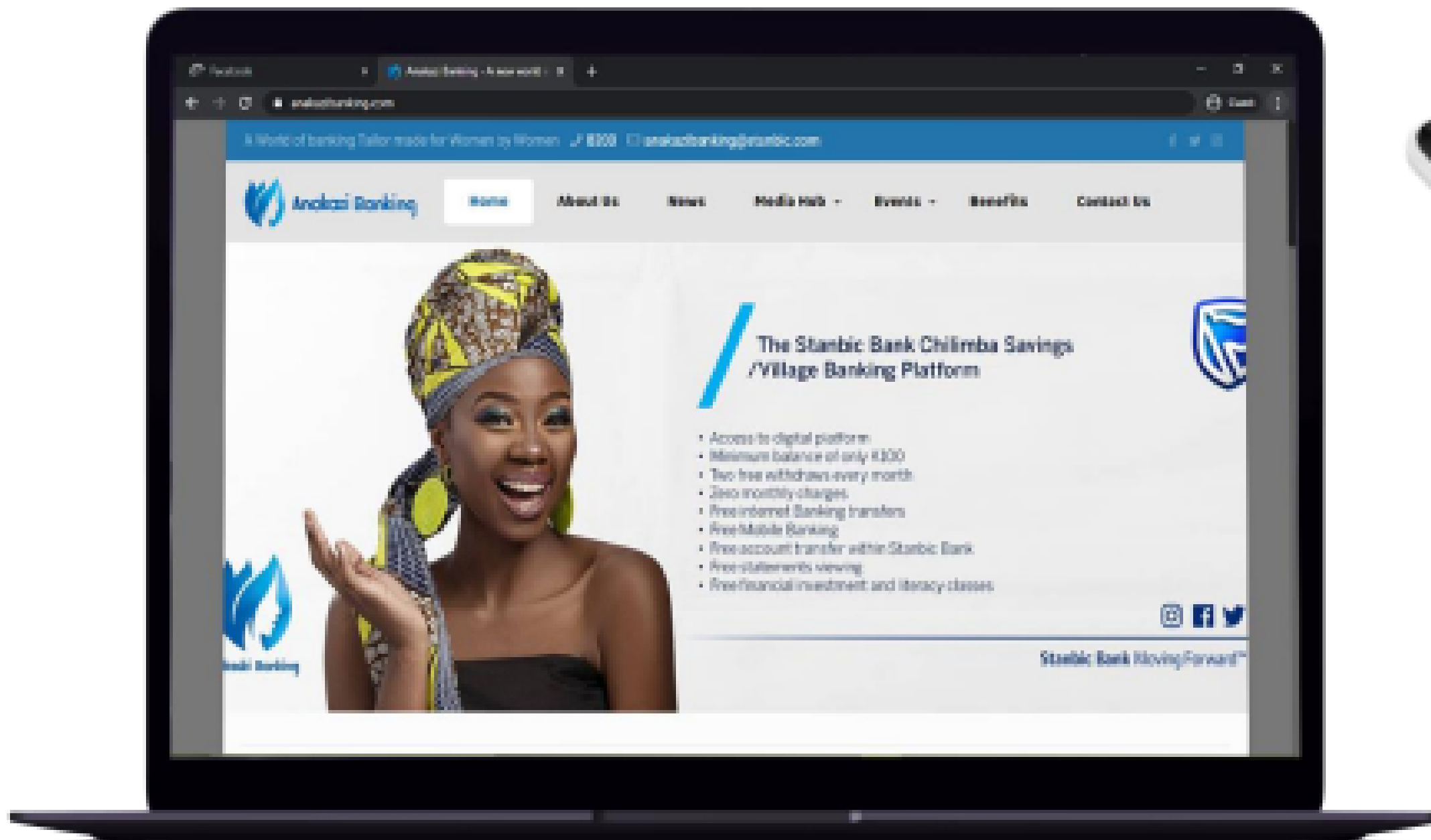
The Lusaka Sanitation Program is a 5 year initiative by LWSC that will elevate Lusaka residents' quality of sanitation by providing affordable sanitation options. LWSC needed to drive this message via social media and online banner ads for awareness, and we were tasked with developing their campaign website and social media strategy, Manage the companies social media and online media buying and increase awareness.



