



**DISCOVER NEW
OPPORTUNITIES
IN THE DIGITAL
SPACE**

BUSINESS GROWTH THROUGH **DIGITAL INNOVATIONS** AND **ADVANCED** **TECHNOLOGIES.**

With over 7 years of operating as the digital arm of Oaklands and Johnson, Tomato digitals recently became independent and rebranded as a full service Digital solutions company with a vision: TO USE TECHNOLOGY TO UNLOCK SMILES for businesses, consumers and the whole of humanity.





THE **SEED** IS VERY
PRECIOUS,
FOR IN IT **CONTAINS A**
FOREST.

We know the power of a seed and the potential in every seed. Every brief or problem carries within it a seed of profit. It is our job to search it out and use technology to place it in the right environment for growth.



WHAT SEED DOES YOUR BRIEF CARRY?

We provide tech and digital solutions that are strategically on target for our clients, helping them build relationships that goes root deep with an increasing market share and constant superior results.

STEADY AND CONTROLLED GROWTH

Irrespective of the soil condition, a brand's footprint on the digital space must be deliberate and planned as a major part of the brand building and marketing strategy.

HI BREED SEEDS-INNOVATIVE
AND INSPIRED THINKING

Let's get our smart thinkers, egg heads and techie nerds to develop and execute an influential social media campaign, online advertising, digital content & video, website design & development etc. from a single strategy that would help raise your business performance



WHAT WE DO

(The mind is at the center of everything we do)

We cultivate an information-gathering framework that will ensure we always provide something interesting to our clients regarding the market. This is at the middle of our core Value system.



CRITICAL THINKING





Digital Content & Video



Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences.

We specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

***DIGITAL CONTENT STRATEGY
CONTENT PRODUCTION***

***VIDEO PRODUCTION
GRAPHIC DESIGN***

***MULTI-LANGUAGE CONTENT
COMMERCIALS***

***DOCUMENTARIES
FILM MAKING***

***VISUAL EFFECTS .VFX.
INSTRUCTIONAL CLIPS***

Whether you're producing blog posts, images, or videos, Tomato Digitals can be trusted to support your content marketing efforts.



DIGITAL & TECHNOLOGY CONSULTATION



Our Digital And Technology Consultation is the first step towards achieving digital success. We help take your ideas and needs and create dynamic and interactive platform, ready to deliver to a waiting audience.

We operate an open floor policy where end users, key stakeholders and SMEs (subject matter experts) can discuss freely and have all available options presented to them before embarking on any projects.

This knowledge-building conversation space creates a highly effective and solution-driven environment to deliver exceptional ideas that help realize your vision.

We perform fully comprehensive diagnostics in order to identify immediate, mid-term and long-term business needs. The aim of this service to ensure that our clients are always in a position of

CONTENT MARKETING

Our team made up of creative thinkers and specialist writers will help you create marketing contents and scripts that would connect your target audience with your brand PLEASURABLY. With the ever-changing landscape of Google Search and other algorithms, sometimes simpler is better and we affirm that content is king. We help research, compile and create the perfect content for your site that is search-engine-optimized and precisely what your target audience needs to make an informed decision.

PAY PER CLICK

More than 60% of website traffic starts with a search engine query. Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Tomato Digitals, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.



SOCIAL MEDIA ADVERTISING

Social Media has changed how brands communicate with their audiences forever. Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business. Our full suite of social media services includes:

SOCIAL STRATEGY DEVELOPMENT

SOCIAL MEDIA CONSULTING

SOCIAL MEDIA ADVERTISING

COMMUNITY ENGAGEMENT



WEBSITE/APP DEVELOPMENT

Your website is the center of your digital presence. It's one of the few places on the Internet where you can deliver your brand's message free of distortion or distraction. Tomato digital's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers. If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.





MOBILE MARKETING

The mobile phone industry is more competitive than ever with the great Android Vs iPhone debate... and that means that there is a smartphone in very nearly every pocket of your ideal target audience. Harness that power and start getting your brand message directly into the hands of customers and clients when you implement a mobile marketing strategy.

