

# PERFORMANCE MARKETING

Case Studies



# RED

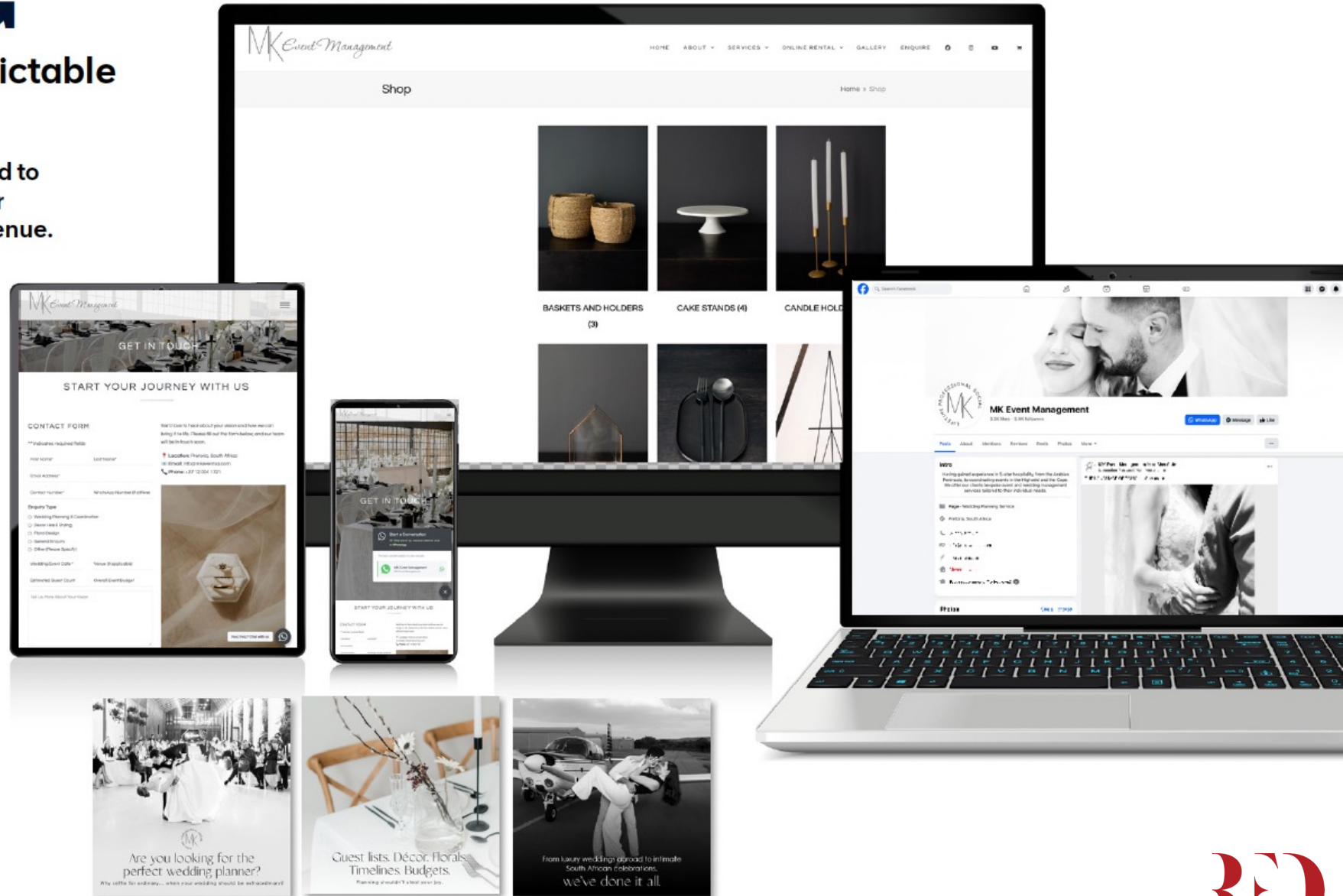
MARKETING

# PERFORMANCE MARKETING

We turn your ad spend into predictable profit – and scale what works

Our performance marketing services are designed to attract high-intent leads, move them through your funnel and turn their interest into measurable revenue.

- Landing page development and optimisation
- Paid search and display
- Conversion-driven campaign setup
- Audience targeting and segmentation
- Funnel optimisation
- A/B testing and experimentation
- Performance tracking and reporting
- Budget optimisation and scaling





**RED**

**MANY MINDS,  
ONE MISSION.  
TOGETHER, WE MAKE IT HAPPEN.**

**RED**  
MARKETING

# PERFORMANCE MARKETING THAT ACTUALLY PERFORMS

Performance isn't driven by one channel — it's built through alignment.

At RED, we integrate paid media, creative, SEO and website experience to work as one system. From Meta and Google Ads to landing pages and content, every element is designed to improve relevance, reduce costs, and increase lead quality.

We don't just generate leads — we generate intent.

Because real performance depends on what happens next.

Strong marketing brings in the right audience.

Strong sales converts them into revenue.

What Drives Performance

- Paid Media (Meta, Google, PPC)
- Creative & Messaging (Ad Content & CTAs)
- Website UX & Conversion Design
- SEO & Search Visibility
- Audience Targeting & Optimisation

The Outcome

Lower cost per click.

Higher quality leads.

