



MEDIA KIT 2019



**LIKERS
OF THINGS**
LIVE LIFE DOING



01

WHO WE ARE & WHAT WE DO.



Who We Are

Likers of Things (LoT) is your ultimate social and lifestyle guide to Africa. We are an experiential platform that showcases various adventures across the African continent. These include, but are not limited to: events, lifestyle and travel content. Whether you seek the comfort of the familiar or adventure and variety, we provide the platform for you to wholly embrace our slogan of “Live. Life. Doing.”

LoT prides itself on offering a buffet of entertainment and social lifestyle experiences in Africa through authentic and value driven campaigns, experience packages and content. In essence, LoT is a social experience hub that leaves you with no choice but to make the most of your week – irrespective of where you are on the continent!

What We Do

We share what is happening, what to like and where to go all around you. We also cover things to do, see, play, watch or just be at! The aim is to constantly have fun and find new ways and activities to be social!

LoT aims to challenge the covert and often exclusive nature of events awareness by showcasing a large variety of potential experiences; especially those that are less common and often on the periphery of marketing communications.

LoT provides a host of services including promotion and advertising, pre, live and post coverage, as well as reviews and posts of upcoming events, lifestyle and travel elements. Furthermore, LoT allows for owners, organisers and promoters to share their brand information, increase their audience and, when all is said and done, up their foot traffic.

OUR MISSION & VISION.

Mission

To actively promote events, lifestyle and travel experiences within the African continent

To create a positive and complementary image of the African continent through quality content and reviews

To impact and increase social activity in Africa by uplifting communities and promoting untapped markets

Vision

To be the leading social content and experience platform in Africa



DEMOGRAPHICS.



Locations

Countries (Top 5)

- South Africa
- Ethiopia
- Nigeria
- Botswana
- Zambia

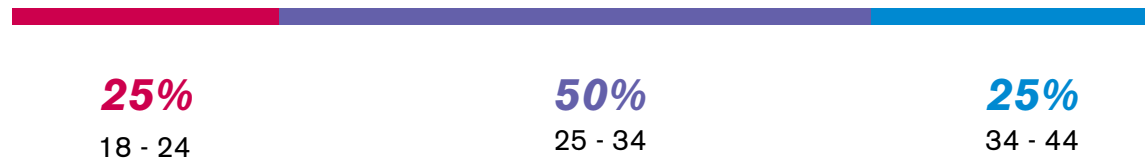
Cities (Top 5)

- Johannesburg, Gauteng, South Africa
- Pretoria, Gauteng, South Africa
- Cape Town, Western Cape, South Africa
- Addis Ababa, Ethiopia
- Durban, KwaZulu-Natal, South Africa

Gender






Age Groups



STATS.



Social Media

Links	Followers	Average Reach/ Impressions
 Likers Of Things	1561 +	4000 Monthly Reach
 @likers_2Do	6373 +	20 000 Per Day
 @likers_of_things	5799 +	1500 Reach Per Post

Website

Average **4000** unique monthly page views

THE TEAM.



Sara Kapay
Founder & Managing Director



Lebogang Mototo
Strategic Partner & Marketing Executive



Mpho Mashego
Strategic Partner & Operations Executive



HOW WE DO & WHY WORK WITH LOT.

How We Do

LoT is sub-categorized into the following themes:

Events: Festivals, Concerts, Launches, Shows, Talks, Seminars

Lifestyle: Food & Drinks, Products & Brands, TV & Movies, Theatre & Shows, Books & Art, Fashion & Beauty, Activities, Things to LIKE

Travel: Tours, Destinations, Travel Elements & Experiences

Why Work With Likers of Things

Over the past four years, we have developed a genuine relationship with our audience based on a mutual love of Liking Things. Our content has a very strong emphasis on quality coverage and promotion of events and social lifestyle activities. LoT only highlights and promotes items that are relevant and beneficial to our audiences and communities. We believe in collaborating with brands that trust our approach of translating their brand essence into a message that will appeal and resonate with audiences.

We believe readers want content over advertising. This is why we offer the service of creating unique content that we know our readers will love, as well as hosting this content on a platform that they trust and frequently visit.

We Like Things and want to Like Things with you and your brand. We are fully open to blog advertisements, reviews, event promotion and coverage as well as content management through photography and videography. We also pride ourselves on keeping our minds open to alternative opportunities for collaboration.

SERVICES PARTNERSHIPS COLLABORATIONS.



Services

We offer the following services, along with sponsored posts, competitions and digital campaigns including social media sharing.

Event Consulting

Digital Promotion

Photography & Videography
Social Media Management, Monitoring & Marketing
Blog & Website Coverage

Community Management

Branding Management

Strategy Development
Content Development

Media Relations & Influencer Liaison

Press Releases
Media Partnerships

Experience Packages

Partnerships And Collaborations

In line with our vision of becoming Africa's ultimate social lifestyle platform, we consider partnerships and collaboration the optimal solution to bringing our services and solutions to the continent.

We aim to cultivate mutually beneficial relationships that will enrich brand equities. We welcome creative, prosperous and innovative ways of working together.