Client: Stanbic bank- Anakadzi Banking

CHALLENGE:

Stanbic bank needed a website for their new Anakadzi banking platform directed at the modern woman the website was to show their dynamic bouquet of products and value added services intended to make the banking experience of every woman an absolute breeze. Our Solution: We developed a modern fully responsive website design with a mobile first approach, also renders well on PC The user interface is simple and straight to the point.



Client: Lawrence Sikutwa & Associates

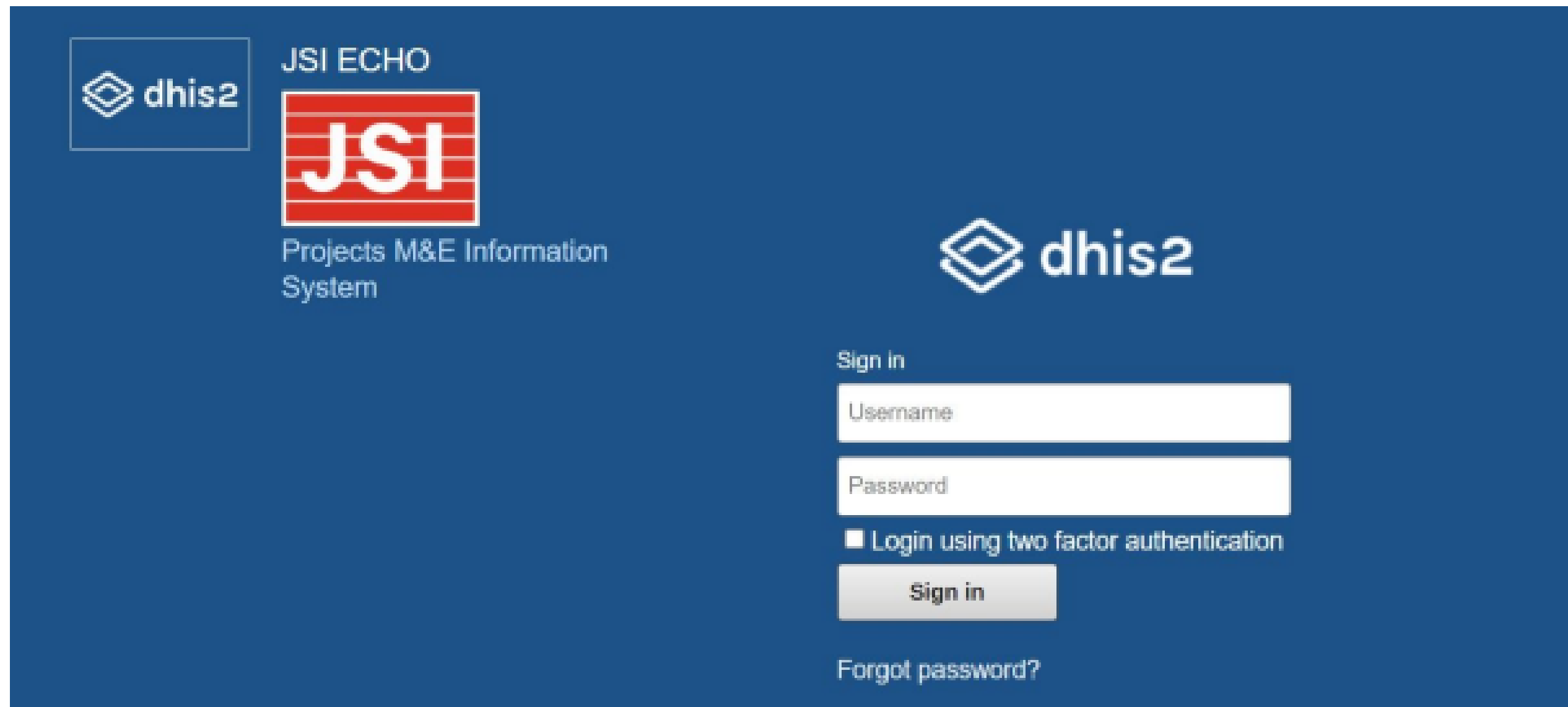
CHALLENGE:

