

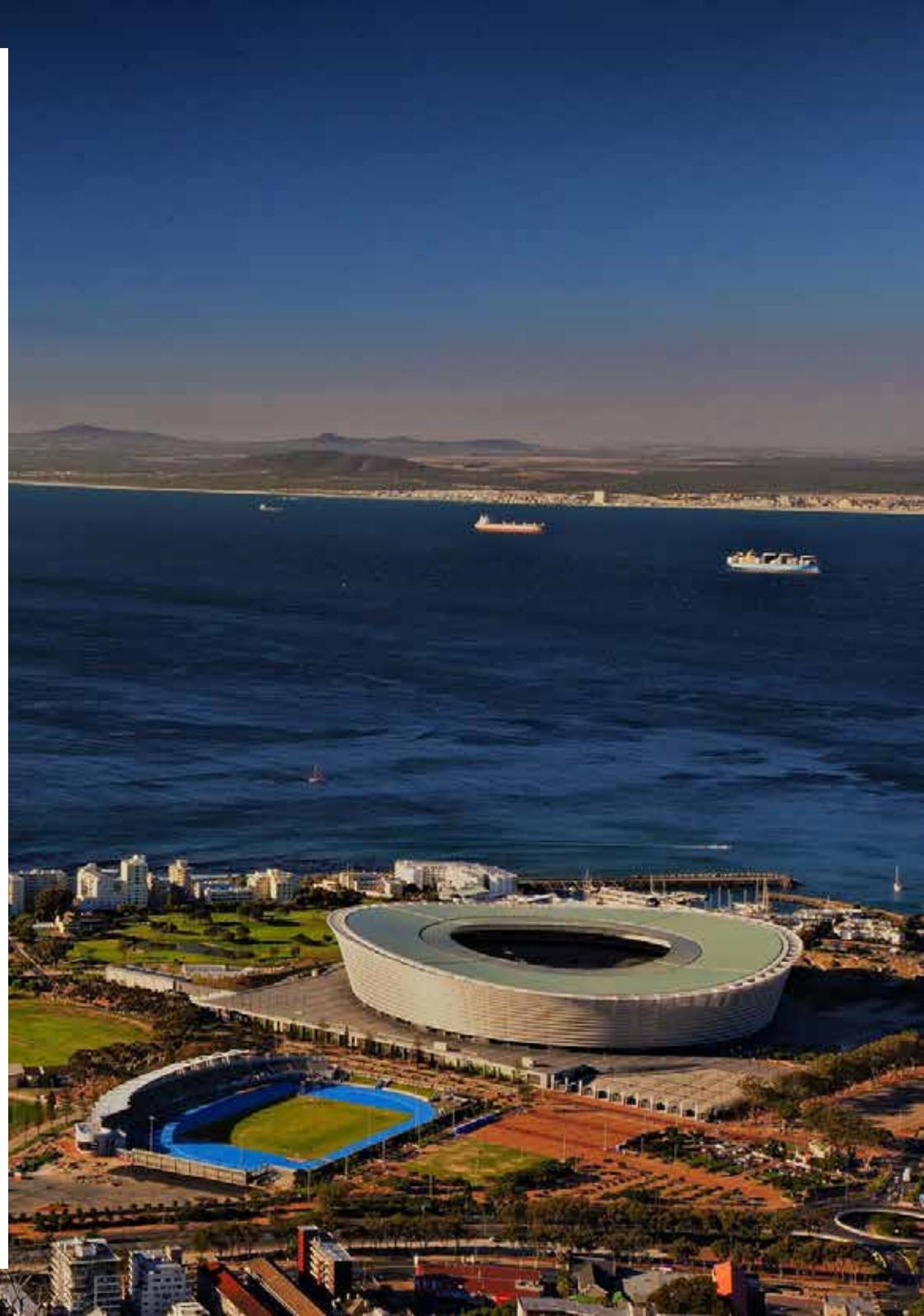
yellow  
door

COLLECTIVE

brands with purpose and style



Account management  
case study





## Who is GP/OKCID?

The Green Point and Oranje-Kloof City Improvement Districts are amongst the City of Cape Town's leading supplementary service providers. Their goal is to nurture safe, clean and attractive areas for residents and business owners to live, work and play in – and they work 365 days to make this happen.