Better conversion potential.

Performance

Daily Cumulative ⓘ

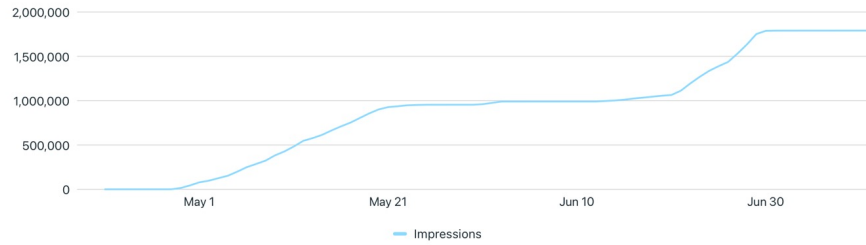
Impressions ⓘ  
1.8M ↑ 29.8M%

Reach ⓘ  
698K ↑ 69.8M%

Content interactions ⓘ  
13.7K ↑ 100%

Followers ⓘ  
Lifetime  
2.6K

Link clicks ⓘ  
14.8K ↑ 100%



# GLOBAL HOSPITALITY INSTITUTE MARKET VALIDATION CAMPAIGN

*Market demand validated in under 60 days.*

RED partnered with the Global Hospitality Institute to test a new market opportunity in Ethiopia through a focused social media performance campaign. In just two months, we didn't just generate awareness — we translated interest into measurable demand.

## Campaign Performance 222 qualified leads generated

- 1.8M+ impressions
- 698K reach
- 13,700+ engagements
- 14,800 website visits**
- 17,300 Facebook profile visits
- 2,600 new followers

## What This Means

- Strong, immediate market interest in a previously untested region
- High engagement and traffic indicating genuine demand
- Lead generation at scale, proving commercial viability

## The Result

A fast, data-backed validation of Ethiopia as a high-potential expansion market — with real leads, not assumptions.

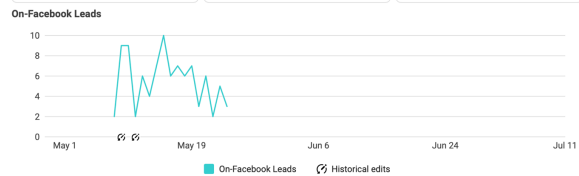
Performance overview

Activity types: All Customize

On-Facebook Leads ⓘ  
**94**

Per On-Facebook Leads ⓘ  
**\$1.06**

Amount spent ⓘ  
**\$100.00**



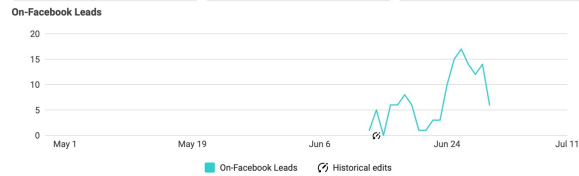
Performance overview

Activity types: All Customize

On-Facebook Leads ⓘ  
**128**

Per On-Facebook Leads ⓘ  
**\$1.37**

Amount spent ⓘ  
**\$175.00**



# SUZUKI PERFORMANCE MARKETING (META ADS)

RED partnered with Suzuki to drive consistent, high-quality vehicle enquiries through a focused Meta Ads strategy.

By combining precise audience targeting, strong creative execution, and continuous campaign optimisation, we generated **250+ qualified leads per month at scale**. More importantly, these weren't low-intent enquiries.

The campaigns delivered an **average 10% conversion rate** into vehicle sales — a significant result for a high-value purchase category where consideration cycles are longer and intent is harder to capture.

## What Made It Work

- Highly targeted audience segmentation
- Performance-driven creative and messaging
- Continuous optimisation of campaigns and lead quality
- Alignment between ad messaging and enquiry intent

## The Result

A scalable lead generation engine delivering both volume and quality, with performance translating directly into measurable revenue.