RATES.

Services And Rates

LoT offers a range of services to meet various occasions. Our rates are as follows:

Event Consulting From R5000 / \$400 per event

Included: a comprehensive event assessment, risk analysis and advisory

Follow ups

Digital Promotion Photography & Videography

	Photography	Videography
Rates	From R8 000 / \$565	From R12 000 / \$845
Includes	Photographer (with own equipment) Editing Print (if necessary) Copies of Images	Videographer (with own equipment) Editing & Graphics Copies of video

Social Media & Branding Management

	Social Media Management & Monitoring	Branding Management
Rates	From 10 000 / \$750	From R10 000 / \$750
Includes	Coverage across preferred social media handles Graphics / Images / Videos Content Planning and Analysis Reports	Brand Assessment and Advisory Brand Documents



RATES.

Blog & Website Coverage

Event Listing

Share! Like! Share! We welcome you all to share and upload your events directly onto our platform: www.likersofthings.com > Events > Submit Event
 Its FREE! You can upload as many as you want, whenever you want!

Invites

We LIKE Things! That goes without saying. We will happily Like Things with you by attending your event.

Please note the following:

Attendance will be based on availability and location

An all-inclusive attendance fee of **R1000 / \$75** will be charged for events in certain areas or events longer than 3 hours

Mandatory attendance coverage will include 1 Instagram post OR story and a maximum of 2 tweets (Thereafter or if required or requested, each post per platform will be charged individually according to our rates)

Invites will NOT automatically include a blog post or review or campaign involvement unless otherwise agreed upon.

Social Media Coverage

	Facebook	Twitter	Instagram
Per Post	R500 / \$40	R750 / \$55	R1000 / \$75
Sponsored Post	R800 / \$60	R1000 / \$75	R1500 / \$110
Header Image	R750 / \$55 per week	R1000 / \$75 per week	N/A



RATES.



Blog Posts & Reviews

	Blog Post	Review / Post Coverage
Rates	R4500 / \$320	R5000 / \$400
Includes	<ul style="list-style-type: none"> 1 Blog Post 1 Facebook Post 1 Twitter Post 	<ul style="list-style-type: none"> 1 Blog post Images / Videos 1 Facebook Post 1 Twitter Post 1 Instagram Post

Competitions

	Online Website	Social Media
Rates	R5000 / \$400	R3500 / \$250
Includes	<ul style="list-style-type: none"> 1 Blog Post 1 Competition Form 2 Facebook Posts 2 Twitter Posts 2 Instagram Posts Competition Management 	<ul style="list-style-type: none"> 2 Facebook Posts 2 Twitter Posts 2 Instagram Posts Competition Management
Timeline	Min 2 Weeks' Notice	Min 2 Weeks' Notice

Promotion & Live Event Coverage

	Per Campaign
Rates	From R10 000 / \$750
Includes	Blog Posts Social Media Posts Live Social Media Photography & Video

RATES.



12

Event & Brand Collaborations

	Online & Social Media	Social Media
Rates	From R12 000 / \$845	From R5000 / \$400
Includes	1 Blog Post 1 Competition Campaign + Competition Management 1 Facebook Posts 2 Twitter Posts 2 Instagram Posts **Images and/or video depending on campaign *Includes sponsored posts	2 Facebook Posts 2 Twitter Posts 2 Instagram Posts 1 Competition Campaign + Competition Management *Includes sponsored posts
Timeline	Min 2 Weeks' Notice	Min 2 Weeks' Notice

Promotion & Live Event Coverage

	Per Campaign
Rates	From R25 000
Includes	*Per contract and agreements

The following service rates will be tailored to client requirements upon assessments.

Newsletter

Event Consulting

Community Management

Media Relations & Influencer Liaison

Experience Packages

Disclaimers

Rates for Promotion & Live Event Coverage, Brand Collaborations and Media Partnership may be flexible

All services will ONLY commence upon signing of contractual agreements

Clients will have official sign off on all services as agreed upon

Prices are subject to bi-annual increase

Payments

All payments will be made via electronic transfer to specified account

A 50% UPFRONT deposit fee for payments above R5000

Payments LESS THAN R5000 must be paid upfront OR no later than 10 working days

Payments ABOVE R5000 must be paid no later than 30 Days from receipt of invoice. Additional fees will be applied for payments after 30 Days

Payments not received within 30 Days will be charged with an additional fee of 5% compounding daily

OUR CONTACT DETAILS.

YOUR ULTIMATE SOCIAL & LIFESTYLE GUIDE TO AFRICA

Let's Like Things!

Contact us for any event, market-related, invites and general likings queries!

Contact Details

www.likersofthings.com

share@likersofthings.com – Press Releases, Blog Elements & Events

connect@likersofthings.com – Partnerships, Collaborations & Services

invites@likersofthings.com - Invites

team@likersofthings.com - Contact The Team

Social Media



Likers Of Things



@Likers_2Do



@likers_of_things



Likers of Things TV



Likers of Things

Our Official Hashtags: **#LoTAfrica #LiveLifeDoing #WeLikeThings**

Happy Liking!

14