## Our journey with GP/OKCID

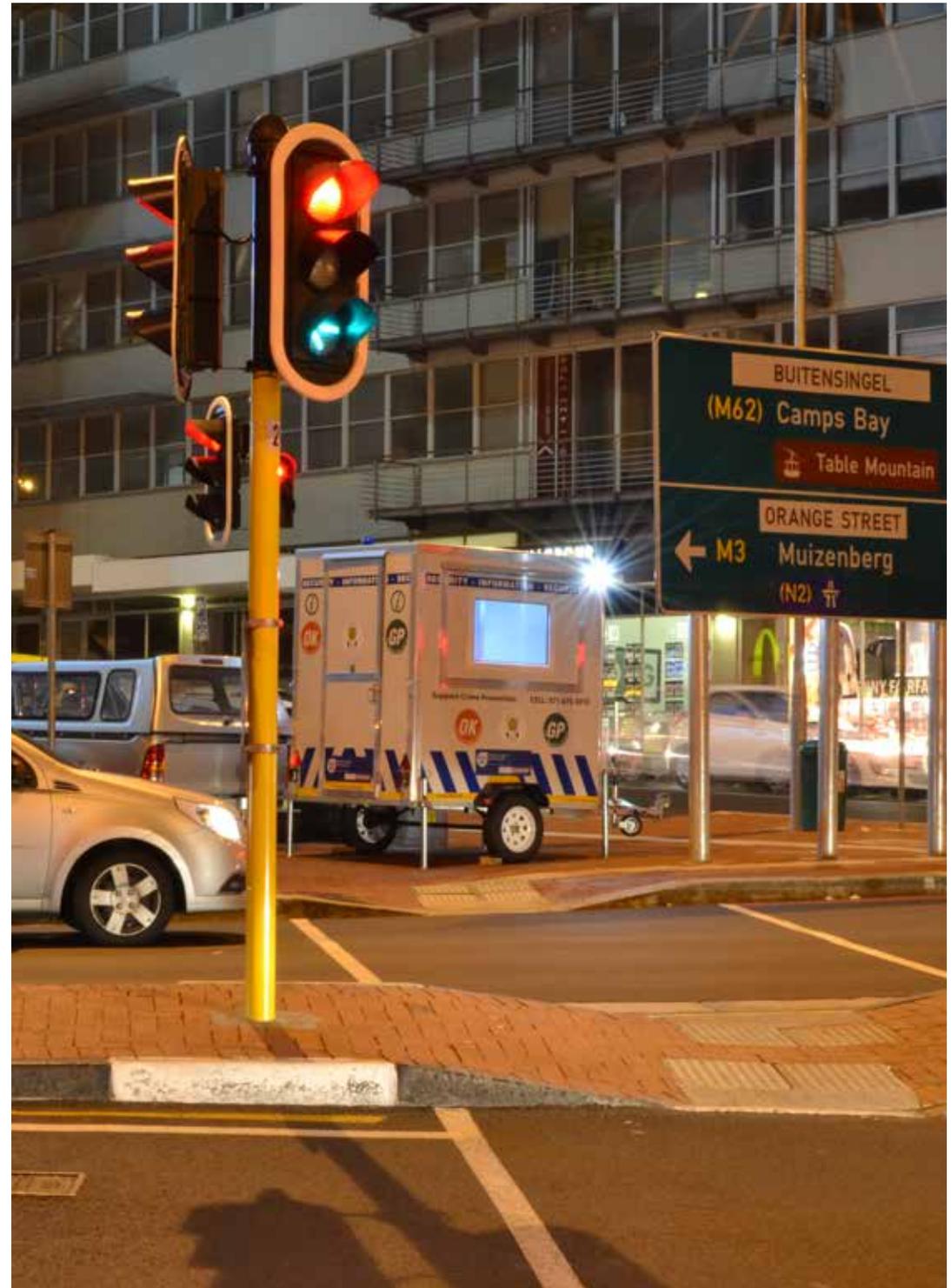
We have worked with GP/OKCID Chief Executive Marc Truss and his team since YDC was established in 2014. Over the years, we've worked closely with them to implement a holistic marketing strategy and manage all their communications. This includes their website, social media, newsletters, campaigns, AGMs and board meetings.

## GP/OKCID's objectives

First and foremost, to ensure that residents, business owners and visitors are aware of the GP/OKCID, and don't hesitate to contact them in an emergency. Secondly, to showcase the work done by GP/OKCID, how together with other role players they are bettering the community for all.

## YDC's role

- Account management for all communications.
- Strategic input on all campaigns, partnerships and joint initiatives.
- Liaising with relevant media.
- Creating content, images and videos for the website, blog etc.
- Managing the business directory.
- Managing all social media platforms.
- Design of all marketing collateral.
- Creating a report for each board meeting and AGM.





## Highlights

- Videos – about GP/OKCID and a 15th birthday celebration
- Campaigns:
  - a soup drive with NG Kerk on Kloof Street
  - a school shoes drive for Salesians Institute
- AGM preparation and organisation – a new presentation design, guest speakers including Dave Bryant (ward councillor), Braam Malherbe (adventurer and motivational speaker), Fanie Hattingh (MySOS founder).
- Over 5 000 safety flyers designed, printed and handed out in the neighbourhood.



## PR & Social Media

Number of media releases sent out to date: **42**

**Coverage secured in:** Die Burger, Weekend Argus, Cape Times, People's Post, News24, Atlantic Sun, Cape Town Partnership and SA good news.

Total AVE estimate: **Over R300 000**

Estimated total readers reached: **±61 000 per media release published**

We've worked with Marc Truss and the GP/OKCID team, Ward Councillor Dave Bryant and SAPS to gather information and statistics that made these releases possible.