THORP

GRAND VITARA  
R4,957

FRONX  
R4,499

SWIFT

Grand Vitara  
Test Drive Today! Learn More

Fronx  
Test Drive Today! Learn More

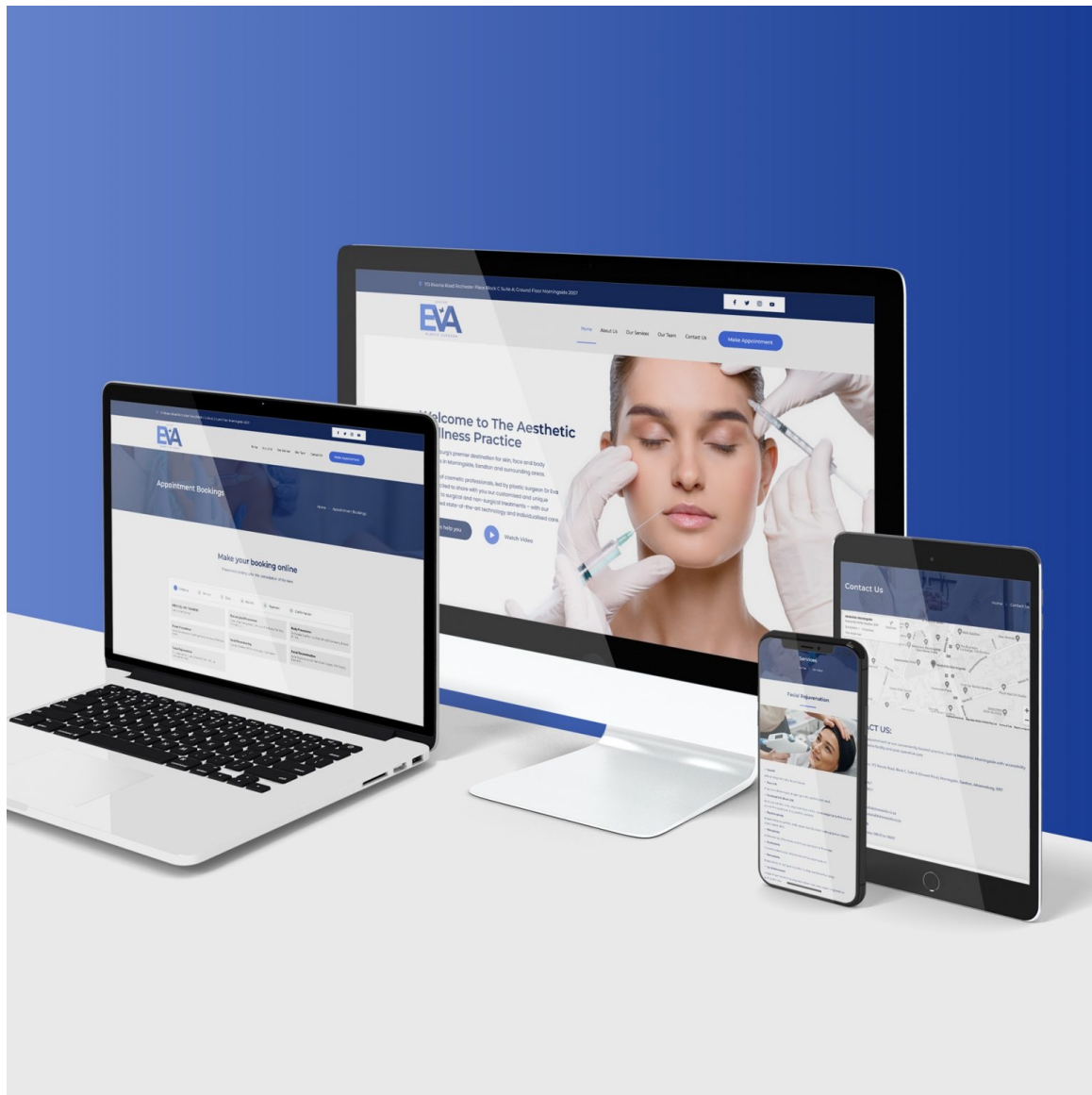
Swift  
Test Drive Today! Learn More

195

Like Comment Share

CLICKS. LEADS. CONVERSIONS.  
ALL IN GEAR.

RED  
MARKETING



# DR EVA SIOLO TURNING ATTENTION INTO PATIENTS

Traffic doesn't grow clinics.  
Conversion does.

RED partnered with Dr Eva to build a fully integrated performance ecosystem — designed to attract, nurture, and convert high-intent patients.

## *The Approach*

- Social media growth & content strategy
- Educational, trust-led content
- Paid media (Meta & PPC)
- Website, brand & UX optimisation
- SEO & continuous performance management
- Email marketing & lead nurturing

Everything working together to move patients from discovery to decision.

## *Performance Highlights*

- 1M+ people reached annually across platforms
- +51% year-on-year reach growth
- Consistent growth across engagement and traffic

## *The Result*

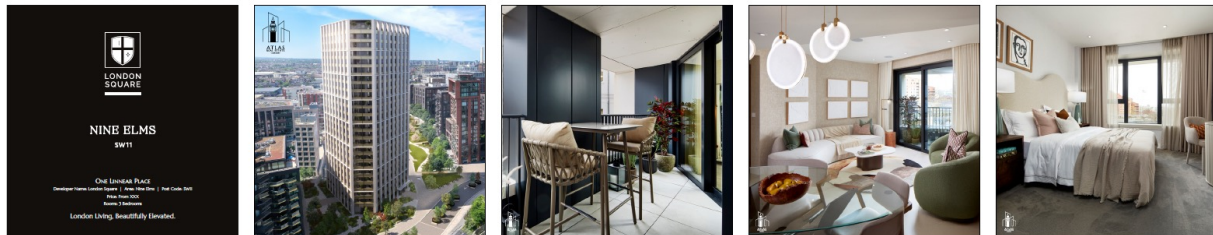
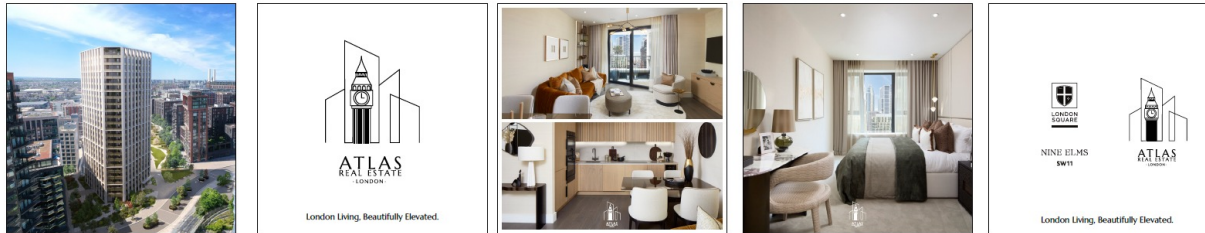
A scalable lead generation system — with **20% of leads converting into patients.**

## *What This Means*

- High-intent patient acquisition, not just awareness
- Strong alignment between marketing and patient expectations
- Measurable impact on clinic revenue

# ATLAS REAL ESTATE PROPERTY SALES

RED partnered with Atlas Real Estate to generate qualified buyer leads for premium developments across the UK and Turkish markets, including London Square, Berkeley Group, and Barratt.



