



21
YEARS OF
EXCELLENCE
2005 - 2026



Integrated Sales and
Marketing Strategy

2026

Diba BES Integrated Sales and Marketing Strategy 2026

Version 2026 – v1

Introduction

Thank you for the opportunity to develop Diba BES's Integrated Sales and Digital Marketing Strategy for 2026. The market environment has shifted: procurement teams are stricter, private sector buyers expect faster turnaround and clearer proof of capability, and buyer behaviour has shifted - credibility is assessed earlier, and digital presence now plays a bigger role in vendor selection.

In 2026, visibility alone is not enough. Diba BES must consistently demonstrate credibility, compliance, and delivery readiness - and then follow through with a human sales process that builds trust over time. For this reason, the strategy integrates a dedicated sales function into the marketing engine, ensuring that every enquiry, interaction, and connection is handled professionally, tracked, and nurtured into a real relationship.

This strategy brings together LinkedIn, Facebook, Instagram, YouTube and Google Ads, supported by a focused content calendar and a structured lead-generation process. Marketing will create awareness and demand, while the sales function will develop relationships with key decision-makers, maintain consistent follow-up, and support long-term pipeline growth through ongoing engagement - not only once a tender is released.

To strengthen consistency and accelerate lead generation in 2026, the strategy introduces a dedicated Google Ads budget to capture high-intent demand from organisations actively searching for compliant built environment support, training, and related services. This paid layer will be managed and optimised through performance tracking, ensuring visibility is converted into measurable enquiries and a stronger pipeline throughout the year.

The strategy supports Diba BES's position as a 100% black women-owned company delivering work across Built Environment Professional Services, Occupational Health & Safety Training, Occupational Health & Safety Services, and Building & Civil Construction, with a clear focus on building both government and private sector traction through consistent communication, proof of delivery, and relationship-led growth.

Overall Goals & Objectives

Brand Awareness & Credibility

- Strengthen Diba BES's visibility and professional positioning across South Africa's built environment, compliance, and training markets - with a clear focus on decision-makers involved in procurement and vendor selection.
- Reinforce trust and credibility through consistent messaging, proof of delivery, and clear presentation of compliance capability, positioning Diba BES as a reliable, delivery-ready partner.

Lead Generation

- Generate qualified, measurable enquiries from both government and private sector clients across priority divisions, supported by clear calls-to-action and streamlined enquiry pathways (website, calls, WhatsApp, email).
- Build a consistent pipeline by combining organic visibility, targeted Google Ads, and relationship-led follow-up - ensuring that leads are not only captured, but progressed through to meetings, quotations, and appointments.

Customer Engagement & Retention

- Maintain regular engagement with existing clients through practical updates, project and training highlights, and relevant compliance insights - keeping Diba BES top of mind throughout the year.
- Strengthen long-term retention by prioritising responsiveness, professional communication, and structured follow-through, supported by a simple CRM approach that tracks client touchpoints and opportunities.

Target Audience

Industries & Sectors

- Public Sector Procurement & Delivery Environments: Government departments, municipalities, and public entities operating within formal procurement processes where supplier credibility, documentation readiness, and compliance track record directly influence shortlisting and appointment.
- Private Sector Operators & Project Owners: Developers, corporates, and facilities teams who prioritise speed, accountability, and risk reduction - and who increasingly evaluate service providers online before making contact.
- Project Ecosystem Partners: Contractors, consultants, and specialist professionals who influence supplier selection through referrals, panel recommendations, and project team appointments - particularly where safety and governance requirements are non-negotiable.

Geographical Focus

- Primary Commercial Centres: Johannesburg, Pretoria, Cape Town, and Durban - where procurement activity is concentrated and clients expect established capability, clear communication, and reliable turnaround times.
- Expansion & Growth Corridors: Emerging suburbs, secondary cities, and industrial nodes where development activity is increasing and compliance-driven services (training, workplace hygiene, risk management) are required on an ongoing basis.

