



Growth & Marketing Agency





About AlphaBase

AlphaBase Headway (RC 1996852) provides marketing and growth services that increase customer acquisition and revenue growth for technology startups and businesses.

As a result of our experience working with businesses across multiple sectors, we have perfected our marketing strategies and can provide immediate results within 3 - 6 months of implementing a growth strategy.

We combine our technology expertise in marketing across digital channels to ensure a result-assured marketing engagement.





Industries We Serve





Our Services

Search Engine Optimization (SEO)

Optimizing websites to improve their visibility and rankings on search engine results pages (SERPs).



- ◆ **On-Page SEO:** We focus on optimizing elements directly on your website to make it more accessible and relevant to search engines.
- ◆ **Off-Page SEO:** We carry out activities outside your website to improve its visibility and authority.
- ◆ **Technical SEO:** We optimize the technical aspects of your website to improve its crawlability, indexing, and overall performance.
- ◆ **Keyword Research:** We identify the terms and phrases people are using to search for information related to your website's content or products/services.
- ◆ **Analytics and Monitoring:** We monitor and analyze your website performance using tools like Google Analytics and Google Search Console provide insights into organic search traffic, keyword rankings, click-through rates, and user behavior.



Our Services

Ads Management & Pay-Per-Click Advertising (PPC)

Creating and managing paid advertising campaigns, such as Google Ads, social media advertising or even offline ads, to drive targeted traffic to websites and product sales.



◆ Platforms

- Google Ads
- Meta Ads (Facebook & Instagram ads)
- Twitter, LinkedIn, Snapchat & Tiktok ads

◆ Coverage

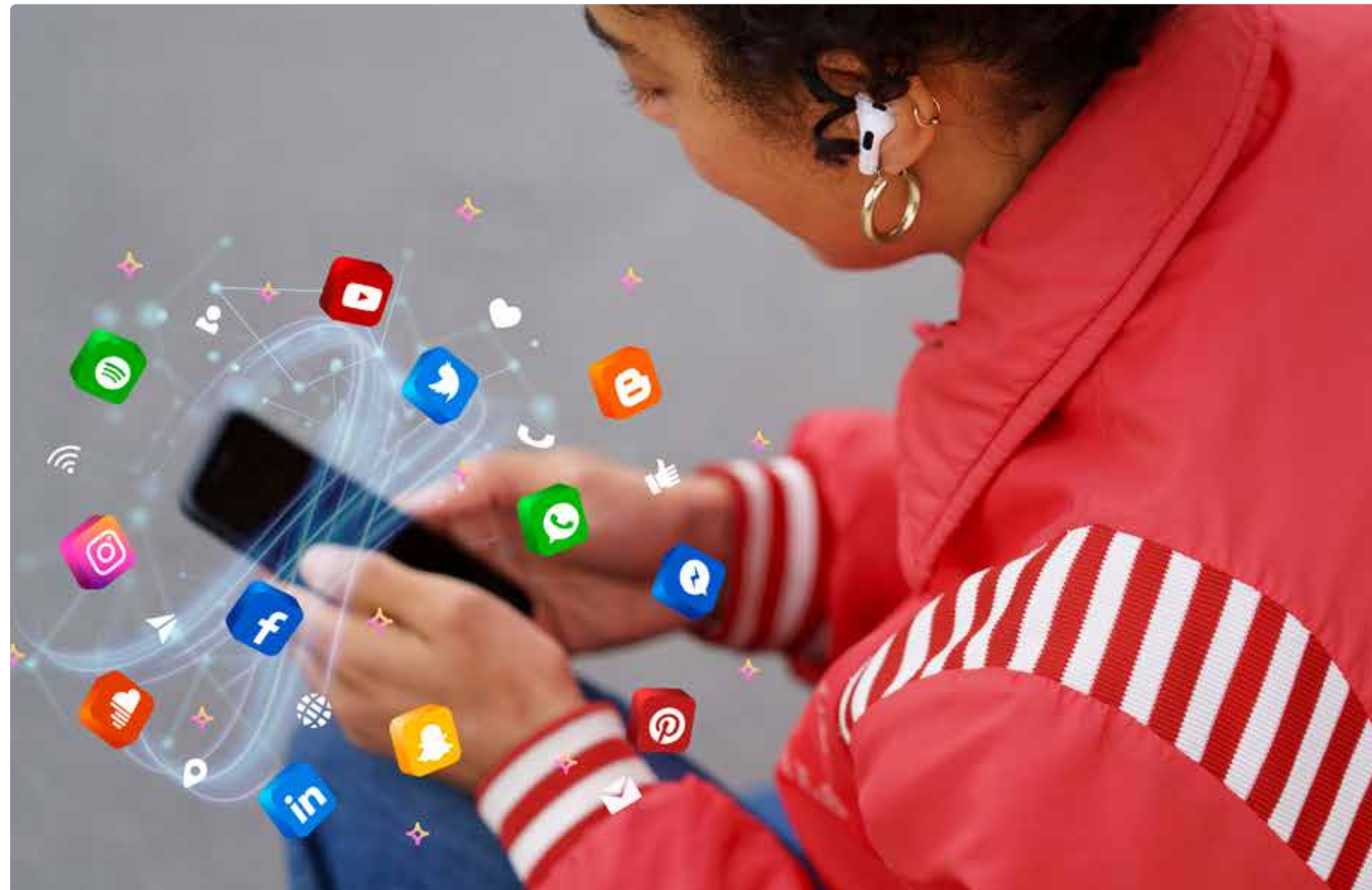
- Landing page setup
- Ads Setup (Keyword research, facebook pixel setup etc)
- Ads management
- Ad Performance Monitoring and Optimization