## *The Approach*

Lead generation campaigns for property purchases  
Event-driven campaigns for international showcases  
Targeted UK and overseas investor audiences

## *The Result (6 Months)*

40–50 qualified leads per campaign  
10% conversion rate at showcase events  
**3 property sales generated**  
Property values ranging from £600K – £3M

## *What This Means*

A consistent pipeline of high-intent buyers, converting into high-value property transactions over time — not just short-term spikes.

## *Bottom Line*

From lead generation to closed deals — delivering measurable ROI in a high-ticket market.

# MAJOR VALVES ENQUIRY-DRIVEN GROWTH

RED partnered with Major Valves to generate high-quality enquiries for new valve sales through targeted Meta campaigns.

## What We Did

Enquiry-focused Meta Ads  
WhatsApp conversion campaigns  
Ongoing optimisation for lead quality

## The Result

A consistent flow of qualified enquiries, with the strongest leads coming through WhatsApp and direct enquiry ads — particularly for new valve sales.

## Performance Highlights

**90 leads generated in the first month alone**

Campaigns reaching 300K–800K+ people per month

840,000+ impressions in a single campaign cycle

7,000+ link clicks and 12,000+ engagements in peak campaigns

**146+ WhatsApp conversations generated**

Page growth of 1,500%+ increase in followers

## Client Feedback

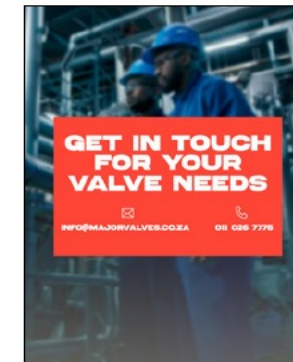
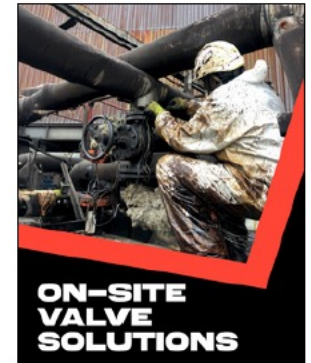
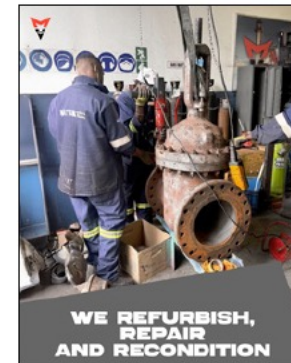
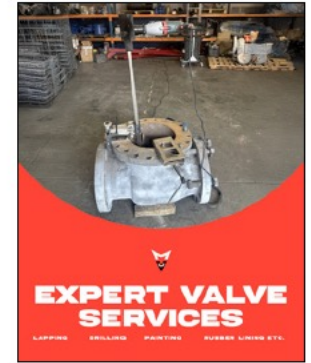
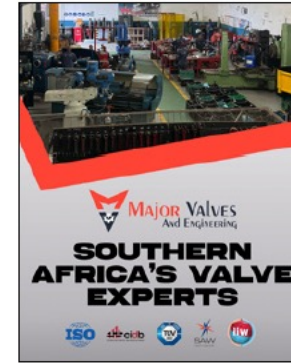
*“The ads are performing well — we’re receiving a strong volume of enquiries, especially via WhatsApp and enquiry campaigns.”*

## Growth Phase

Performance has led to expansion into:

SEO

Google Ads (PPC)



# Scalable SaaS Platform. Measurable Growth.

Our platform empowers financial institutions to streamline operations, unlock insights and drive growth across markets.



## Built for Financial Services

Purpose-built to solve the unique challenges of financial institutions.



## Data-Driven Decisions

Real-time analytics and insights to help you act fast and stay ahead.



## Enterprise-Grade Security

Bank-level security and compliance you can trust.



## Global by Design

One platform. Multiple markets. Limitless potential.



## B2B SAAS LINKEDIN LEAD GENERATION CAMPAIGN

Multi-market LinkedIn campaign driving free trial sign-ups across UK, EU, USA and Africa

A B2B SaaS platform targeting senior decision-makers in financial services needed a scalable lead generation engine across three markets simultaneously validating which audiences, formats, and regions converted best.

### What This Means

Strong engagement from senior decision-makers across multiple financial markets, confirming relevance of the platform within the target audience.

The campaign successfully validated which regions and audiences showed the strongest intent, providing clear direction for future budget allocation and market expansion.

### The Result

A scalable LinkedIn lead generation engine capable of acquiring qualified product trial users across multiple regions.

The campaign delivered measurable product sign-ups, actionable audience insights, and clear performance signals for where the SaaS platform should focus future growth efforts.