INFLUENCER MARKETING

We bring your brand story to life through harnessing the power of authentic connections. Our influencer marketing solution combines human creativity with intelligent data to build meaningful relationships between brands and creators. To many brands, the process of discovering influencers, contacting, and selecting the most suitable ones, and then running campaigns with them, is too time-consuming. You give us your brief; we'll do the rest.



SEARCH ENGINE OPTIMIZATION

Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines. We specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches. Our SEO services include:

KEYWORD RESEARCH

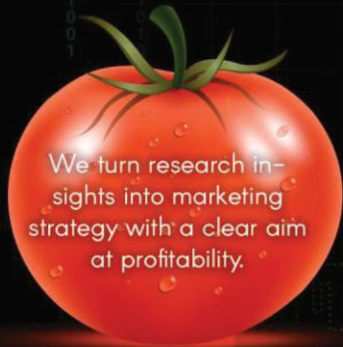
TECHNICAL SEO

FULL SEO AUDITS

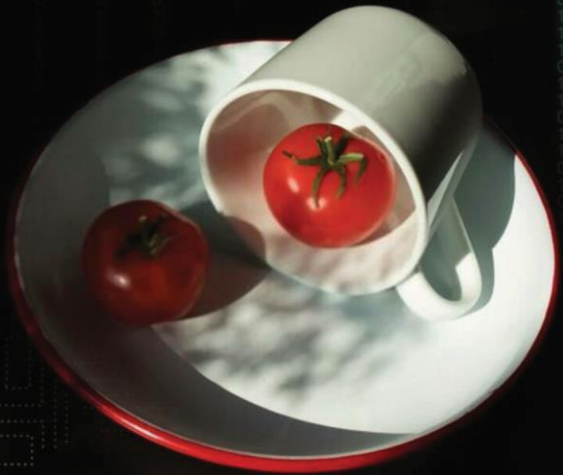
SEO CONSULTING



MARKETING WITHOUT DATA IS LIKE
GROWING TOMATO
WITHOUT SUNLIGHT



We turn research in-
sights into marketing
strategy with a clear aim
at profitability.



HOW WE WORK

Research is at the heart of what we do, to help understand the clients need and the market. We are also data driven because without data we cannot make informed decisions.



DATA



CUSTOMIZED
TACTICS



TECHNOLOGY



ASUS®

HARPIC



Reckitt
Benckiser



IVORY
BRAND



Choco Luu
Only for chocolate lovers

Mortein



Tomato
Digital
Company





The Brief: Agency was tasked to ideate a direction through which Binatone can communicate within the West Africa Markets of **Nigeria, Ghana, Côte D'Ivoire Senegal, Sierra Leone, Mauritania, and Benin**; leveraging the opportunities that Digital Marketing provides to engage consumers and trade for TOMA, visibility, and sales.

Solution: We are optimising digital communications and assets in a bid to convert prospects within the Target Audience into offline purchasers of brand products. Special care was made to ensure traffic is directed into physical stores and brand partner showrooms.

Result: Sales from online stores (Jumia, Konga), and offline stores increased by 9% in week 1 of campaign.







After a successful re-introduction of the Bayer Claritine drugs, we were tasked to massively drive awareness for the new pack across major online touchpoints and placements.

On Facebook Network, 4,821,882 Impressions (3,733,999 on Facebook and 1,087,883 on Instagram) was earned during the period of the campaign.

With a total of **38,761,513 impressions** earned across platforms during the 3 months campaign, **we achieved 287.6% more impressions** during the campaign period.





BAYER - DIGITAL PENETRATION

RESULT:

- ❑ A total of **33,939,631** impressions was earned across the two campaign; Bayer Claritine Digital Display Ad and Bayer Claritine GIF Ad both earning **23,650,560** and **10,289,071 impressions** respectively.
- ❑ Sales from online Pharmacy Stores increased **by 11% - Abuja 13%, Lagos 9.5%, PHC 10.7%; as against 10% target from the client in 3 months.**
- ❑ The Ad display campaign **achieved 61.14% viewable impressions distribution** and **30,099 clicks at 0.15% CTR**
- ❑ The Bayer Claritine ad was served more to users while they were on www.lindaikojisblog.com, www.vangaurdngr.com, www.punchng.com, www.bellanaija.com, www.naij.com, www.stelladimokokorkus.com, Musixmatch Lyrics app, productivity apps like TrueCaller, AppLock, and Flashlights App, also had the Bayer Claritine ad served on them significantly to users than other placements.
- ❑ The promotion on Facebook's network also earned a total of **352,413 post engagement** while reaching **1,187,193 unique People**.