Our Services

Social Media Marketing

Developing strategies and managing campaigns on popular social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others.



- ◆ **Social Media Strategy:** We develop a social media strategy that aligns with your business goals and target audience.
- ◆ **Content Creation and Publishing:** We create engaging and relevant content such as text, images, videos, infographics, and other multimedia formats for your social media posts.
- ◆ **Influencer Marketing:** We collaborate with influencers or individuals with a significant following on social media to promote your products or services.
- ◆ **Social Media Analytics and Insights:** We monitor and analyze social media metrics such as engagement rates, reach, impressions, click-through rates, and conversions.



Our Services

Content Marketing

Creating and distributing valuable and relevant content, such as blog posts, articles, videos, infographics, and more, to attract and engage the target audience.



- ◆ **Content Strategy:** We develop a content strategy that aligns with your brand's goals, target audience, and overall marketing objectives.
- ◆ **Content Creation:** We produce high-quality and valuable content in various formats such as blog posts, articles, videos, infographics, podcasts, eBooks, case studies, whitepapers, and more
- ◆ **Content Distribution:** We promote and distribute content through various channels to reach your target audience.
- ◆ **Email Marketing:** We utilize email marketing campaigns to deliver content directly to subscribers and nurture leads.
- ◆ **Content Updates and Maintenance:** We continuously update and maintain existing content to ensure its relevance and accuracy.



Our Services

E-commerce Support (for e-commerce brands):

We work with clients to build/redesign ecommerce stores using recent technologies and deploy these stores with best practises.

- ◆ Shop setup (shopify, Wordpress, Magento or custom shop setup)
- ◆ Customer analytics setup and tracking
- ◆ Product photography & inventory management
- ◆ Product SEO & cross-selling strategy
- ◆ Discounts & coupons sales automation
- ◆ Email marketing, lead generation & nurturing





Brand Portfolio





Find places to hangout





JUICE IT UP



 **Fruit Garden**



Baskets Full of Health







Content Case Study



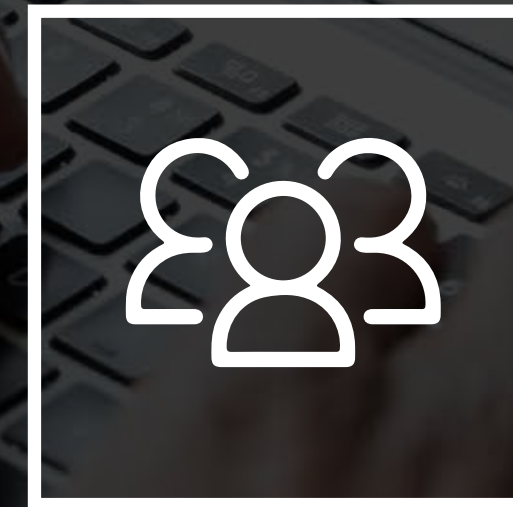
Our content strategy covers blog articles, images and video contents depending on the brand



