



# Slvr Wlf Digitale Ltd

Connecting you with the right audience



slvrwlf.com



@slvrwlfdigitale

# Who We Are

We are a content marketing agency building communities on social media, websites and blogs for government agencies, schools, start-ups and political candidates.

We are experts in producing high-quality sales and marketing assets, including articles, blog posts, videos, infographics, podcasts, ebooks, and other audio-visual media to tell your stories, connect you with your niche audience and achieve your business goals.



# Top Clients

Slvr Wlf has worked with the following high-profile clients:

## Seyi Makinde Campaign Organisation



We worked on Governor Seyi Makinde's campaign in 2019 and 2023. We developed the Bus Enlightenment Campaign for Omituntun 2.0, which led to the exposure of the "Use Your PVC Not Violence" message to over 185,000 persons offline in 20 days.

## Eyitayo Jegede Campaign Organisation



We ran the social media campaign for Eyitayo Jegede SAN for the 2020 elections in Ondo State. This gave him a consistent positive rating on social media throughout the campaigns and made him the preferred candidate for the youths online.

## Oyo State Government



We are the digital media consultants to the Oyo State Government and have grown the Oyo State Government Feedback Account, the only such account in Nigeria, from zero in January 2020 to over 41,000 followers on X (formerly Twitter); over 6,000 followers on Instagram and 51,000 on Facebook and counting.

## Mottainai Recycling Ltd



We are the media consultants for Mottainai Recycling Ltd, providing social media management services for their Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts. We also run their dedicated customer care service lines.

## Oyo State Agribusiness Development Agency (OYSADA)



We run full service digital media management for OYSADA that includes posting on all their social media accounts and documenting their activities through video and written copies.





## What we do

Slvr Wlf offers a bouquet of services around branding, digital advertising, marketing and communications. Our expertise in content marketing and management ensures that you are positioned to reach your target audience with your sales and marketing messages where your audience is and when they are there.

## 1. For Schools and Start-Ups



### Product: **Simplypostit**

Our all-in-one social media for schools solution. With Simplypostit, you do not have to worry about creating a content calendar or spending endless hours customising posts. Just copy, customise and post. You get 80 posts and captions and 40 hashtags that you can use for your posts—made in Nigeria for Nigerian schools.

### Services: **Basic Option**

1. Communication Plan:
  - a. Develop an overarching communication strategy for your brand
  - b. Draw up a Campaign Plan for the first year
  - c. Sample Content Calendar (one month only)

The Communication Plan is developed as a one-year strategy document but will contain a sample content calendar with ideas that the internal team can build on as they work.

2. Profile Optimisation: Your profile plays a crucial role in public opinion and perception of your brand. When potential clients arrive on your profile page, you want them to feel emotionally connected to your brand. You want to leave an imprint that will ensure that when they think of your industry (offering), they think of you.

This requires:

- a. Well-crafted platform-specific bio(s) for your brand.
- b. Memorable graphics or video for the profile cover
- c. An engaging profile picture

Pricing: Available on Request (AoR)

## **Business Option**

### **All in Basic +**

1. **Social Media Strategy Development:** Create a social media strategy document encompassing the brand vision, mission, goals and objectives based on SWOT analysis and KPIs based on the Action Plan.
2. **Digital Media Management:** Social media profile optimisation and management of social media accounts based on industry best practices. It also includes social media monitoring and engagement.  
We also provide the following additional services:
  - a. Press Releases/Statements
  - b. Newsletters
  - c. Other Content Writing Services

**Pricing:** Available on Request (AoR)

## **Business Plus Option**

### **All in Business Option +**

1. **Web Design and Development:** Our web design and development is all about your customer journey and conversions. We start with a consultation to ensure we capture your vision in creating the website's content while prioritising functionality and aesthetics that enhance the user experience.
2. **Training of Content Teams:** Content management is both a science and an art. Your content team does not need to determine what works best for you through trial and error. Slvr Wlf provides the necessary instructor and mentor-led training that will enable your team to approach their duties confidently.
3. **Production of Brand/Marketing Collateral**
  - a. Content writing and design of brochures, company profiles, calendars, booklets and magazines, annual reports, catalogues etc
  - b. Design of business cards, letterhead, envelope
  - c. Promotional materials

**Pricing:** Available on Request (AoR)



## 2. For Government Agencies and Political Candidates



Services:

### Basic Package

Profile Optimisation: Your profile plays a crucial role in public opinion and perception of your brand. When potential clients arrive on your profile page, you want them to feel emotionally connected to your brand. You want to leave an imprint that will ensure that when they think of your industry (offering), they think of you. This requires:

- a. Well-crafted platform-specific bio(s) for your brand.
- b. Memorable graphics or video for the profile cover
- c. An engaging profile picture

*Pricing:* Starting from N200,000.00 for one platform

### Plus Package

#### Basic+

1. Web Design and Development: Our web design and development is all about your vision for your personal/agency brand. We start with a consultation to ensure we capture your vision in creating the website's content while prioritising functionality and aesthetics that enhance the user experience.
2. Digital Media Management: Social media profile optimisation and management of social media accounts based on industry best practices. It also includes social media monitoring and engagement.