**FULL-SERVICE  
CASE STUDY:**

**OASIS CRESCENT**



MARKETING

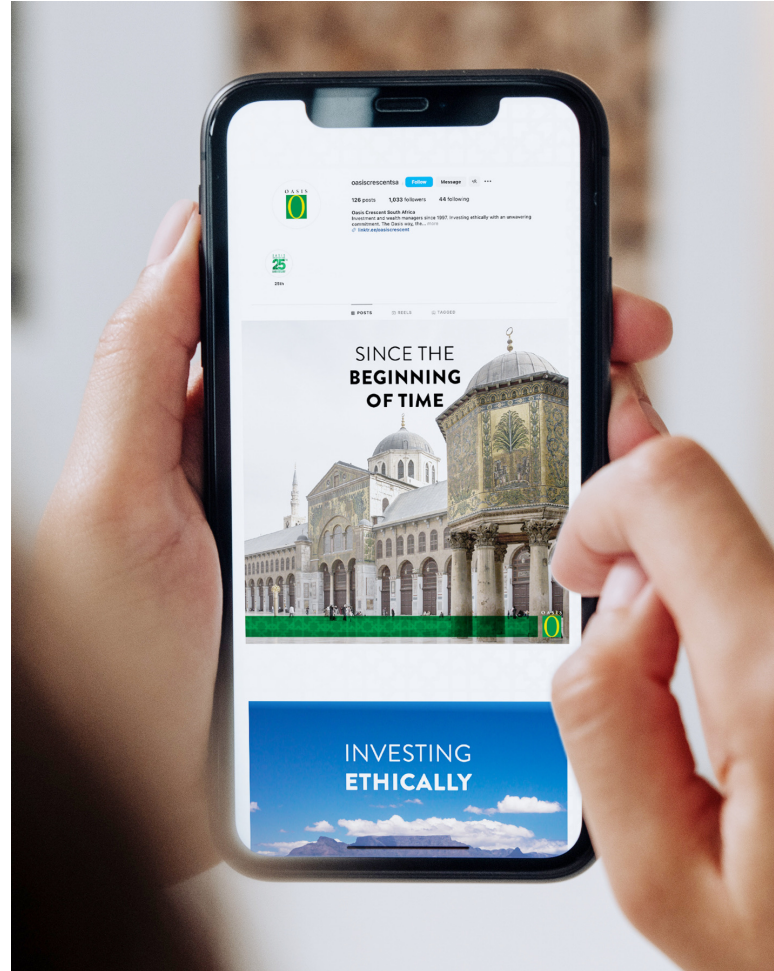
# OASIS CRESCENT

O A S I S



## OASIS CRESCENT FINANCIAL SERVICES

Oasis Crescent (UK) Limited is the holding company of a global group of companies, which specialises in ethical and socially responsible investment management and investment administration. Oasis Crescent was founded in 1997 and has grown into a global investment management firm with an established presence in 7 registered jurisdictions, including the United Kingdom, Switzerland, Singapore, Malaysia, United Arab Emirates, Mauritius, and South Africa.



### SERVICES WE WERE TRUSTED TO DELIVER

RED Marketing was entrusted with setting up and managing Oasis Crescent's social media presence. At RED Marketing, we partnered with Oasis Crescent to establish and elevate their digital presence. Our approach was deeply strategic and creatively driven, ensuring every aspect of their social media and content reflected their unique brand identity.

# OASIS CRESCENT



THE STAKES ARE  
HIGHER FOR  
CORPORATE BRANDS.  
SO IS THE PRECISION.

That's why leading names trust RED to manage their digital voice.



## CONTENT CURATION

Every touchpoint is intentional – content is shaped around a clear narrative, aligning seamlessly with business goals and brand values.



## PHOTOGRAPHY & VIDEOGRAPHY

Visuals are crafted to do more than fill a grid. They reflect the organisation's tone, culture and essence, with an emphasis on consistency and quality.



## GRAPHIC DESIGN

Designs are built to feel polished yet distinct – using brand colours, clean layouts and strong visual structure to ensure relevance and resonance.



## COPYWRITING

Tone is everything. We lean into clarity and professionalism, with copy that communicates purpose, positions the brand with confidence and speaks directly to the right audience.



## SOCIAL MEDIA PLATFORM SETUP

A strong digital foundation starts with well-structured platforms – from bio to highlights to pinned posts, every detail is considered and aligned.



## SOCIAL MEDIA STRATEGY

Built from insight, not instinct. Strategies are developed with both audience data and brand objectives in mind, ensuring content leads to connection – and conversion.



## PAID ADVERTISING

Whether the goal is awareness or capturing qualified leads through Facebook, the focus is always on messaging that resonates, targeting that makes sense and results that matter.