40% of articles are ranking on Google No.1 page



We have written over 180 articles across 5 clients in 5 months



Our content strategy has brought in over 50K users to 1 brand via google search

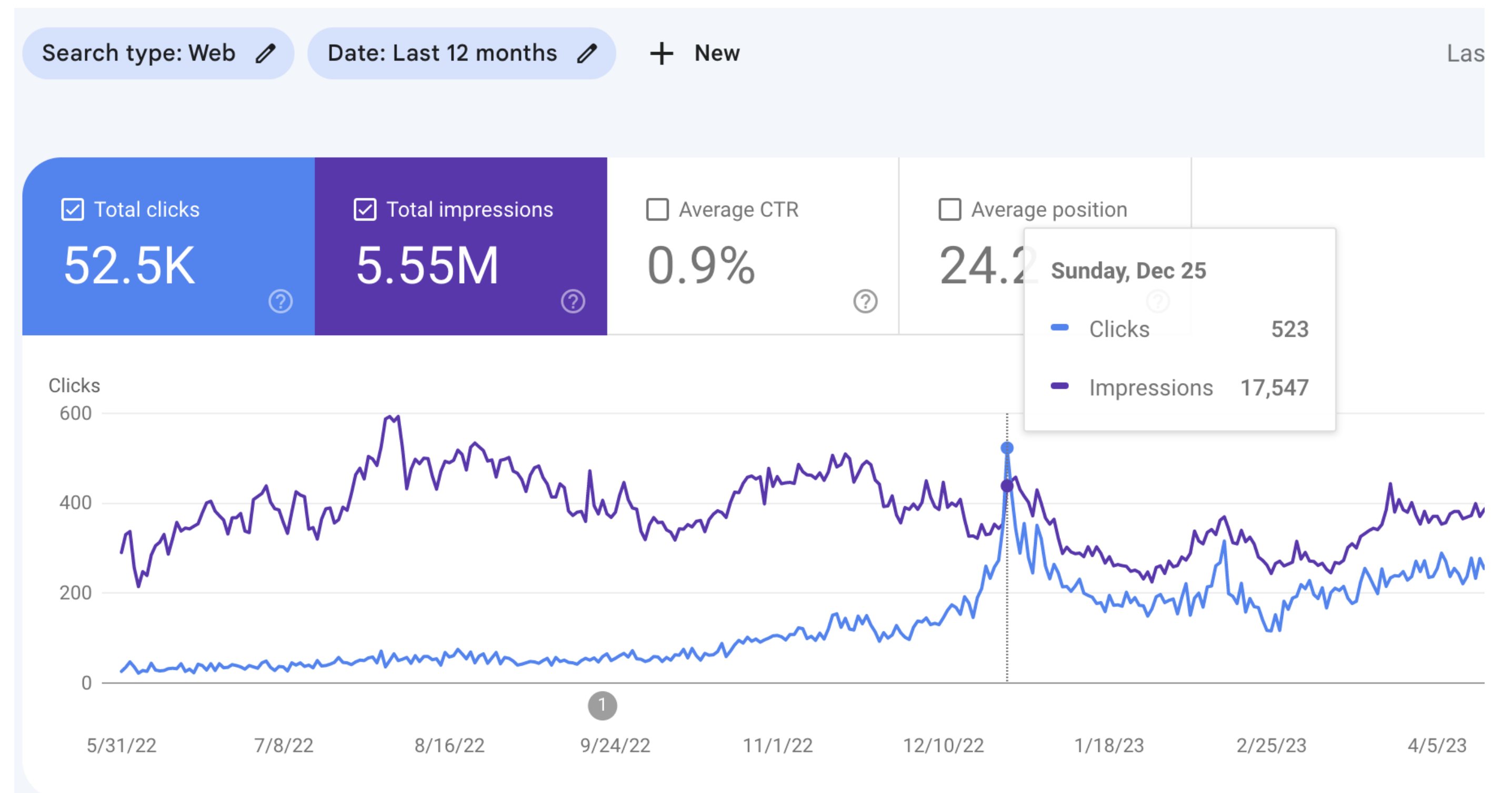


Content Case Study

Attenvo (Hospitality Industry)

What we did

- ◆ Built the directory platform & blog page
- ◆ Published over 60 articles
- ◆ Keyword research & SEO optimization





Content Case Study

Attenvo (Hospitality Industry)



attenvo.com

All-time page views
63.7K

Achievements >
 New

Google Search Console

Inspect any URL in "attenvo.com"

Performance on Search results

Search type: Web | Date: Last 12 months | + New | Last updated: 3 hours ago

Top queries	Clicks	Impressions
resorts in lagos	1,752	13,021
resorts in nigeria	594	5,357
places to visit in port harcourt	472	1,574
resort in lagos	450	4,513
fun places in port harcourt	394	1,693
restaurants in abuja	351	6,647
best restaurants in abuja	292	5,355
beach resorts in lagos	290	4,657
zirku island	284	19,024
restaurants in port harcourt	282	3,197