We also provide the following additional services:

- a. Press Releases/Statements
- b. Newsletters
- c. Other Content Writing Services

*Pricing:* Available on Request (AoR)

All listed services for schools, startups, government agencies and political candidates are available as standalone service offerings, including:

1. **Training of Content Teams:** Content management is both a science and an art. Your content team does not need to determine what works best for you through trial and error. Slvr Wlf provides the necessary instructor and mentor-led training that will enable your team to approach their duties confidently.

*Pricing:* Available on Request (AoR)

2. **Campaigns/Challenges:** Slvr Wlf believes in organic growth. Therefore, our campaigns are designed as fun activities that would appeal to people's emotions. We are mindful of your brand context, ensuring that the campaigns lead to a positive perception.
  - a. One-off campaigns for a specific event (Minimum of one-month duration)
  - b. Advertising and promotions (Duration is at least two weeks)
  - c. Influencer Marketing (We serve as a vital link with influencers that will work for your niche)

*Pricing:* Available on Request (AoR)

3. **Social Media Marketing using Slvr Wlf Vendor Account:** The Slvr Wlf Vendor account is an "Influencer" account used for social media advertising on Facebook, Instagram and X (formerly Twitter). Small businesses can leverage the reach of this account and the targeted social media adverts to reach their unique audience. Graphics or video assets for the adverts can be created as part of the bundle.

*Pricing:* Available on Request



# About Slvr Wlf

Bet you want to hear the story behind the name. It begins with our founders creating an identity to showcase our uniqueness and spark a conversation. And what is a greater conversation starter than, “How do you say your name?”

We are Slvr Wlf.  
We say SILVER WOLF!

## The Slvr Wlf Brand Promise

We tell your stories to build your community.