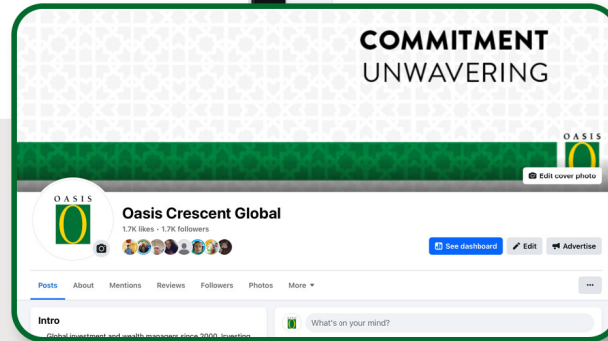
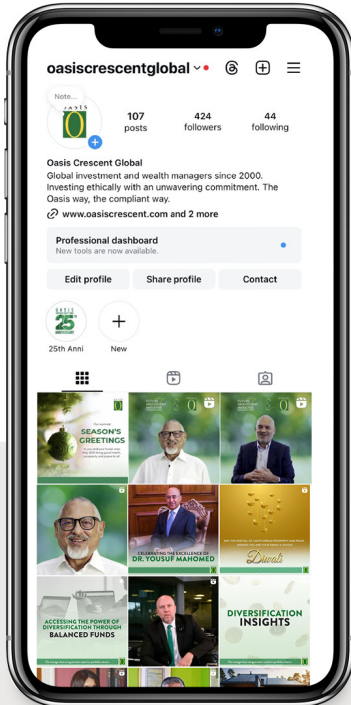
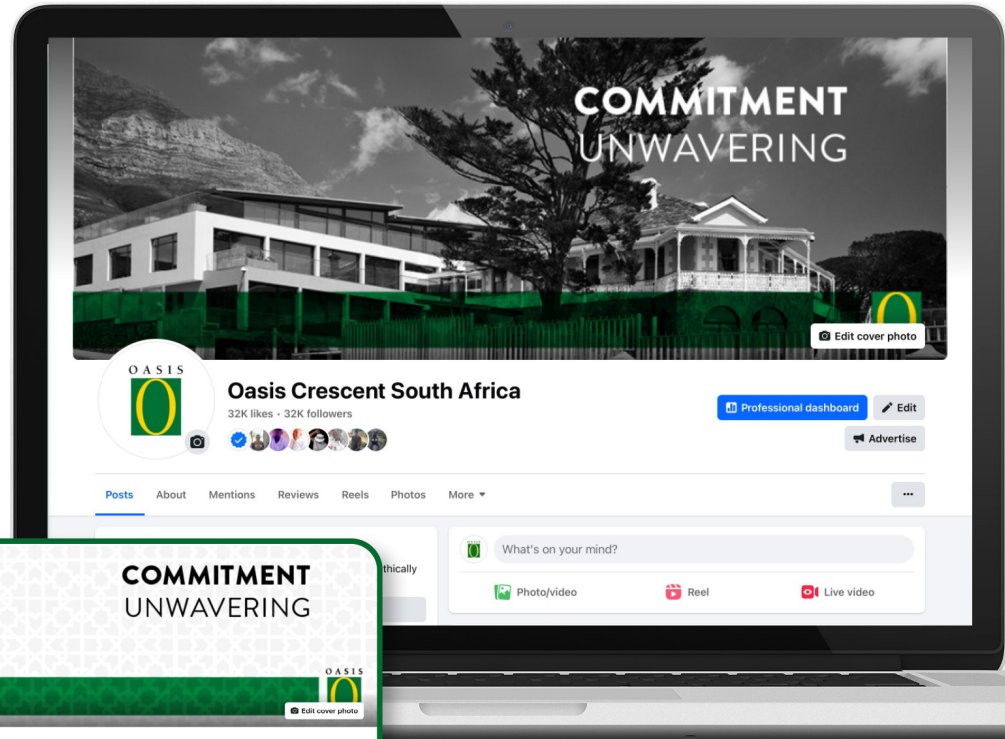
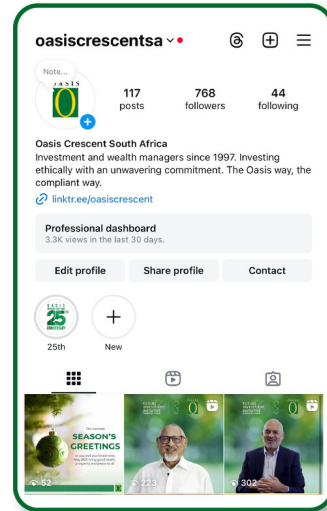
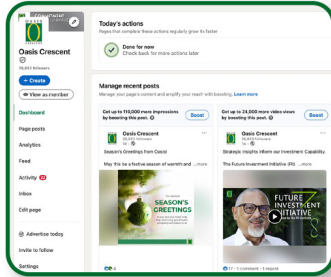
## COMMUNITY MANAGEMENT

We handle all public-facing engagement – from customer queries to comment moderation – with a focus on professionalism, accuracy and protecting brand reputation.



# OASIS CRESCENT

## SOCIAL MEDIA MANAGEMENT



# OASIS CRESCENT

## SOCIAL MEDIA MANAGEMENT IMPLEMENTATION

As part of our comprehensive service offering, we managed the daily operational tasks essential to maintaining a successful digital presence. This included:

### **DAILY MANAGEMENT:**

Overseeing the seamless execution of day-to-day activities, including content uploads and timely scheduling.

### **CONTENT CURATION:**

Developing monthly content plans that flowed cohesively from thematic concepts to execution. This process encompassed:

#### **THEMES:**

Designing content strategies that aligned with brand messaging and seasonal trends.

#### **VIDEO PRODUCTION:**

Crafting compelling video content to capture attention and convey key messages.