Manage the holding companies subsidiaries social media and online media buying and increase leads collected from the same. OUR SOLUTION: Holding company Lawrence Sikutwa and associates has a plethora of companies under it these include the Madison Financial service companies like Madison Finance, Asset Management, general insurance etc We create content for their social media and manage their online media buying. We took an inbound approach to their online content further more To help customers and prospects get information promptly We tailor made Messenger bots for each one of their 9 pages to help with customer support.



Client: John Snow Inc USAID SAFE project

- Working with the internal team developed a DHIS2 system that was used to collect Aggregate and patient level data.
- The DHIS2 system had multiple datasets that were used to collect daily, Weekly, Monthly, Quarterly, Semi Annual, Annual data.
- The DHIS2 support over 400+ users who access the system at different levels.
- The DHIS2 system supported over 850+ data elements that were used to collect different raw data at facility level.
- Using Java script and react the team developed a customized App which was used to generate reports for USAID reporting Monthly BOB, High Frequency report (HFR), OHA reports, Monthly, quarterly, Semi Annual, Annual reports.
- Different dashboards were developed that showed data from different datasets, and Service areas, which were accessed by different users, clinical, M&E, programs, IT.
- A Tracker dataset was developed to capture patient level data to manage feedback loop of referrals.
- The DHIS2 system also hosted a Data Quality Audit (DQA) tool that was used when conducting DQA's at facility level which allowed results to be visualized in real time at central level.



The screenshot shows the login interface for the JSI ECHO DHIS2 system. The background is a solid blue color. In the top left corner, there is a small white box containing the DHIS2 logo and the text "dhis2". To its right, the text "JSI ECHO" is displayed in white. Below "JSI ECHO" is a red square logo with the white letters "JSI". Underneath the "JSI" logo, the text "Projects M&E Information System" is written in white. On the right side of the page, there is a larger white DHIS2 logo. Below this logo, the text "Sign in" is displayed. Under "Sign in" are two white input fields: the first is labeled "Username" and the second is labeled "Password". Below these fields is a checkbox with the label "Login using two factor authentication". Under the checkbox is a grey button with the text "Sign in". At the bottom of the login section, there is a link that says "Forgot password?".

Websites Developed:

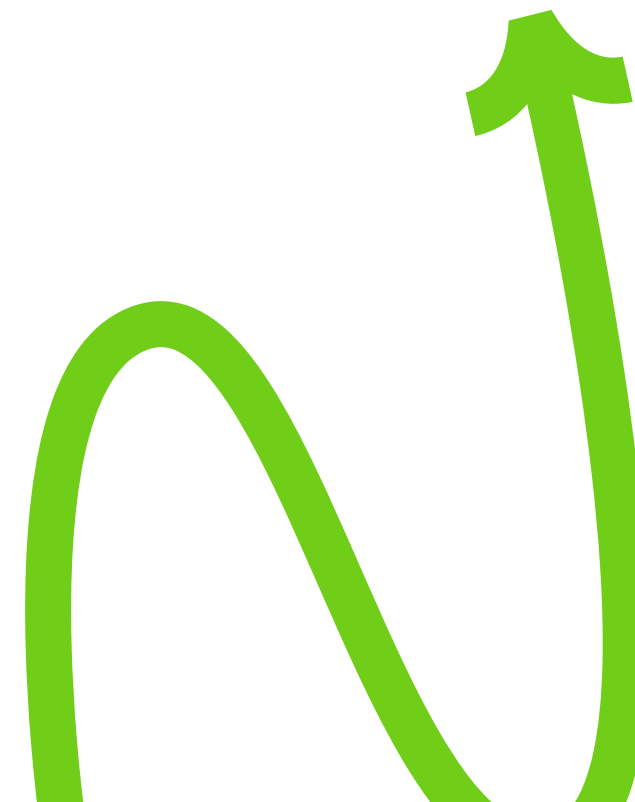
<https://www.nao.gov.zm>
innerspacezambia.com
zamsugar.co.zm
esthermakaya.com
kalembe.news
smartconcepts.co.zm
promcezambia.com
www.ndolasquare.com
www.seczambia.org.zm
anakadzibanking.com
www.modehani.co.zm
zimmarketing.org
think2044.com
www.5fm.co.zm
www.blackdot.co.zm
www.zanaco.co.zm
bordertec.co.zm
namdesigns.net
zambianbusinesstimes.com
www.moiramukuka.com