Site overview

Past 28 days

Page views

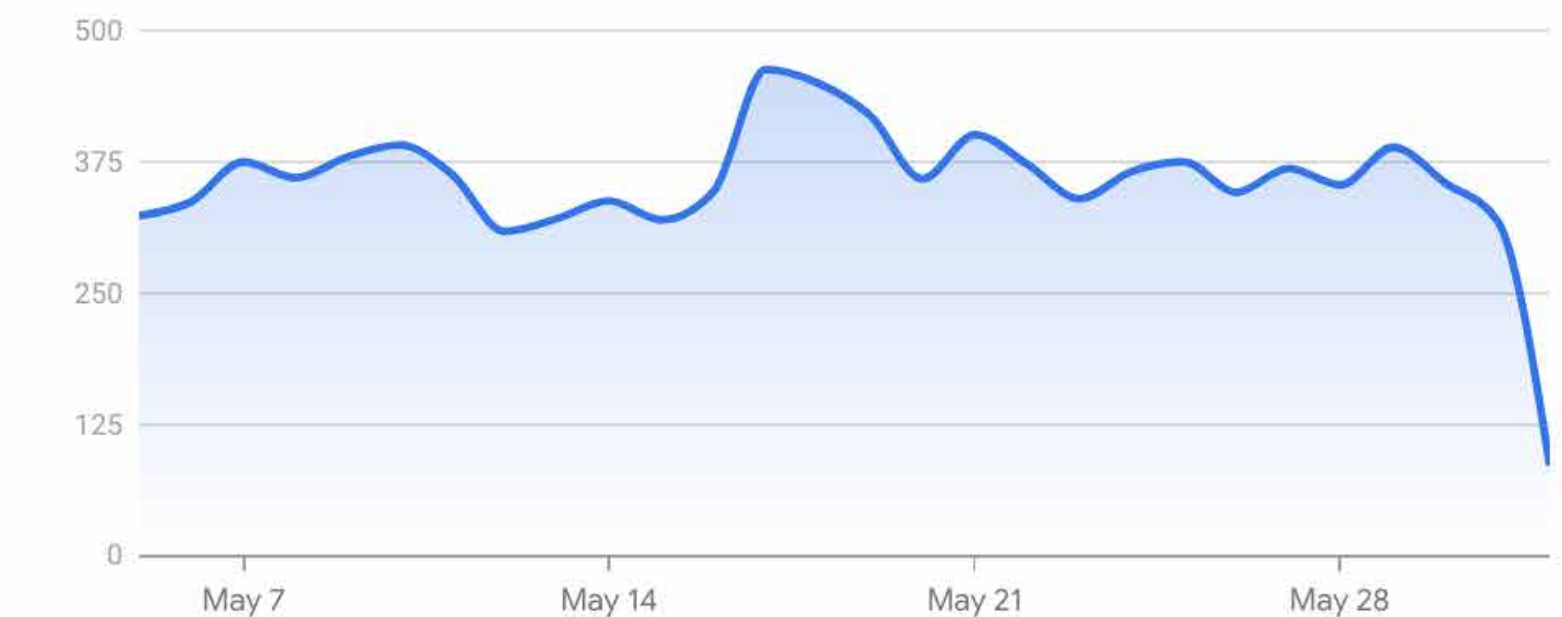
9,928

4%

Avg. page view duration