Key Decision-Makers & Influencers

- Supply Chain, Procurement & Vendor Panels: The gatekeepers of appointment - focused on compliance status, risk exposure, turnaround time, and the ability to deliver documentation that stands up to audit.
- Operational Decision-Makers (Private Sector): Site Managers, Operations Managers, Facilities Managers, and HR/Training Coordinators who want fast response, simple booking/quoting, and reliable delivery without disruption.
- Risk & Compliance Influencers: OHS leads, compliance officers, and external consultants who shape requirements, specify training needs, and determine whether service providers meet best-practice standards.

2026 Buyer Behaviour Note: In 2026, vendor selection is increasingly influenced by early credibility signals, responsiveness, and proof of delivery - often before formal procurement begins.

Messaging Considerations for Diba BES

- Credibility, Compliance & Delivery Readiness: Reinforce Diba BES as a reliable, audit-ready partner with the capability to deliver consistently, supported by professional documentation, clear processes, and strong follow-through.
- Quality & Reliability: Emphasise dependable delivery aligned to timelines, scope requirements, and budget expectations, with a clear focus on reducing risk and protecting project outcomes.
- Modern Delivery & Sustainability: Position Diba BES as forward-thinking in approach - promoting responsible, efficient methods and practical sustainability where applicable across the built environment.

- Integrated Service Offering (Clear Priority Order): Communicate the value of an integrated model that supports clients across Built Environment Professional Services, OHS Training, OHS Services, and Building & Civil Construction - creating continuity, compliance, and simplified supplier management.
- Legacy & Social Impact: Reference the organisation's established track record and its identity as a 100% black women-owned enterprise, contributing to meaningful economic participation and long-term community upliftment.

Social Media Strategy

- **2026 Execution Note:** In 2026, content must be proof-led and conversion-aware — every platform should guide viewers toward an enquiry, booking, or a conversation.

LinkedIn

Primary Purpose: B2B visibility, credibility building, and relationship-led lead generation.

Key Activities:

- Share practical insights on compliance, safety, delivery readiness, and industry shifts that influence procurement and project outcomes.
- Publish short case studies and “proof posts” (project highlights, training delivered, compliance milestones) to strengthen credibility and support early shortlisting.
- Build relationships intentionally by engaging procurement, project, and safety decision-makers weekly (connections, comments, direct follow-ups, meeting requests).

Facebook

Primary Purpose: Brand trust, wider awareness, and consistent public presence.

Key Activities:

- Post updates that reinforce legitimacy and reliability: service highlights, project activity, training dates, team capability, and client feedback.
- Use targeted boosting selectively to reach local audiences and decision-makers by location and interest (construction, facilities, OHS, training), driving traffic to enquiry pages.
- Share behind-the-scenes content that humanises the brand and demonstrates active delivery (on-site updates, training days, team spotlights, community involvement).

Instagram

Primary Purpose: Visual proof of delivery and brand relevance through high-quality storytelling.

Key Activities:

- Post strong visuals that show real work: training in action, project environments, team execution, and professional compliance presence (clean, consistent branding).
- Use Stories/Reels for short, frequent proof moments: “Today on site”, “Training underway”, “Quick compliance tip”, “Before/after”, “Client feedback”.
- Apply consistent hashtags and location tags to improve discoverability, supported by clear calls-to-action (WhatsApp / enquire / book training).

YouTube

Primary Purpose: Authority-building content that supports credibility and conversion.

Key Activities:

- Publish short, structured videos that answer buyer questions and demonstrate capability (2–4 minute explainers; 5–8 minute walkthroughs where relevant).
- Feature simple expert-led content: compliance insights, safety practices, training overviews, and “what clients can expect” - building trust for both public and private sector buyers.
- Optimise titles and descriptions using service-based keywords and location references to support search visibility and improve lead quality.

Blog Post Strategy

Purpose:

Drive SEO visibility, educate potential clients, and position Diba BES as a credible, delivery-ready service provider across priority divisions.

Frequency:

Aim for 2 blog posts per month (repurposed into shorter content for LinkedIn, Facebook, Instagram, and email/WhatsApp distribution).

Topics:

- Built Environment & Compliance: Practical guidance on compliance readiness, risk reduction, and what clients should expect from a professional service provider.
- OHS Training & Workplace Readiness: Training insights, course explanations, legal compliance themes, and workplace safety fundamentals.
- Service Proof & Project Highlights: Case studies and “what we delivered” updates focused on outcomes, quality, and reliability.
- Industry Context & Trends: High-level commentary on infrastructure activity, private sector requirements, and shifts in compliance expectations affecting the built environment.