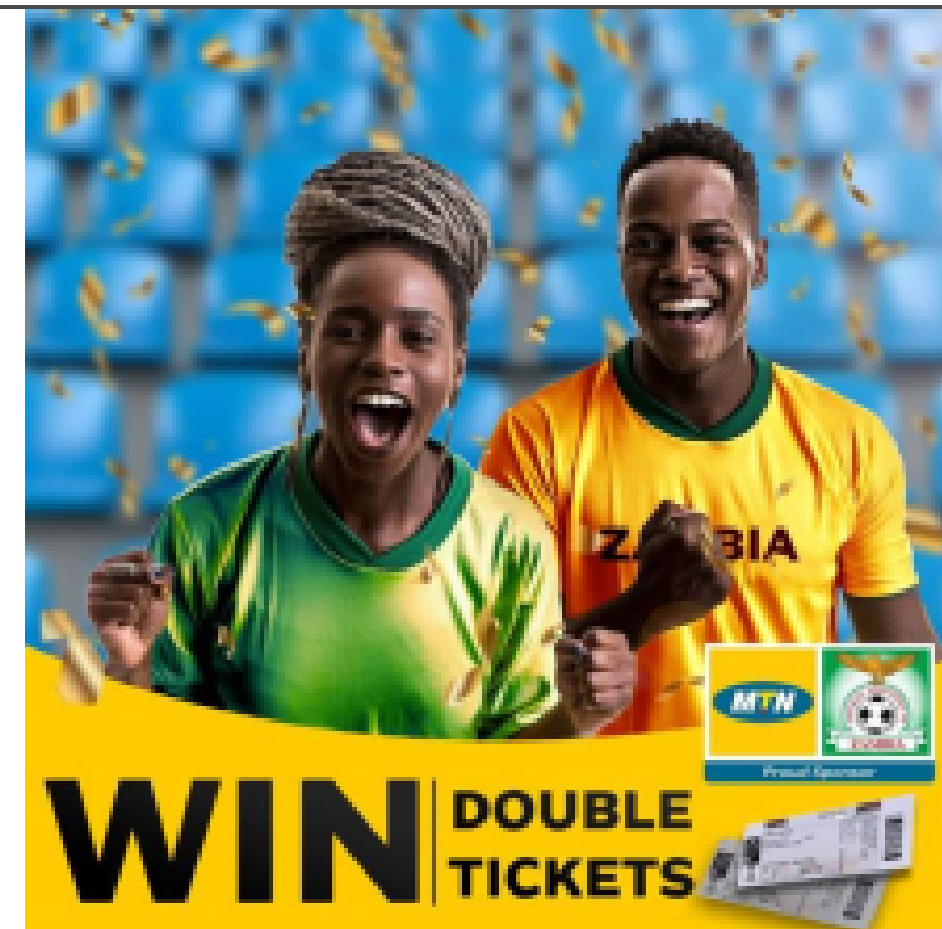
3D Animation

Please follow link below to watch
our animation show reel

[Watch Showreel](#)