2m 48s

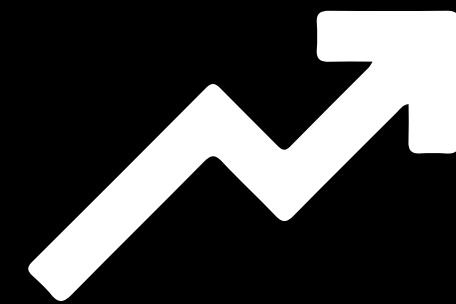
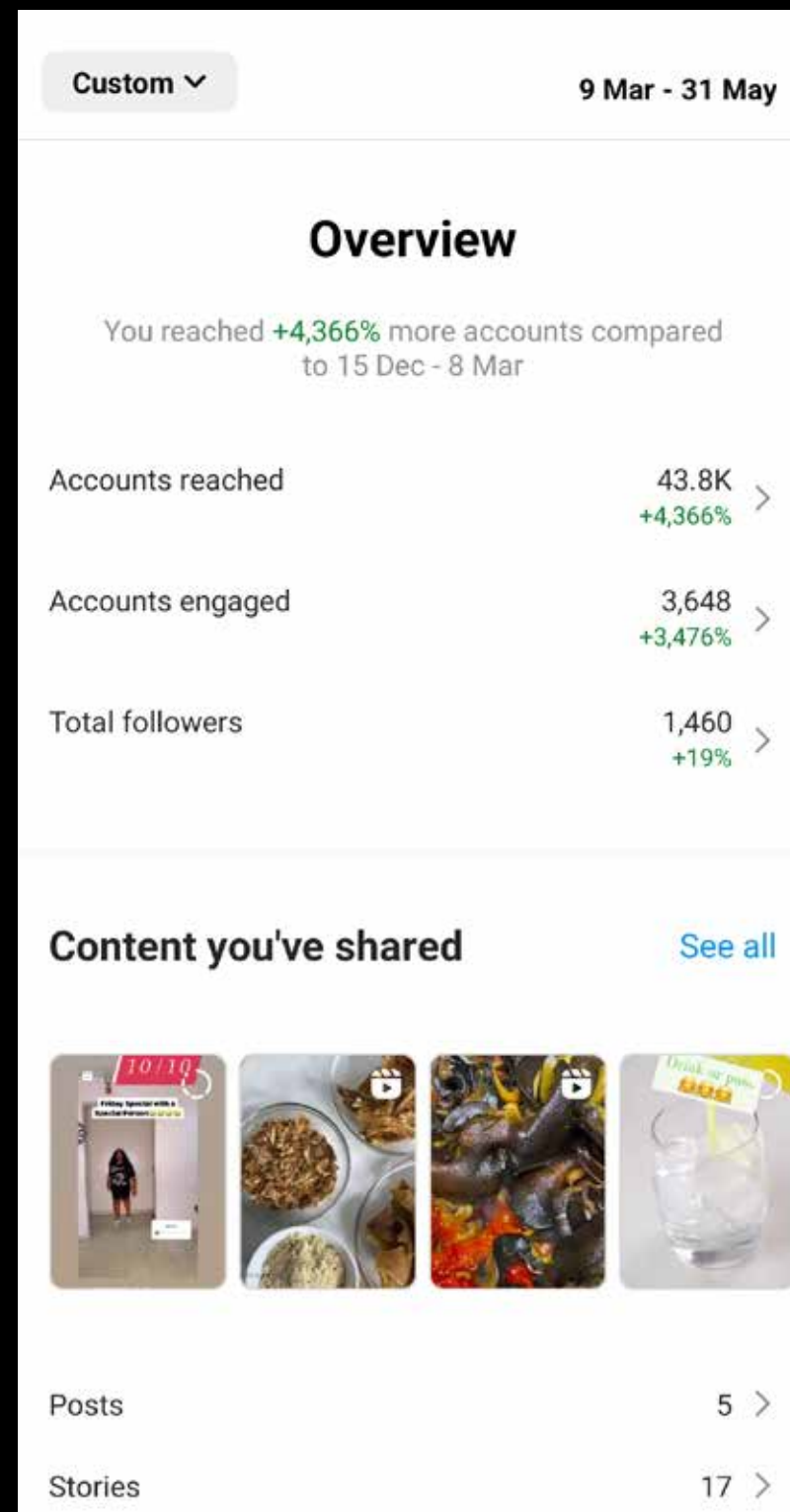
3%