Also across the campaign on Facebook's network, the ad generated **23,061 post reactions** and **253,952 people**

PTA (People Taking Action through Shares, Likes, Comments and Posts on Page)

With a total of **38,761,513 impressions** earned across platforms during the 3 months campaign, we achieved **287.6% more impressions** during the campaign period.





YOUR
IODIZED
SALT

BUSINESS CHALLENGE - MR CHEF SALT



TENSION

There was no brand presence online for Mr. Chef Salt. The market had different competitors using the online space to drive mentions as well as brand recall.



OBJECTIVE

To create and build an online community for Mr. Chef salt for the purpose of creating awareness, brand mentions, amplifying product knowledge and increase sales.



SOLUTION

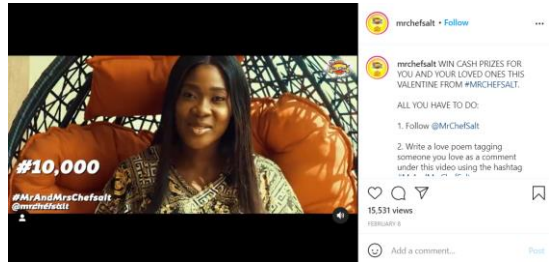
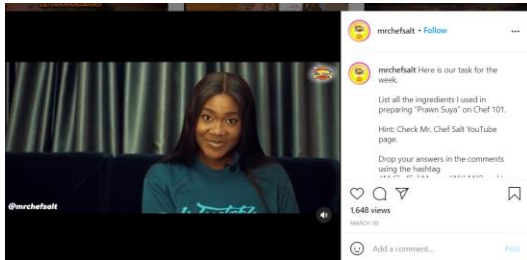
We created and managed social media pages on behalf of the client, signed up a brand ambassador and created series of interesting campaigns online using the brand ambassador. An example of these campaigns we ran for Mr. Chef salt are Chef 101, ChefyChristmas etc. We also used Mercy's menu (A show by the brand's ambassador) to drive product awareness.



MR.CHEF SALT- DIGITAL PENETRATION

RESULT:

- ❑ Built and currently manage Mr Chef Salt online assets – website, social media handles
- ❑ Currently has an online audience of over 170,000 followers across Facebook, Instagram, Twitter and YouTube. (We built this organically from zero)
- ❑ Used social media pages in developing contents that to acquired 5 customers for the brand – 4 wholesalers, 1 distributor.
- ❑ Over 500,000 online reach and impressions monthly
- ❑ Currently own about 75% of the domestic salt market in Nigeria.





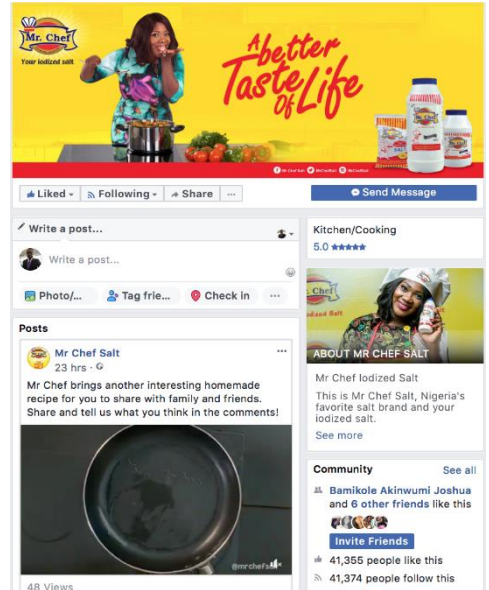
Mr. Chef Salt Online Management Campaign: From point Zero, the Mr. Chef Online Management Campaign commenced with the objectives of delivering promising platform growth, engagements/communication on the following channels/platforms: **Social Media** - Facebook, Instagram and Twitter.