Content Types:

- Educational: Clear guides, checklists, and Q&A-style posts that answer common client questions.
- Proof-led / Case Studies: Short structured stories showing delivery, scope, and outcomes.
- Promotional (light-touch): Training schedules, service reminders, and announcements tied to a clear call-to-action.
- Behind-the-Scenes: Professional on-site and training-day updates that build trust and demonstrate active delivery.
- Industry Updates: Relevant changes in compliance, workplace requirements, or best-practice standards (kept practical and client-focused).

Posting Frequency & Scheduling

- LinkedIn: 1 high-value post per week (proof-led + credibility building).
- Facebook: 1 post per week for consistent visibility and trust reinforcement.
- Instagram: 1 post per week, supported by regular Stories/Reels for ongoing engagement.
- YouTube: 1 video per quarter (high-quality, structured content that supports credibility and conversion).
- Blog Posts: 2 per month, shared across all channels to maximise reach and SEO impact.

Google Ads Strategy

Google Ads will be used as a targeted demand-capture channel to convert existing search intent into measurable enquiries. In 2026, buyers increasingly “self-qualify” suppliers online — which means Diba BES must show up consistently when decision-makers search for services, compare providers, and request quotes.

To generate meaningful traction (especially beyond tender-based work), Google Ads should be treated as a minimum two-quarter initiative to allow for proper keyword learning, optimisation, remarketing build-up, and consistent lead flow.

Campaign Types

1) Search Campaigns (High-Intent Lead Capture)

Objective: Capture ready-to-buy prospects actively searching for Diba BES’s services in South Africa.

Campaign Structure (by division):

Separate campaigns (or tightly segmented ad groups) for clearer performance tracking and better lead quality:

- Built Environment Professional Services
- OHS Training Courses
- Occupational Hygiene Services
- Building & Civil Construction

Keyword Strategy (examples):

- “built environment consulting South Africa”
- “SACPCMP OHS consultant” / “OHS consulting services”
- “occupational health and safety training South Africa”
- “occupational hygiene services” / “industrial cleaning services”
- “civil construction contractors South Africa”

(Keyword list to be expanded and refined based on search data and client focus areas.)

Ad Copy Approach:

Ads must lead with credibility and outcomes, not generic claims:

- Compliance-led delivery and professional standards
- Reliable project support and execution readiness
- Fast response times and clear quoting process
- Proof of capability (years in market, registrations, track record)

Landing Pages (critical for conversion):

Each campaign should direct to a dedicated service page with:

- 1 clear CTA (Request a Quote / Book a Consultation / WhatsApp)
- Proof elements (registrations, service scope, project examples, testimonials where available)

2) Display + Remarketing (Brand Recall + Conversion Support)

Objective: Re-engage visitors who viewed service pages but did not enquire.

Audience Segments (recommended):

- All website visitors (30–90 days)
- Service-page visitors (high intent)
- Quote-page visitors (hot audience)

Creative Approach:

Simple, professional banners using:

- Project/service visuals
- Clear value message (compliance, reliability, full-service capability)
- Strong CTA (e.g., “Request a Quote” / “Book a Consultation”)

Remarketing works best once traffic is flowing - which is why it should run alongside search campaigns consistently across quarters.

Location Targeting

Focus spend where projects and decision-makers cluster:

- Gauteng (Johannesburg, Pretoria, key growth corridors)
- Western Cape (Cape Town and surrounds)
- KwaZulu-Natal (Durban and surrounding industrial zones)

Secondary expansion can be added once performance stabilises.