Graphic Design



Dial *494#

PrimeNet

Digital Payments and Software Development

SERVICES

- Payment Gateway**
We have developed a high-relevant payment gateway skewed toward processing high volumes of transactions that run on a stack. Powered by microservices and we have implemented multi-threaded applications to ensure service is sufficient within scale. We currently process 100,000 transactions and our platform is designed for 10K scale.
- SMS Tool**
We have developed an on-demand SMS self-service tool that offers ease of use. The motivated bank teams such as CC Corporate Communications etc. can simply sign-up and send out SMSs as required without needing to request other parties. We also offer a simplified SMS API that can integrate into bank systems for clients. We are directly integrated into the network and gateway. It does not go through any third parties, thus ensuring a more than 98% Quality of Service.
- Technical Partnerships and Local Support**
We are an official partner licensed with the ability to provide post deployment local support for solutions done by world class international brands such as Banking and Capital.
- Bulk Disbursement Tool**
Primenet provides bulk disbursements into digital wallets. This feature will be credited directly to the customer Mobile money wallet (MTN/ Safaricom/ Bank Wabank). This product is designed for the underbanked households.
- USSD Platform**
Primenet has a hosted USSD model, which means we can host menu's and avoid a dedicated menu code extension to clients eliminating the need to acquire a short code. We also offer.

GET IN TOUCH

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Web
www.primenetzambia.com

BUILDING TOMORROW'S SOLUTIONS TODAY

Primenet is a leading financial technology company focussed on building integrated digital platforms for businesses in Africa.



Salary Advances



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Customize!



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sales.autoguard@gmail.com | 097 7707777



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ON FIRST DEPOSIT UP TO K5000

REGISTER NOW



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18+ Bet Responsibly
LICENSE NO: 0000902

1.14 | 8.21 | 16.9 *ODDS ARE SUBJECT TO CHANGE



▶ **MANCHESTER CITY VS SOUTHAMPTON**

WHO'S YOUR BEST BET?

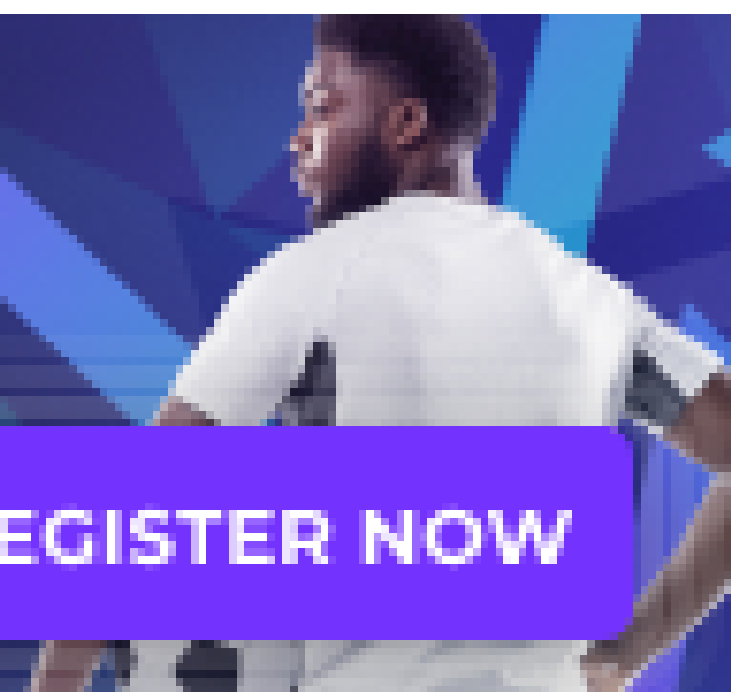


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GET A 300% BONUS

REGISTER NOW



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18+ Bet Responsibly
LICENSE NO: 0000902

▶ **STEP 1- ENTER YOUR DETAILS**

▶ **STEP 2- ENTER OTP SENT TO YOUR PHONE**

▶ **STEP 3- FILL OUT YOUR PROFILE**

Name

Surname

DD/MM/YYYY

Gender

E-mail

Zambia

+260-_____

Password

Confirm Password

☐ I agree to the Terms and Conditions and Privacy Policy

☐ I confirm that I am over 18 years old

Register

Have an account? Log in

Register

otp confirmation code sent you by SMS

Resend Code

Continue

By clicking continue you agree to the Terms and Conditions and Privacy Policy

LET'S GET STARTED

WE'RE NOT JUST A DIGITAL SERVICE PROVIDER – WE'RE YOUR
PARTNER IN PERFORMANCE

Here's how we'll invest in you:



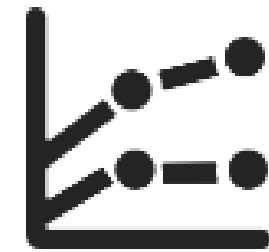
A comprehensive audit

We'll review all of your digital marketing channels and outline what's working, and what needs to be improved.