Mr. Chef Social Media Management: In 3 months, the Mr. Chef **Facebook Page** has grown to over **41,300 followers**, the Instagram page has a followers count of over **6,400**.

Chef 101: Chef 101 is a series of Do-It-Yourself instructional video of new recipes and interesting meals for our online community to indulge. The purpose is to position the brand as an authority in cuisine and cooking, exposing the brand's target audience to new ideas never tried before.

Friends Over Food Campaign: The friends over food campaign was a brand building campaign designed to help the brand connect with its audience, with the promise of a food hangout and a warm atmosphere to build new fans and sustain the loyalty of current fans and overall awareness about the brand.

Mr. Chef Salt Digital Ads Placements: In order to reach a wider audience, the Mr. Chef Salt digital banners was deployed across major online placements. In 3 weeks of the campaign, the ads have earned over 8 Million impressions.





Mr Chef Salt
Published by Joshua Esiebo · 15 June at 07:10 · 🌐

Eid Mubarak from Mr. Chef...
We wish you an amazing and blessed celebration.



Call A Feast, It's Eid

16,172 people reached

Boost Again

SOCIAL MEDIA MANAGEMENT

Mr Chef Salt is 🍴 feeling hungry...
Published by Joshua Esiebo · 7 March · 🌐

What do you really see?
These kind of moments when your stomach starts making those 'kpro kpro' sounds.
Everything, even traffic light turns to swallow.... See more



#ThereIsANewChefInTown

Mr Chef Salt
Kitchen/Cooking

250 people reached

Like Comment Share

Omobunne Frank, Okpalamma Emilia and 24 others

Mr Chef Salt is with Mercy Johnson Okojie.
Published by Awobiyi Toluwani · 21 June at 17:41 · 🌐

Mr Chef presents you with a lovely homemade fish fritata recipe for you to share with family and friends. Courtesy our Masterchef, Mercy Johnson Okojie! #Chef101 #homemade #recipe #fish #DIY #sharing #mrchefmakesbettermeals



423 people reached

Boost Post

69 Views

Like Comment Share

Hazel Jordan, Juliet Chidera and 20 others

3 shares

BUSINESS CHALLENGE - IMPERIAL HOMES



TENSION

No interest in the brand offerings, poor engagement and weak online presence.

OBJECTIVE

To get quality leads for the client and also to drive mentions as well as awareness for the brand.

SOLUTION

We strategically came up with an illustration series called Oga Landlord, we used this series to communicate the brand's message in a way that people can easily relate with, we used scenarios one would have experienced to coin landlord-tenant stories. We also deployed well targeted ads on various social media channels LinkedIn inclusive, these ads and other communications regularly brings in leads on a daily basis.

IMPERIAL HOMES

– DIGITAL PENETRATION

RESULT:

- ❑ Enquires on company's real estate products increased by 182% in 1st month of campaign.
- ❑ Over 2,000 quality leads on a weekly basis
- ❑ Over 300,000 online reach and impressions monthly



SAMPLE CAMPAIGNS

IMPERIAL HOMES MORTGAGE BANK

We develop interesting Illustration series for Imperial homes mortgage Bank to entertain followers as well as pass the brands message, in return for leads and conversions.







BUSINESS CHALLENGE - MORTEIN



TENSION

They used to be the market leader in the insecticide industry but started losing share of the market. People stopped using Mortein and they needed a solution to that. Our research with consumers led to a conclusion that the product wasn't effective anymore. The brand reworked the product and we had to reposition the brand.



OBJECTIVE

Come up with a brand repositioning strategy.

Drive and immerse TA in the Mortein X2 campaign.

Also drive traffic to Mortein's e-commerce page; Jumia.com

Drive awareness and visibility for the Mortein during the Digital campaign



SOLUTION

We launched a campaign tagged Mortein X2 communicating twice as powerful compared to the initial Mortein.