#### **ANIMATION:**

Incorporating engaging animations to enhance visual appeal and storytelling.

#### **DESIGN:**

Creating high-quality designs tailored to resonate with the audience.

### **COMMUNITY MANAGEMENT:**

Monitor and engage with the online community to foster relationships, encourage dialogue, and maintain brand reputation.

### **REPORTING:**

Providing detailed analytics and performance reports, offering valuable insights to refine strategies and demonstrate results.

Our meticulous implementation ensured that all aspects of the content lifecycle were managed effectively, contributing to our client's consistent and impactful online presence.

# OASIS CRESCENT

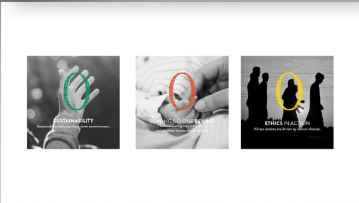
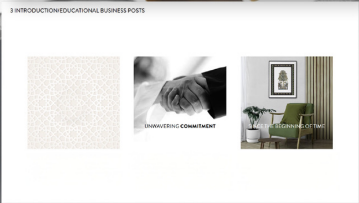
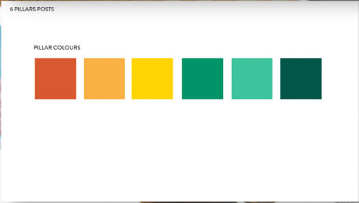
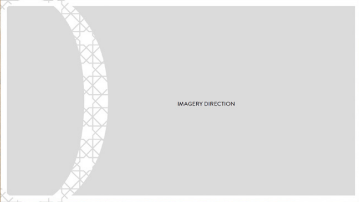
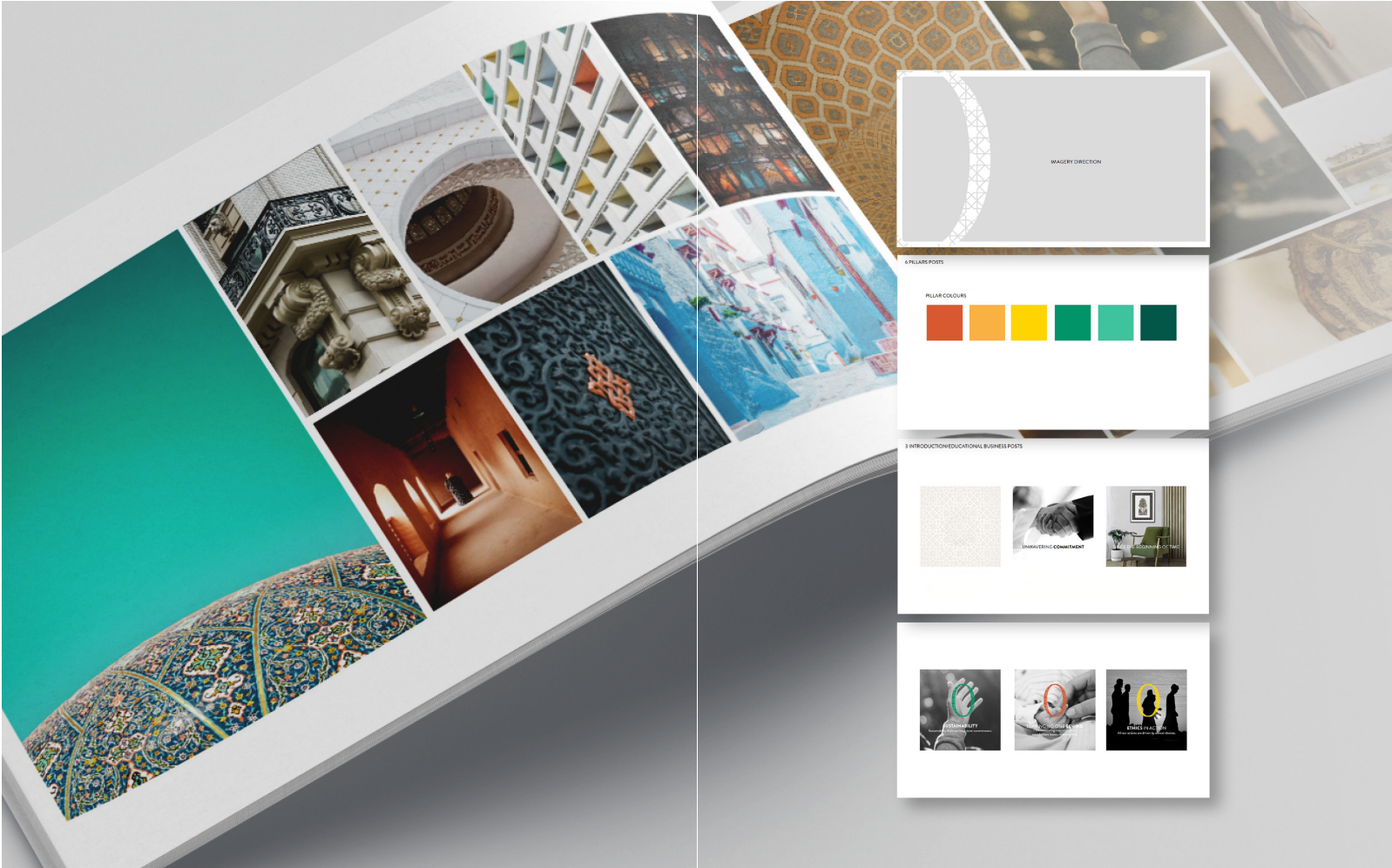
## CREATIVE SERVICES: DESIGN CONCEPTS



## CREATIVE SERVICES: DESIGN CONCEPTS



# OASIS CRESCENT



DO YOU ASPIRE TO **OWN YOUR OWN HOME?**

Your homeownership goal demands careful planning.