Unique growth strategy

We'll share our approach, covering how we'd scale your marketing – and how they relate to your objectives.



ROI projections

We'll forecast the results you can expect, as well as your investment and the KPIs involved to get you there.

Book Free Strategy Session

➤ Digital Chefs.

Ready to Grow? Reach out

14 Beu Crescent Kalundu, Lusaka
hello@digitalchefsmarketing.agency
www.digitalchefsmarketing.agency

CALL US :
+260 964361028
+260 956090332



Company Registration Docs

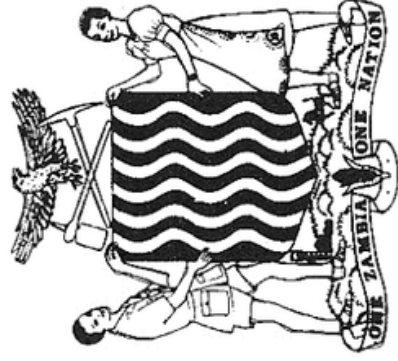
Our business equivalent of a blue tick
We Checked the Boxes and Got Our not
so Blue Tick – Now Let's Handle Business!



Companies Form 7
Companies Registration No. **120180003473**
Serial No. **1072587**



SCAN TO VIEW
OUR REGISTRATION DETAILS



Republic Of Zambia

CERTIFICATE OF INCORPORATION OF COMPANY LIMITED BY SHARES

(Section 10)

This is to certify that DIGITAL CHEFS LIMITED is on and from the **26th** day of **April** **2018** incorporated as a COMPANY LIMITED BY SHARES.

Given under my hand and seal at Lusaka, Zambia, this **26th** day of **April** **2018**.



P.C. Mwaba
Assistant Registrar of Companies

For further details relating to this business visit
<http://www.pacra.org.zm>



Tax Registration Certificate

This is to certify that taxpayer shown herein has been registered with Zambia Revenue Authority.

BRN: 120180003473

Section A-Taxpayer Information

Taxpayer Identification Number	1016831783
Taxpayer's Name	Digital Chefs Limited
Taxpayer's Trading Name	Digital Chefs Limited
Taxpayer's Physical Address	7183, Riverside, Pungwa, Kitwe, Copperbelt Province, Zambia

Section B-Registration Details

Sr. No.	Type of Registration	Effective Date of Registration
1	Taxpayer Identification Number	13/08/2018
2	Digital Chefs Limited-Turnover Tax	13/08/2018

This certificate will remain in force until it is cancelled by ZRA.

MOSES SHUKO
Commissioner – Domestic Taxes
Issue Date: 13/08/2018



ZPPA

ZAMBIA PUBLIC PROCUREMENT AUTHORITY

Welcome to the e-Tendering Platform
This is your registration information as at 15/11/2022:

Supplier details	
Organisation name	Digital Chefs Limited
Company Registration Number	120180003473
Tax Payer's Identification Number	1016831783
ZPPA Registration Number	66394
Company type	Local Company
Address	14 beu crescent kalundu
Postal code	10101
City	lusaka
Country	Zambia
Phone Number	0964361028
Shareholders	
CEEC category	Citizen Owned
Valid Until	15/11/2023

You have registered in accordance with the Tender Regulations (Public Procurement Act No 12 of 2008) of the laws of Zambia to supply Goods and Services to Public Institutions in the following categories:

Areas of Interest

43000000-Information Technology Broadcasting and Telecommunications
44000000-Office Equipment and Accessories and Supplies
45000000-Printing and Photographic and Audio and Visual Equipment and Supplies
80140000-Marketing and distribution
80160000-Business administration services