



Integrated Sales and  
Digital Marketing Strategy

2025

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## Diba BES Integrated Sales and Digital Marketing Strategy 2025

Version 2025 – v1.4

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### Introduction

Thank you for the opportunity to develop a tailored sales and digital marketing strategy for Diba BES. With a proud history spanning 20 years, Diba BES has consistently delivered innovative infrastructure solutions. This comprehensive plan combines social media (LinkedIn, Facebook, Instagram, YouTube) and Google Ads with a three-month content calendar featuring curated content for social media posts and blog introductions.

Our strategy is designed to boost brand visibility, generate high-quality leads, and position Diba BES as a leader in modern infrastructure. Leveraging the unique identity of Diba BES—a 100% black women-owned company specialising in Building & Civil Construction, Built Environment Professional Services, Occupational Hygiene Services, and Occupational Health & Safety Training—we aim to engage both government and private sector clients while celebrating two decades of excellence.

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### Overall Goals & Objectives

#### Brand Awareness & Credibility

- Increase visibility in the South African infrastructure, construction, and professional services sectors.
- Position Diba BES as a trusted, innovative partner delivering projects on time, within budget, and with sustainable maintenance and client support.

#### Lead Generation

- Capture leads from potential government agencies, private sector companies, and industry partners in construction, occupational health and safety, and related fields.
- Build a robust sales pipeline by nurturing prospects through multi-channel digital campaigns.

#### Customer Engagement & Retention

- Engage existing clients with industry updates, project milestones, and expert insights on innovative infrastructure solutions.
  - Foster long-term relationships through prompt support and consistent communication.
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### Target Audience

#### Industries & Sectors

- **Government:** Seeking reliable infrastructure and public works projects.
- **Private Sector Clients:** Including corporate enterprises, construction firms, and facility management companies looking for integrated building, civil construction, and professional services.
- **Industry Stakeholders:** Project managers, occupational health and safety professionals, and decision-makers in both construction and maintenance sectors.

## Geographical Focus

- **Major Urban Hubs:** Johannesburg, Pretoria, Cape Town and Durban, where demand for quality infrastructure solutions is high.
- **Emerging Growth Areas:** Secondary cities and fast-developing suburbs with rising needs for modern construction and professional services.

## Key Decision-Makers & Influencers

- **Government Officials & Procurement Heads:** Focused on efficiency, sustainability, and regulatory compliance.
- **Corporate Directors & Facility Managers:** Looking for cost-effective, long-term value in construction and maintenance services.
- **Industry Consultants & Occupational Health Experts:** Who influence adoption of best practices in safety and quality assurance.

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## Messaging Considerations for Diba BES

- **Quality & Reliability:** Emphasise Diba BES's proven track record in delivering projects that adhere to strict timelines and budget constraints.
- **Innovation & Sustainability:** Highlight the use of modern techniques and eco-friendly practices in building and civil construction.
- **Integrated Solutions:** Communicate the benefits of a one-stop service model—from construction and professional services to occupational health and safety training.
- **Legacy & Social Impact:** Celebrate 20 years of industry excellence and underline the company's identity as a 100% black women-owned enterprise contributing to economic empowerment and community upliftment.

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## Social Media Strategy

### LinkedIn

**Primary Purpose:** B2B networking, thought leadership, and showcasing industry expertise.

**Key Activities:**

- Share industry articles and insights on trends in infrastructure, safety, and sustainable construction.
- Publish case studies demonstrating successful projects and value-added services provided by Diba BES.
- Network with government officials, corporate decision-makers, and industry experts.

### Facebook

**Primary Purpose:** Broader brand awareness and community engagement.

**Key Activities:**

- Post updates on company milestones, client testimonials, and new project announcements.
- Use boosted posts to reach targeted audiences such as facility managers, project leads, and potential government partners.
- Share behind-the-scenes content, including construction progress, team spotlights, and community initiatives.

### Instagram

**Primary Purpose:** Visual storytelling to engage a broader audience and showcase the dynamic, innovative projects of Diba BES.