Budget & Bidding Strategy (Minimum Viable for Results)

To generate meaningful leads (not just clicks), the recommended baseline budget is:

- R5,000 – R6,000 per month
- Run continuously for at least two quarters (6 months minimum)

Why this duration matters:

Google Ads performance improves as the platform learns which searches, locations, devices, and ads produce real enquiries. A two-quarter window allows for:

- keyword refinement
- negative keyword filtering (to remove irrelevant searches)
- landing page optimisation
- remarketing list growth
- stable cost-per-lead improvements

Bidding Approach:

- Month 1–2: Manual CPC or Maximise Clicks (with tight keyword control)
- Month 3–6: Shift to Maximise Conversions / Target CPA once conversion tracking is stable

Ad Extensions (Lead-Boosters)

Use extensions to increase click-through rate and reduce friction:

- Sitelink Extensions: Our Services, Our Projects, Request a Quote, Contact Us
- Call Extensions: Direct mobile click-to-call (ideal for urgent enquiries)
- Location Extensions: If applicable (helps trust + local intent)
- Callout Extensions: “SACPCMP Registered” | “Compliance-Led Delivery” | “Fast Turnaround” | “Trusted Track Record”

Outcome Target (Practical & Measurable)

With consistent spend and optimisation, Google Ads should aim to deliver:

- a steady stream of high-intent enquiries per month
- increased visibility among private sector buyers
- a measurable pipeline that supports sales follow-up and long-term relationships

Direct Client Outreach Strategy

In 2026, Diba BES cannot rely on awareness alone to win work — especially in a market where procurement teams are stricter and private sector decision-makers expect faster engagement. Direct outreach becomes the bridge between visibility and revenue.

Rather than focusing on “sales training” in isolation, this strategy integrates a structured, real-world outreach function that actively identifies decision-makers, opens conversations, and converts interest into appointments, quotes, and longer-term relationships.

Core Approach

1) Targeted Outreach (Planned, Not Random)

- Build a focused list of priority organisations across both government and private sector (aligned to each division).
- Identify procurement contacts, project managers, SHE leads, and facilities decision-makers.
- Prioritise high-probability sectors and regions where projects are active.

2) First Contact + Credibility Positioning

- Make professional introductory calls and follow-up emails to establish presence and credibility.
- Position Diba BES through concise value statements, proof points, and relevant service capability — not generic pitching.
- Aim to be added to vendor databases, procurement channels, and preferred supplier lists where applicable.

3) Needs Discovery (Conversation-Based Selling)

- Use calls to understand client requirements, timelines, compliance expectations, and buying process.
- Match needs to the correct Diba BES division and service offering.
- Capture key information consistently (decision-maker, project stage, urgency, next step).

4) Appointment Conversion (From Talk to Action)

- Convert calls into structured next steps:
 - Site meeting
 - Teams/Zoom introduction
 - Proposal/quotation request
 - Capability presentation
- Ensure every interaction ends with a clear next action and deadline.

5) Follow-Up, Tracking, and Pipeline Discipline

- Maintain a simple CRM-style pipeline tracker (even if manual) to ensure no lead is lost.
- Apply follow-up standards: same-day acknowledgement, 48–72 hour check-ins, weekly warm-lead nurture.
- Track outcomes per division: calls made, meetings booked, quotes issued, opportunities in progress.

Objective

To build a consistent, repeatable acquisition engine that combines digital demand generation with relationship-led outreach - strengthening procurement access, improving conversion speed, and increasing private sector traction alongside tender-based work.

Outcome

A structured, measurable sales function that works in parallel with marketing to:

- generate better-qualified leads across all four divisions,
- convert enquiries into meetings, site assessments, and quotes through disciplined follow-up, and
- build long-term relationships that drive repeat work, referrals, and preferred-supplier positioning.

Commercial Targets & Performance Alignment (Client-Defined)

Because Diba BES's work mix is largely tender-driven and project values vary significantly by scope, region, and procurement route, commercial targets should be defined internally by Diba BES leadership (or the relevant finance/commercial lead) based on current capacity, historical performance, and realistic revenue objectives for 2026.

This strategy therefore focuses on building the marketing and sales engine that enables those targets - and recommends that Diba BES sets clear, measurable commercial benchmarks such as:

Client-Defined Commercial Targets (Recommended):

- Target number of qualified opportunities created per quarter (by division)
- Target number of meetings / site assessments booked per month
- Target number of quotes issued per month and per division
- Target conversion rate from quote to appointment / work awarded
- Target number of private sector wins (to reduce reliance on tenders over time)
- Target number of vendor registrations / supplier onboarding approvals achieved per quarter

Where pricing is fixed and known (e.g., OHS training courses), targets can also include:

- Training bookings per month
- Training group bookings per quarter
- A minimum target for repeat bookings from existing clients

Why This Approach Works

In 2026, success is best measured through pipeline health and conversion activity, not only by revenue totals. By tracking leading indicators (enquiries, meetings, quotes, follow-up performance), Diba BES can improve forecast accuracy and drive consistent growth even without exposing sensitive financial information inside the strategy document.