# Our Culture

The Slvr Wlf culture is built around the acronym **HEET**

**H**onesty about our brand and brand promise. We are who we say we are.

**E**xcellence in the delivery of our brand promise. We under promise and over deliver.

**E**mpathy in our dealing with clients. We listen, we learn, we care.

**T**ransparency through open and clear communications.

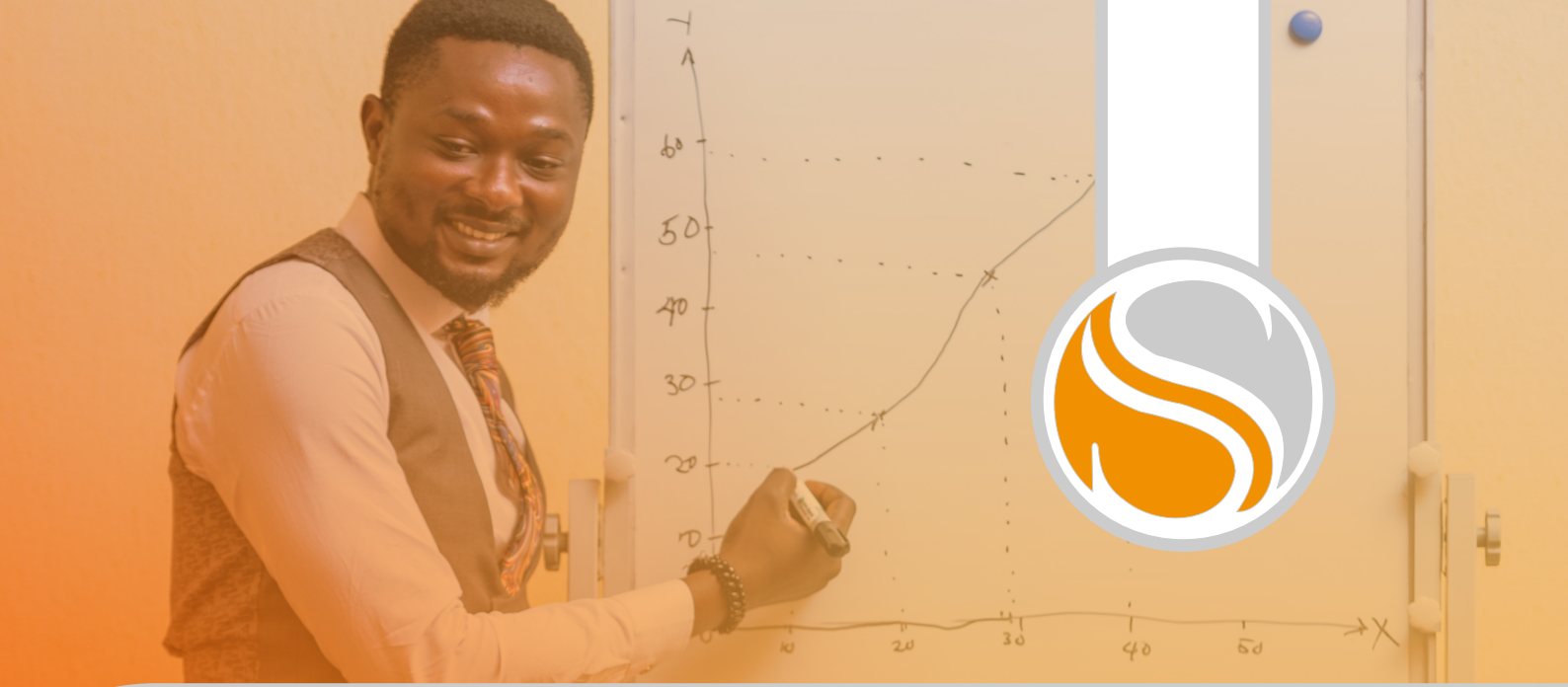


## Our Vision

To become an internationally recognised thought leader in strategic digital storytelling.

## Our Mission

To build a strategic digital storytelling agency founded on a culture of Honesty, Excellence, Empathy and Transparency that will become the reference point for online content development and strategic communications.



## Why Choose Us?

Community building is at the heart of our storytelling.

Slvr Wlf employs classic storytelling techniques to trigger action in your target audience.

We create, distribute, promote, and track your content on the web. We also manage customer conversations on social media accounts, providing a complete virtual customer service experience.

Whether you are marketing a product or a service, Slvr Wlf will tell your story, spark conversations around your brand, and compel your prospects to take action.

This is the Slvr Wlf promise: If you are a school, start-up, political candidate or government agency, we will give you the online visibility and exposure needed to generate goodwill and boost your online presence organically. You do not have to worry about talking to the wrong audience or having disengaged followers with no interest in your product or service.

Other agencies may promise to tell your stories, but we are committed to telling better stories and building stronger communities.

# Let us transform your **digital** presence in three steps:

## **Consult**

Book a consultation with Slvr Wlf to identify the content strategy that will work best for you.

## **Strategise**

Slvr Wlf creates the new content marketing strategy for you and provides an implementation template.

## **Implement**

Slvr Wlf brings the strategy to life as we build your online communities of advocates.

At Slvr Wlf, we have developed unique storytelling techniques that are tried and tested. Our mastery of how Nigerians think, use words and search for materials online ensures you get the needed visibility and exposure.

We understand every piece of content we produce should add value to our clients, customers and prospects. So, we do not deploy one-size-fits-all solutions. Instead, we spend time during our consultation with you to learn about your specific challenges and pain points. Armed with this information, we provide strategic but customised content marketing solutions that will work for you.



# Testimonials



The Information Management Skill of [Slvr Wlf Digitale] is unparalleled. They are matchless in super proactiveness in Communication and Media Management, with a second-to-none effective damage control mechanism. Slvr Wlf is known for professional quality content with zero tolerance for mistakes.

- Dr Wasiu Olatubosun, Commissioner for Information, Culture and Tourism Oyo State (2019-2023)



What truly sets SLVRWLF apart is their commitment to understanding and aligning with our company values. They function not just as an agency but as an extension of our team, showing genuine passion and dedication to our brand's success. Their responsiveness, attention to detail, and proactive handling of crises have been remarkable.

- Adey Adewuyi, CEO, Mottainai Recycling Ltd



Slvr Wlf has been exceptional in their services to us, especially on the social media management, where they have been outstanding with real time coverage, messaging and communication. Their professionalism and quality delivery are second to none.

- Dr Debo Akande, Director-General, Oyo State Agribusiness Development Agency (OYSADA)





# Book a Consultation



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