We amplified this campaign digitally across all channels.



MORTEIN- DIGITAL PENETRATION

RESULT:

- ❑ From the campaign overview, Interest Targeting earned **4,227,904 Impressions** and **25,210 Clicks** at a **Click Through Rate of 0.60%** while Placements Targeting As Group earned **450,904 Impressions** and **789 Clicks** at a **Click Through Rate of 0.18%** and the Top Placements Ad Group earning **1,54,673 Impressions** and **209 Clicks** at a **CTR of 0.14%** From the Performance Overview Chart, users were more exposed to seeing the Mortein Ads at about **9PM**.



Google Ads Campaign Overview

Ad groups	Impressions			Clicks		CTR	
Interests Targeting	4,227,904	25,210	0.60%				
Placements Targeting	450,904	789	0.18%				
Top Placements	154,673	209	0.14%				





The Brief: The brief for the Harpic Digital Campaign was to aggressively promote The New Thicker Harpic, driving traffic to the e-commerce landing page where users can buy the New Thicker Harpic.

Solution: We analyzed users digital touchpoints in a bid to locate the placements where users are mostly on. Through Google Display Network Channels we designed the KV to adapt the ads inventory that will massively convert.

Result: The Harpic Digital Campaign is currently ongoing.

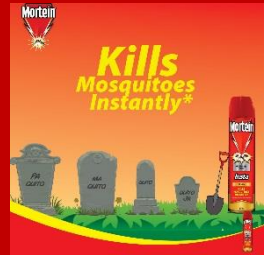
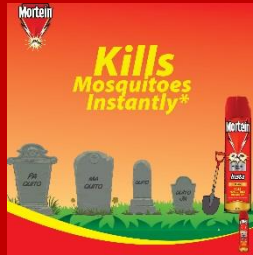




The Brief: We were tasked to come up with exciting ideas to increase engagement on the Mortein's Social Media Pages as well as drive engagement for World Malaria Day while driving home the efficacy of Mortein as a powerful insecticide.

Solution: We commenced the Mortein digital campaign in a bid to promote and communicate the efficacy of Mortein Powerful Insecticide using "Dead4Good". To communicate this, we used resonating communications to drive home the campaign on social media as well as run Google Ads campaign.

Result: The Mortein Digital Campaign is currently ongoing.





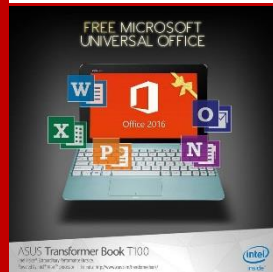
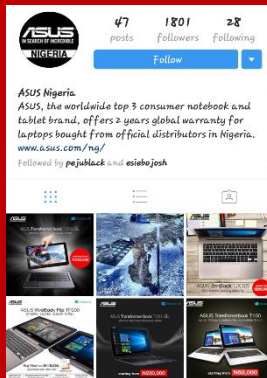


ASUS Nigeria: Since 2015, we have been developing contents and managing Asus social media platforms (Facebook, Twitter, Instagram, BBM Channel), creating contents for engaging Asus TA online.

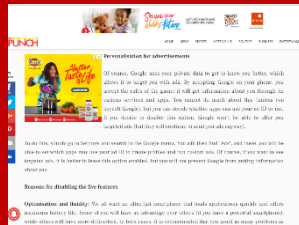
ASUS Nigeria Facebook: We achieved over 81,000 Facebook likes in 4 months.

ASUS Nigeria Facebook: Achieved 95% response rate on Facebook and constant engagement.

ASUS Nigeria Twitter: Positioned Asus Nigeria on trend list for over 18 hours during the Zenfone launch in 2015.



DIGITAL ADS PLACEMENT







ChocoLove Malt Drink Online Management Campaign:

From point Zero, the Chocolive Malt Drink Online Management Campaign commenced with the objectives of delivering promising platform growth, engagements/communication on the following channels/platforms: **Social Media** - Facebook, Instagram and Twitter.