## Key Activities:

- Post high-quality images and short videos highlighting completed projects, behind-the-scenes construction processes, and team activities.
- Use Instagram Stories and Reels to share quick updates, client testimonials, and project progress in real-time.
- Leverage relevant hashtags (e.g., #DibaBES, #InnovativeInfrastructure, #SustainableConstruction) to reach targeted segments and enhance discoverability.

## YouTube

**Primary Purpose:** Long-form video content that educates and showcases project quality.

### Key Activities:

- Publish project walkthroughs (e.g., “Inside a Modern Infrastructure Project by Diba BES”).
- Feature interviews with architects, clients, and industry experts discussing innovation and safety in construction.
- Optimise video content with relevant keywords such as “South African Infrastructure Solutions” and “Sustainable Building Practices.”

## Blog Post Strategy

### Purpose:

Drive SEO, educate potential clients, and establish Diba BES as an authority in the infrastructure and construction sectors.

### Frequency:

Aim for 2 blog posts per month.

### Topics:

- **Innovation in Construction:** Discuss modern building techniques and sustainable practices employed by Diba BES.
- **Industry Best Practices:** Share insights on occupational hygiene, health and safety training, and regulatory compliance.
- **Project Highlights:** Detail case studies of completed projects with an emphasis on quality, efficiency, and long-term value.
- **Market Trends:** Analyze developments in government infrastructure spending, private sector investments, and economic impacts on construction.

### Content Types:

- **Educational:** In-depth guides on construction trends and safety protocols.
- **Promotional:** Announcements of new projects, service launches, and special training programs.
- **Testimonials/Success Stories:** Client experiences and project impact narratives.
- **Behind-the-Scenes:** Updates on project development and team efforts.
- **Industry News:** Coverage of regulatory changes, economic updates, and technology innovations affecting the sector.

### Posting Frequency & Scheduling:

- **LinkedIn:** 1 high-value post per week.
- **Facebook:** 1 post per week to ensure consistent engagement.
- **Instagram:** 1 posts per week along with regular Story updates to maintain visual engagement.
- **YouTube:** 4-5videos per month highlighting project insights and client success stories.
- **Blog Posts:** 2 per month, shared across all channels for maximum reach.

## Google Ads Strategy

### Campaign Types:

#### 1. Search Campaign

- Objective: Capture high-intent traffic searching for integrated infrastructure solutions in South Africa.
- Target Keywords:
  - “Building and civil construction South Africa”
  - “Integrated infrastructure solutions”
  - “Occupational health and safety training SA”
- Ad Groups: Tailor separate groups for each service segment (construction, professional services, occupational hygiene, and safety training).
- Ad Copy: Emphasise Diba BES’s commitment to quality, innovative solutions, and reliable project delivery.

#### 2. Display/Remarketing Campaign

- Objective: Re-engage users who visited the website but did not convert.
- Approach: Use visually appealing banner ads with project images, a clear value proposition, and a strong call-to-action (“Discover Diba BES Solutions”).

### Location Targeting:

Focus on major urban areas and growth corridors, especially in regions where government and private sector projects are concentrated.

### Budget & Bidding Strategy:

- Search Campaign: Initiate with CPC bidding, concentrating on high-intent keywords.
- Remarketing: Use CPM or Target CPA strategies to re-engage previous site visitors effectively.

### Ad Extensions:

- Sitelink Extensions: Direct users to “Our Projects,” “About Us,” “Request a Quote,” and “Contact Us.”
- Call Extensions: Display a direct contact number for immediate inquiries.
- Location Extensions: Highlight the office location if physical consultations or showrooms are available.

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## Direct Client Outreach Strategy

Instead of traditional sales training, the service provider will actively engage in direct client outreach. This approach involves:

- Initiating Calls: Begin calling potential clients to get on procurement channels and set up meetings.
- Building Relationships: Use phone conversations to understand client needs, present tailored solutions, and position Diba BES as a trusted partner.
- Scheduling Meetings: Focus on converting initial calls into formal appointments where further details and project discussions can be held.
- Follow-Up and Tracking: Maintain a structured follow-up system to ensure leads are nurtured and opportunities are maximised.