This also ensures the strategy remains aligned to Diba BES's internal realities, while still presenting a world-class, measurable plan to stakeholders.

Measurement & Conclusion

To ensure this strategy delivers measurable results, performance will be tracked across digital channels and the sales pipeline. In 2026, the focus is not only on visibility - but on lead quality, responsiveness, conversion performance, and proof of delivery.

Key Metrics to Track

Social Media (LinkedIn, Facebook, Instagram)

- Follower growth (quality over volume)
- Engagement rate (likes, comments, shares, saves)
- Video views and reach
- Website / WhatsApp click-throughs
- Direct message enquiries linked to posts

YouTube (Quarterly Publishing)

- Views and watch time
- Average view duration
- Click-throughs from video descriptions to the website/contact pages
- Enquiries influenced by video content (tracked via “How did you hear about us?”)

Google Ads

- Cost-per-click (CPC) and click-through rate (CTR)
- Conversion rate (forms, calls, WhatsApp, booked appointments)
- Cost per lead (CPL)
- Search terms and keyword quality (to refine targeting and remove irrelevant traffic)
- Landing page performance by division

Blog Posts / SEO

- Page views and organic search growth
- Time on page and engagement (quality signal)
- Social shares
- Lead actions from blog pages (form submissions, WhatsApp clicks, calls)

Lead Tracking & CRM (Sales Follow-Up Performance)

- Volume of enquiries from forms, calls, emails and direct messages
- Response time to new leads
- Meetings booked and quotes issued
- Lead-to-meeting conversion rate
- Quote-to-close conversion rate

Review Cycle:

Conduct quarterly reviews to evaluate:

- Lead volume and lead quality by channel
- Cost per lead and conversion performance
- Pipeline progression (enquiry → meeting → quote → work)
- ROI and budget allocation decisions for the next quarter

Based on these insights, adjust budgets, targeting, content themes, landing pages, and sales follow-up systems to maintain momentum and ensure alignment with Diba BES's internally defined commercial targets and pipeline objectives for 2026.

Conclusion

This integrated sales and digital marketing strategy positions Diba BES to expand market presence while strengthening credibility in a changing environment where early trust signals, responsiveness, and proof of delivery increasingly influence vendor selection.

By combining proof-led digital visibility, Google Ads demand capture, and structured, relationship-driven outreach, Diba BES will be better positioned to generate qualified opportunities across Built Environment Professional Services, OHS Training Courses, Occupational Hygiene Services, and Building & Civil Construction — supporting sustainable growth throughout 2026 and beyond.



Marketing Element Updates

21 year icon design



Signature update

A graphic featuring a white hard hat with the 'DIBA' logo on it, resting on a stack of blueprints. To the left of the hard hat is a green '21' years of excellence logo. The graphic is set against a white background with a green diagonal swoosh.

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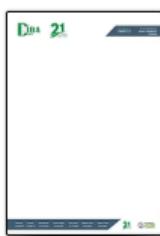
Western Cape
072 618 5001

Eastern Cape
072 618 5001

Digital Assets have been updated (<https://www.diba.co.za/marketing>)

DIGITAL ASSETS

Letterhead 2026



Company Profile 2026



Ad - All Services 2026



Ad - Built Environment Professional Services 2026



Ad - SACPCMP Validated 2026



Nandipha CV.v2



Company Profile No Project 2026



Ad - Building & Civil Construction 2026



Ad - OH Services 2026



Ad - Accredited Training 2026



Training Review Form 2026



Training Price List 2026



Ad - SACPCMP Validated 2026



Diba Training Z-Fold Flyer v.2 2026



Strategy Document 2006



Powerpoint 2026



Training Spec Sheet 2026



"21 Years of Excellence" (Icon)



Company Video 2026



Email Signature 2026