ChocoLove Social Media Management: In 2 months, the Chocolive Malt Drink **Facebook Page** has grown to over **20,000 followers**, as well as a growing fan base on the Instagram page.

ChocoLove Brand Launch Amplification: With the product launch in three different locations, namely Lagos Abuja & Port Harcourt a series of teasers preceding each launch was used in creating buzz and hype surrounding each launch, with the use of pictures and video animations, both organic and some promoted content. They were deployed on the brand's social media channels.





Choco Love

4 June at 07:44 · 🌐

#RiseWithChocoLove

Good morning to you this overcast Monday morning, have you shared Choco Love with a friend?

The more we share, the more we have
#Ramadan #MoreThanADrink #Sharing

Sharing

The more we share,
The more we have



f ChocoLovevng t ChocoLovevng i ChocoLovevng

11 383 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👤 Ijeoma Anthony, Lucky Okone and 11 others



Choco Love

🌐 · 21 June at 11:57 · 🌐

🎵 Do re mi fa so la ti dooooo 🎵 Happy Music Day to every music lover...what's your favorite instrument III? Guess mine too... 🤔
#MoreThanADrink #WorldMusicDay #PreparedforLife #chocolove



f ChocoLovevng t ChocoLovevng i ChocoLovevng

11 171 people reached

Boost Post

👍 Like

💬 Comment

➦ Share



👤 Joyce Desmond, Theresa Bojor and 18 others

Oldest ▾

2 shares



Choco Love

🌐 · 15 June at 17:08 · 🌐

Make this Ramadan a special one!
Win something for a friend this Eid. Tag who you want to reward with gifts from Choco Love, and tell us why you choose them! Winners get gift items from Choco Love this Ramadan. 🎁

Tag Someone You'd Like To Reward This Eid al-Fitr

For A Chance To Win Gift Items



f ChocoLovevng t ChocoLovevng i ChocoLovevng

Choco Love
Food and drink

📧 Send Message

11 3,982 people reached

Boost Again





IVORY BEAUTY SOAP DIGITAL ADS PLACEMENT

Ivory Beauty Soap Digital Placements Campaign:

The Objectives for the Ivory Beauty Soap digital campaign that ran for three months was to use promote the Ivory Beauty Soap across digital touchpoints as well as on YouTube.

The Ivory Beauty Soap Digital Display Ad campaign earned 20,113,557 impressions across the duration of the campaign. 1,710% more than the estimated impressions prior to the campaign.

The Ivory Beauty Soap YouTube Ads Campaign earned 2,531,721 Impressions was achieved across the three video sub campaigns with the Bumper Ad, 20 secs ad and 40 secs ad getting 959,368, 1,282,254 and 290,099 impressions respectively.





BOSCH GO DIGITAL ADS PLACEMENT

Bosch Go Digital Campaign:

The objectives of the Bosch Go Campaign during the two months campaign was to build and drive awareness for the Bosch Go Automatic Screwdriver while also influencing consideration to drive sales from the Target Group.

The Bosch Go Digital Display Ad campaign on Google Network earned a total of 8,024,976 impressions.

On Facebook Network, 37,564 engagements was earned during the period of the campaign.

Also across the campaign on Facebook's network, the ad generated 32,032 people PTA (People Taking Action through Shares, Likes, Comments and Posts on Page)

The Bosch Go Video earned over 126,800 video views and 9,283 minutes watch time across Facebook's Network during the period in focus.



DIGITAL FARMERS

We are genetically designed to be among the top two digital marketing agencies in Nigeria within the next 3 years.


See some faces that will welcome you warmly;

THE TEAM



 YOMI



 BLESSING



 GODWIN



 FEYISOLA



 MICHAEL



Google Analytics
Qualified Individuals

GET IN TOUCH
UNLOCK YOUR SMILES



Tomato Digitals Company

📍 Address: 86, Allen Avenue (4TH floor - Pent House)
Ikeja, Lagos,
Nigeria.
☎ +234 810 1574 665, +234 806 6509 099

✉ info@tomatodigitals.com

🌐 www.tomatodigitals.com

📷 📱 🐦 @tomatodigitals