### Objective:

To streamline the acquisition process by leveraging direct outreach, thus accelerating lead conversion and strengthening procurement relationships.

### Outcome:

An active, relationship-driven sales process that supplements digital marketing efforts, enhancing overall lead quality and pipeline value.

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## Financial Targets

### Pipeline Goal:

Aim to build a R10 million sales pipeline over the next year. This target will be achieved through the generation and nurturing of high-quality leads from multiple channels including social media, Google Ads, blog-driven traffic, and referrals.

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## Measurement & Conclusion

### Key Metrics to Track:

- **Social Media:**
  - Follower growth, engagement rates (likes, comments, shares), video views, and website click-throughs.
- **YouTube:**
  - Watch time, subscriber growth, average view duration, and video description click-throughs.
- **Google Ads:**
  - Cost-Per-Click (CPC), Click-Through Rate (CTR), conversion rate (form submissions, calls, appointments), and keyword quality scores.
- **Blog Posts:**
  - Page views, time on page, social shares, and lead form completions.
- **Lead Tracking & CRM:**
  - Monitor inquiries from website forms, direct messages, and phone calls. Assess lead quality and conversion rates to refine marketing strategies.

### Review Cycle:

Conduct quarterly reviews to evaluate platform performance, content effectiveness, and overall ROI. Adjust budgets, targeting, and campaign strategies based on these insights to ensure continuous growth and alignment with the R10 million pipeline target.

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This integrated sales and digital marketing strategy positions Diba BES to not only expand its market presence but also to reinforce its reputation as a leader in innovative and sustainable infrastructure solutions. By leveraging digital channels, proactive direct outreach, and a strong brand narrative rooted in quality, reliability, and a 20-year legacy, Diba BES is set to achieve its strategic business objectives in 2025 and beyond.

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## Marketing Element Updates

### 20 year icon design



### Signature Design

**Nandipha Rambau**  
**Director**  
Pr. Construction Health and Safety Agent (SACPCMP)

+27 (0) 12 658 0722  
+27 (0) 72 618 5001

nandi@diba.co.za

29 Jakkalsbessie Avenue,  
Heuweloord  
Centurion



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|-------------------------|-------------------------|----------------------------|-------------------------------|----------------------------|------------------------------|------------------------------|
| Gauteng<br>012 658 0722 | Limpopo<br>015 295 3771 | Mpumalanga<br>013 754 7756 | Kwazulu Natal<br>031 562 2278 | North West<br>071 773 5880 | Western Cape<br>072 618 5001 | Eastern Cape<br>072 618 5001 |
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# ABOUT



20 YEARS OF  
SUSTAINABLE  
GROWTH

Welcome to Diba BES

Empowering Projects for Future Generations  
Founded in 2005, Diba BES specializes in:

- Building & Civil Construction
- Built Environment Professional Services
- Occupational Hygiene Services
- Occupational Health & Safety Training

As a 100% black women-owned company, Diba BES delivers innovative infrastructure solutions to government and private sector clients.

Our integrated services ensure projects are delivered on time, within budget, and supported by sustainable maintenance and ongoing client support.



**D-BBEE  
LEVEL 1  
CONTRIBUTOR**



## SERVICES



**BUILDING & CIVIL CONSTRUCTION**

DHS offers innovative, cost-effective building & civil construction solutions with innovative service, ensuring superior safety, quality and cost satisfaction.



**BUILT ENVIRONMENT PROFESSIONAL SERVICES**

DHS BEE Environmental Engineers provide innovative, sustainable, and safe solutions with expert planning, risk management, and cost satisfaction compliance.



**OCCUPATIONAL HYGIENE SERVICES**

DHS BEE Occupational Hygiene Services deliver innovative cleaning and risk waste management for safe, sustainable, and compliant workplaces.



**DHS TRAINING COURSES**

DHS BEE Occupational Health Safety Training Courses empower all professionals with world-class courses from world-class trainers, ensuring compliance & safety.

