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# TIPONE

## MARKETING PLAN

● BY ALCON BLUE

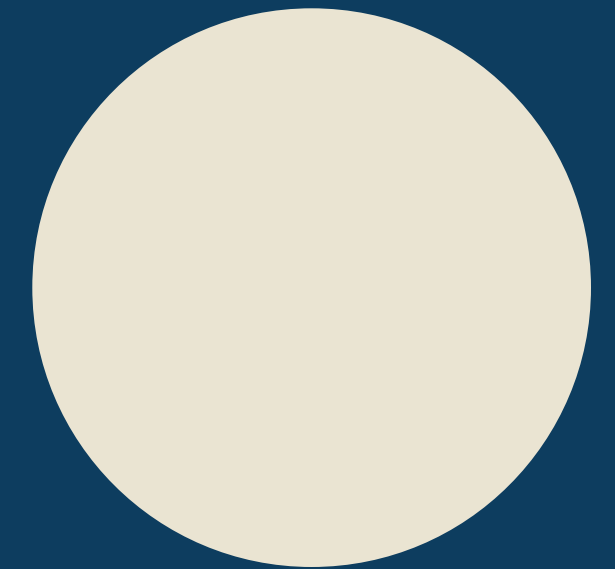
December 2024

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# OVERVIEW

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**Alcon Blue** is pleased to present TipOne with this tailor-made **Marketing Plan**. Our goal is to amplify TipOne's brand presence, attract new investors, and position the company as a leading player in South Africa's B-BBEE investment sector. This comprehensive strategy integrates digital and content marketing, public relations, and targeted client engagement initiatives to elevate visibility and connect TipOne with a broad and diverse audience. By spotlighting TipOne's distinctive focus on exclusive B-BBEE-driven investment opportunities such as equity securities tied to B-BBEE schemes and other specialized vehicles and emphasizing its value proposition of long-term capital growth and enhanced returns through share buybacks and dividends, we aim to highlight TipOne's key selling points, namely its affordable admin fees, access to diverse portfolios and exceptional portfolio management. Alcon Blue is confident in its ability to support TipOne in growing its client base, fostering loyalty, and establishing itself as a thought leader in the B-BBEE investment space.

**Alcon Blue**

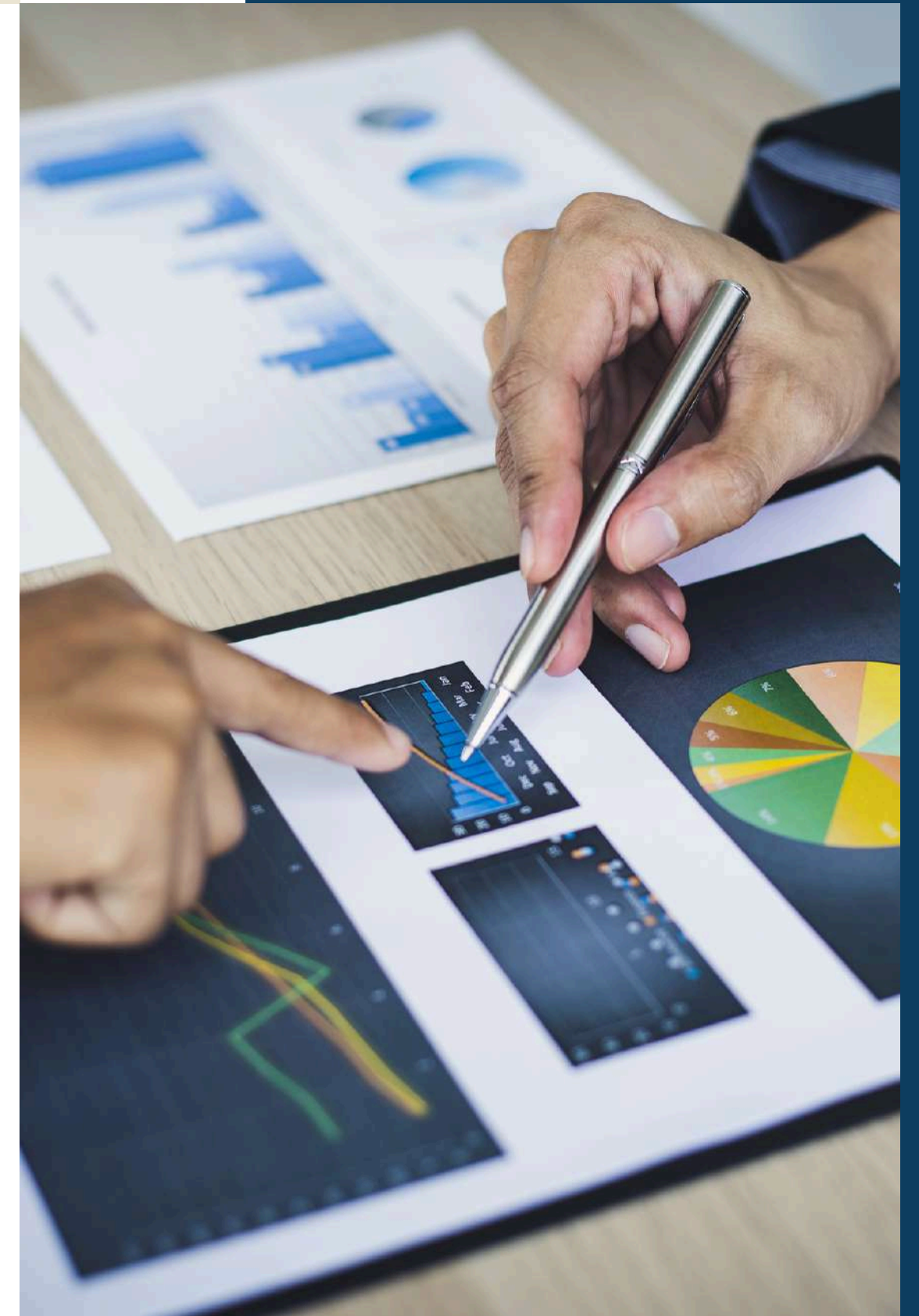
# OUR STRATEGIC APPROACH



Our strategic approach encompasses both digital and public relations initiatives to establish TipOne as a household name and a thought leader in the investment space.