---

Increase in Facebook likes:



**972%**  
(230 - 2 466)

**959%**  
(180 - 1 906)

Increase in Facebook engagement:

**28%**

**75%**

Increase in Twitter followers:

**332%**  
(812 - 3 506)

**298%**  
(680 - 2 709)

Increase in Instagram followers:

**88%**  
(174 - 367)

**138%**  
(112 - 366)

## Website

Increase in website traffic: **62%**

Average session duration: **1 min 31 sec**

## Newsletter

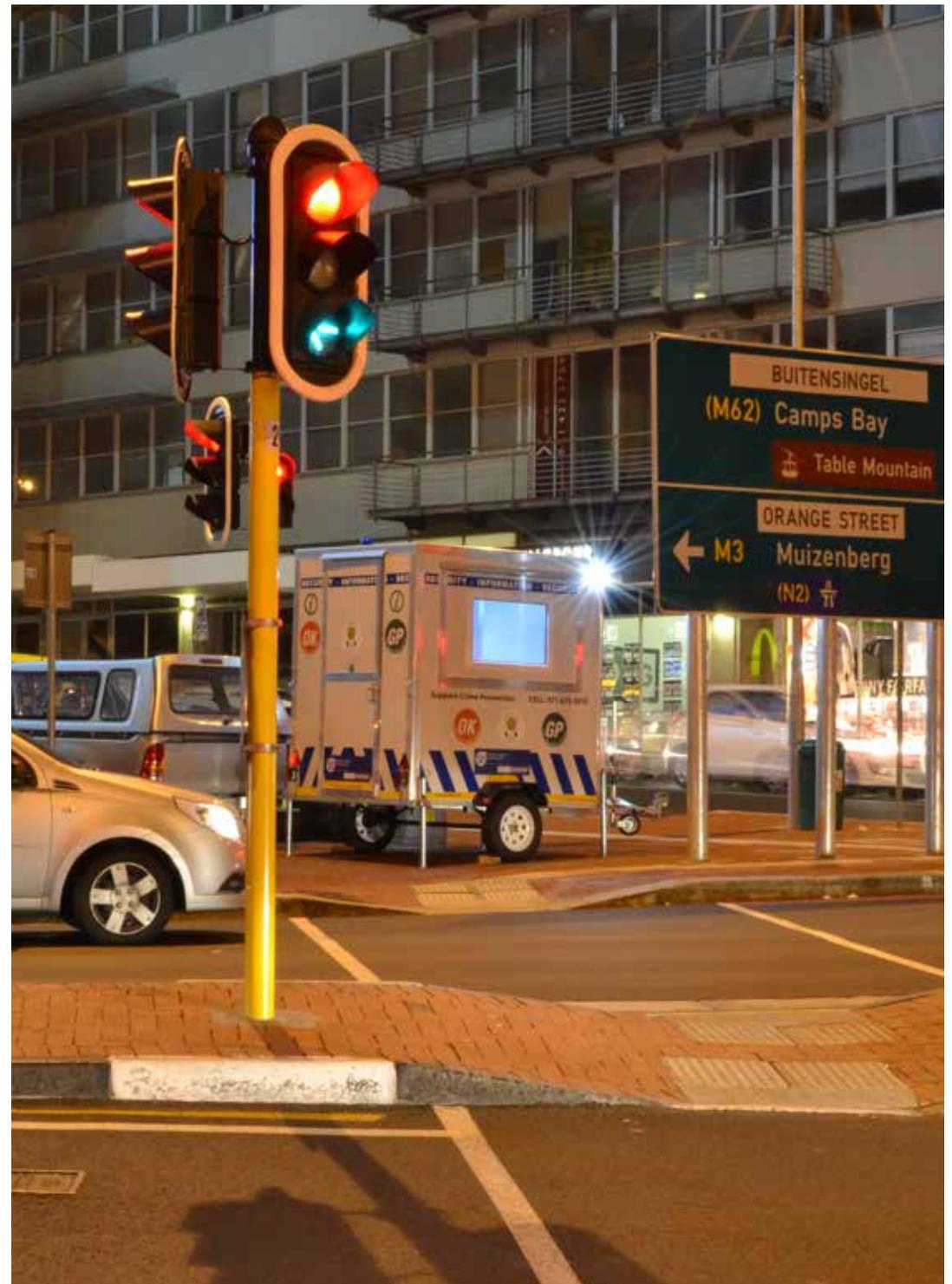
We've improved the design to ensure it's easy to read and enticing. This includes adding infographics, videos, links and images.

Increase in newsletter subscribers: **38%**

## Business Directory

Since 2015 we've managed the process of updating the Green Point and Oranje-Kloof business directories.

Number of businesses updated on the business directory: over 950 and counting...





## Winning formula for GP/ OKCID...

- Weekly meetings with Marc Truss
- Internal strategy sessions to map out objectives
- Thinking out of the box and implementing strategic campaign ideas
- Regular competitions to incentivise fans
- Engaging and relevant content for GP/ OKCID target audience
- Working closely with the GP/ OKCID team
- Clearly outlining YDC's management role for each project
- Building and maintaining strong media relationships with relevant local, regional and national media

## Testimonial from client

"The quality of work, dedication and attention to detail from the entire Yellow Door team is integral to the success of the GP/OKCID. I highly recommend their services."

*Marc Truss, Chief Executive*