## PROJECT PROFILE

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|   |   |   |   |
| <b>AUTOMOTIVE FACILITIES</b>                                                        | <b>EDUCATIONAL FACILITIES</b>                                                       | <b>HEALTH CARE</b>                                                                  | <b>COMMERCIAL CONSTRUCTION</b>                                                      |
|  |  |  |  |
| <b>TRANSPORT &amp; ROADS</b>                                                        | <b>OCCUPATIONAL HYGIENE</b>                                                         | <b>TURNKEY SOLUTIONS</b>                                                            | <b>OHS TRAINING</b>                                                                 |

[illegible]

## ACCREDITATIONS & REGISTRATIONS








# CLIENTS

The collage features the following logos:

- public works**: Logo of the Department of Public Works, Republic of South Africa.
- INGEROP**: Consulting & Infrastructure.
- TRANSNET**: Logo of Transnet.
- City of Ekurhuleni**: Logo of the City of Ekurhuleni.
- Joburg**: Logo of the City of Johannesburg.
- eSikhwane**: Logo of eSikhwane.
- idt**: Logo of IDT.
- iMkgalang Consulting**: Logo of iMkgalang Consulting.
- DBSA**: Logo of the Development Bank of South Africa.
- Tshwane University of Technology**: Logo of Tshwane University of Technology.
- human settlements**: Logo of the Department of Human Settlements, Republic of South Africa.
- PUBLIC INVESTMENT CORPORATION**: Logo of the Public Investment Corporation.

**CLIENT REVIEWS**

**Ms B Malope**

Diba BES has worked on a variety of projects and has regularly out-performed competitors in terms of meeting deadlines and keeping a high degree of quality. We would have no hesitation in recommending their services to others.

**Ms B Malope**

Diba BES has worked on a variety of projects and has regularly out-performed competitors in terms of meeting deadlines and keeping a high degree of quality. We would have no hesitation in recommending their services to others.

**Ms B Malope**

Diba BES has worked on a variety of projects and has regularly out-performed competitors in terms of meeting deadlines and keeping a high degree of quality. We would have no hesitation in recommending their services to others.

*City of Joburg Property Services*

*City of Joburg Property Services*

*City of Joburg Property Services*

# CONTACT



**Head Office:**  
No 29 Jaakkalibessie Avenue  
Heweloord  
Centurion  
0157



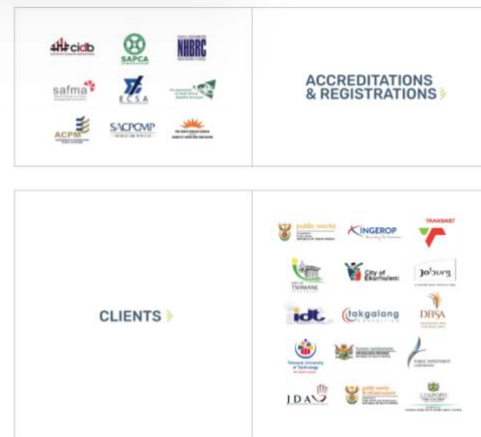
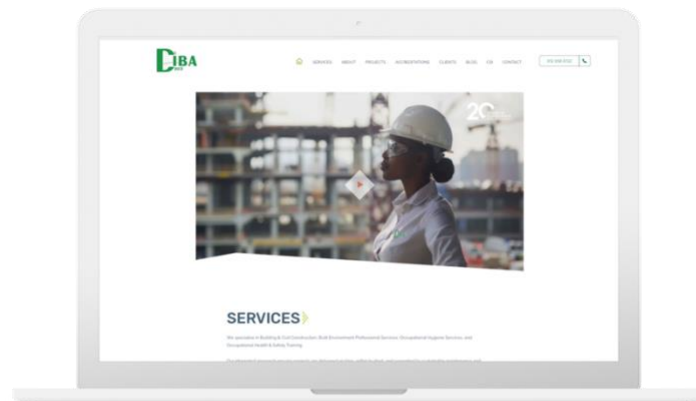
info@diba.co.za



+27 (0) 12 658 0722



## Website Design and Development



### CLIENT REVIEWS



### CORE SECTORS



### CONTACT