**SECURE YOUR DREAM HOME WITH EXPERT FINANCIAL PLANNING.**

Speak to our financial advisors by calling or emailing for guidance.

**INVESTING ETHICALLY**

**SUSTAINABILITY**

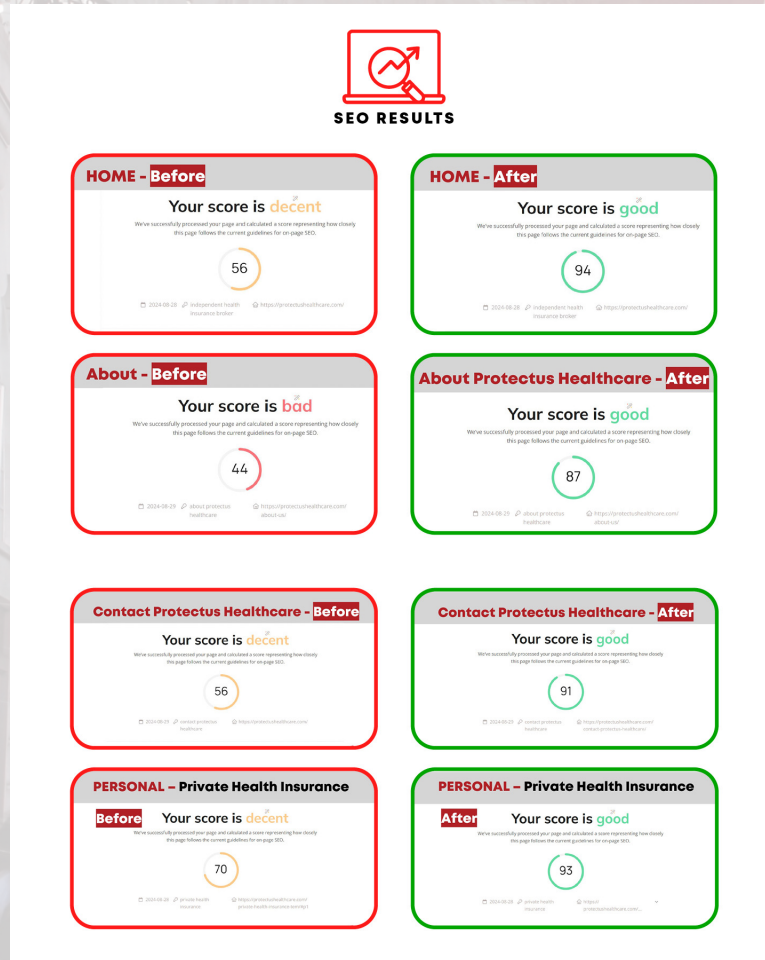
ARE YOU INTERESTED IN LEAVING A LASTING LEGACY THROUGH **GENERATIONAL WEALTH?**

We invite you to explore **strategic financial planning** that goes beyond a lifetime.

**SHAPE YOUR LEGACY WITH STRATEGIC FINANCIAL PLANNING.**

Speak to our financial advisors by calling or emailing for guidance.

# SEO PERFORMANCE



Working with RED Marketing on building our new website has been a delight. Always professional, rapid responses when addressing any issues or requests and ultimately, they've created a website that we're super-proud of. Special shoutout to Daniel and Carissa who were always on hand throughout the project.

I would highly recommend RED Marketing if you're thinking of getting a new website for your business!

**Ross Jackson**

Director - Healthcare & Protection Insurance Advisor

# TESTIMONIALS



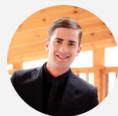
**DR EVA SIOLO**

PLASTIC & RECONSTRUCTIVE SURGEON  
[drewasiolo.co.za](http://drewasiolo.co.za)

RED Marketing is a very well-organised agency that can take care of literally everything that makes one feel professionally promoted and advertised.

[Read more](#)

MEDICAL



**MICHAEL KEYTER**

DIRECTOR & HEAD EVENTS SPECIALIST  
MK Event Management

Working with RED Marketing has been a wonderful experience.

[Read more](#)

PROFESSIONAL SERVICES



**FAITH NYANGWA**

MARKETING  
Major Valves & Engineering

Highly recommend RED Marketing to any business looking for a results-driven, collaborative partner in digital advertising and online growth.

[Read more](#)

RETAIL



**MAUDE MPHOSI**

FOUNDER  
MAU Group

Their execution has been strategic, polished, and impactful.

[Read more](#)

HOSPITALITY



**DR SIMMY KAUR**

FOUNDER | PRIVATE GP  
The Nine Clinic

They're a genuinely lovely team to work with — prompt, experienced, and trustworthy. Highly recommended.

[Read more](#)

MEDICAL