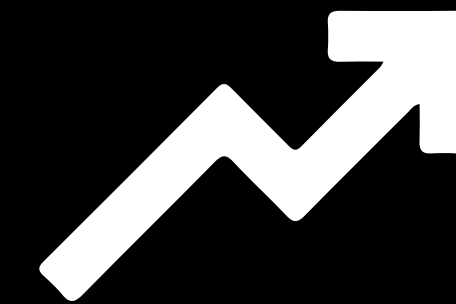
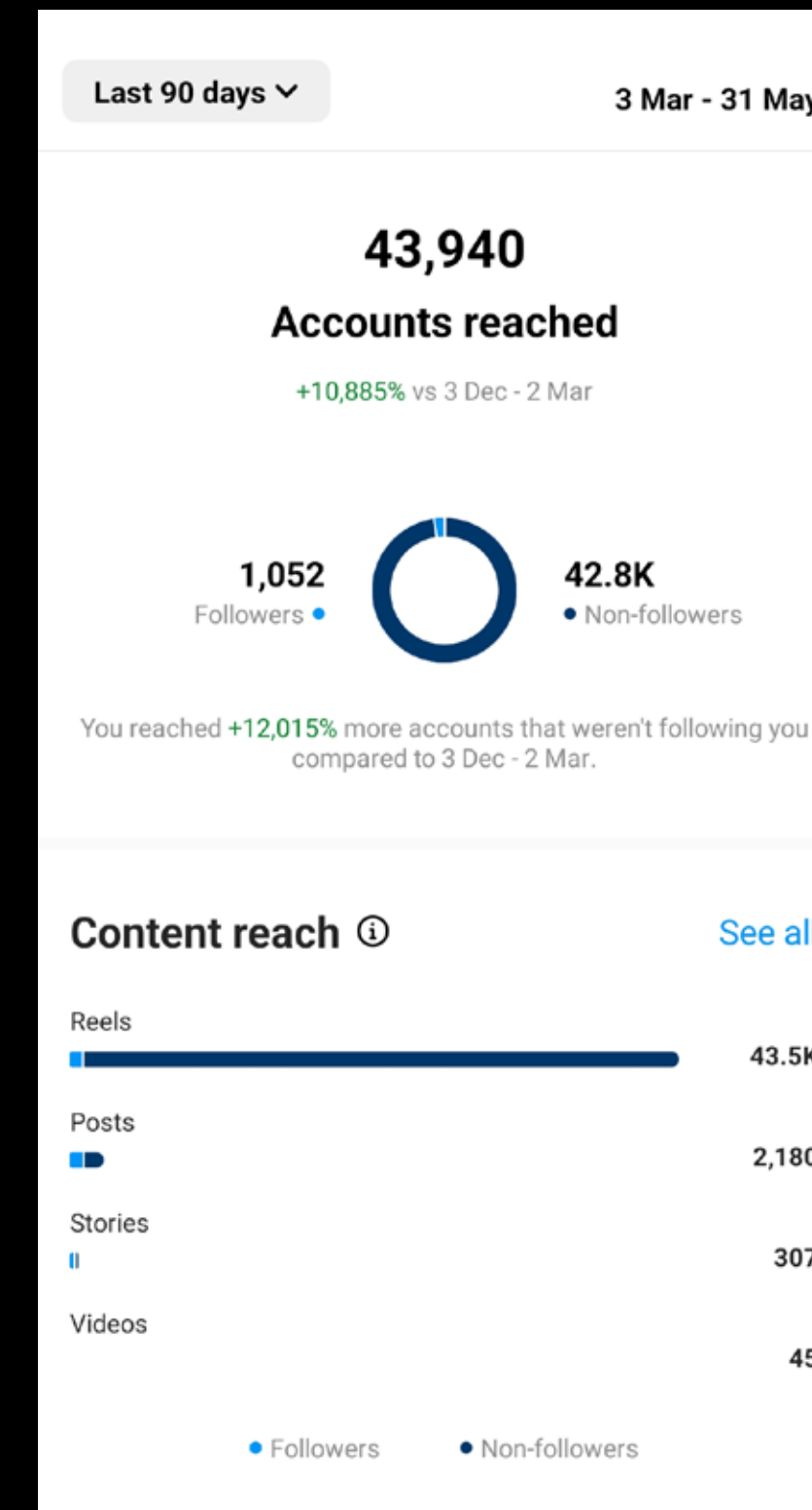


Social Media Case Study

Waniz Kitchen



In the space of 3 months, our content strategy was able to increase their social media reach by **4,366%** and their engagement by **3,648%**



In that same period of time, we were also able to increase the number of accounts reached by **10,885%** hence increasing brand exposure and sales



Core Team



Derek Vinebo
Growth & Marketing Strategist



Richard Dappa
Content & Marketing Lead



Henrietta Aggreh
Marketing Lead



Ezeanya Uzoma
Brand Design Strategist



Damilola Oyekanmi
Marketing Associate



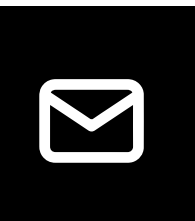
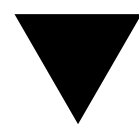
Faith Akpan
Marketing Associate



Work with Us

To work with us, we need to first understand your needs to properly create a package that fits your business goals.

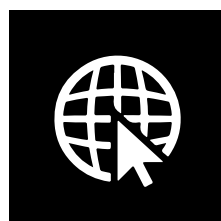
Contact us let's set up a call to discuss the growth of your business



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