Alcon Blue's plan focuses on building a robust digital footprint for TipOne by optimizing its website for SEO, enhancing the TipOne App for ASO, and leveraging social media to drive traffic and engagement.

In parallel, our public relations strategy aims to secure media coverage, position TipOne's experts as industry leaders, and strengthen community credibility through strategic partnerships and proactive communication.





# OBJECTIVES

## KEY GOALS AND OBJECTIVES

Our collaboration will target key marketing goals aligned with TipOne's mission and growth strategy



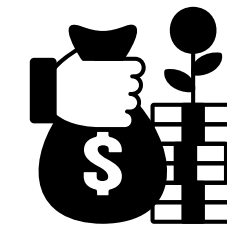
### Strengthen Brand Awareness

Increase brand visibility among diverse audiences through targeted digital channels,



### Enhance Client Engagement

Develop and implement engagement initiatives to foster loyalty



### Expand Investor Base

By showcasing TipOne's high-profile holdings and robust portfolio



### TipOne as a Thought Leader

Establish TipOne as an authoritative voice on South Africa's economic transformation and investment potential

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# DIGITAL FOOTPRINT

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# PUBLIC RELATIONS

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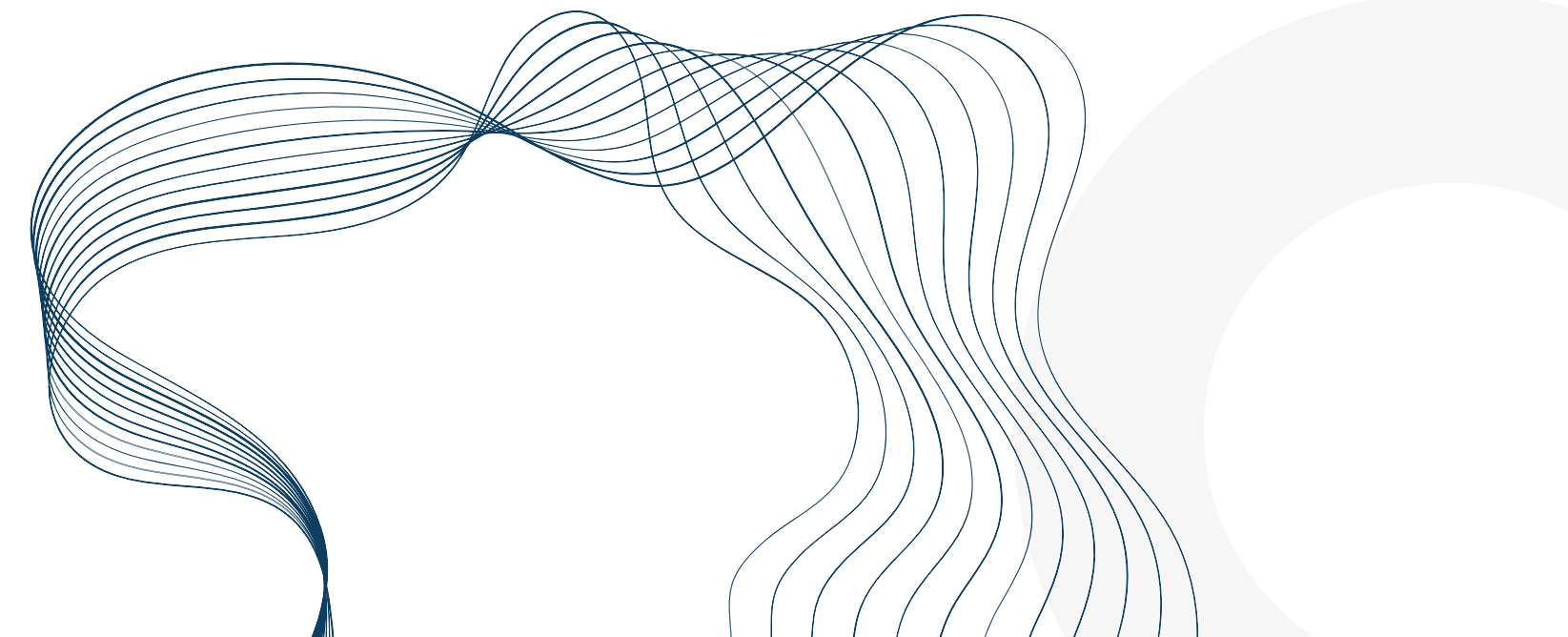


# CONCLUSION

## CLIENT'S SATISFACTION



In conclusion, partnering with Alcon blue offers TIP ONE the opportunity to stay at the forefront of an evolving financial landscape. As the investment world undergoes rapid transformation, TIP ONE's innovative, forward-thinking approach aligns perfectly with Alcon Blue's vision for growth and success. With our expertise in alternative investments, cutting-edge technology, and personalized strategies, we can help TIP ONE unlock new opportunities, optimize its portfolio, and create longterm value. Together, we can reimagine what's possible, crafting a strategic partnership that drives both financial performance and sustainable growth. By collaborating with Alcon Blue, TIP ONE gains a trusted partner dedicated to shaping the future of wealth management and securing its financial legacy.





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# THANK YOU

● WE LOOK FORWARD TO THIS PARTNERSHIP

● BY ALCON BLUE

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