



RED

M A R K E T I N G

CASE STUDY
FINANCIAL SERVICES

BACKGROUND

RED Marketing initially established its roots as an agency specialising in B2C brands across industries like Fashion, Beauty, Retail, Restaurants, and Shopping Centres in South Africa.

Over time, we've built a reputation for delivering impactful campaigns tailored to consumer-driven markets.

With the opening of our second Digital Marketing office in London, United Kingdom, our focus has evolved alongside our client base. This expansion has allowed us to venture into new industries and grow our expertise in the B2B sector, particularly within the Professional Services category.

Our journey now reflects a broader scope, combining the best of B2C and B2B marketing across diverse markets and industries.

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

OASIS CRESCENT

FINANCIAL SERVICES

Oasis Crescent (UK) Limited is the holding company of a global group of companies, which specialises in ethical and socially responsible investment management and investment administration. Oasis Crescent was founded in 1997 and has grown into a global investment management firm with an established presence in 7 registered jurisdictions, including the United Kingdom, Switzerland, Singapore, Malaysia, United Arab Emirates, Mauritius, and South Africa.

O A S I S



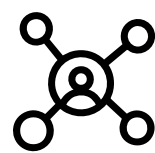
SERVICES WE WERE TRUSTED TO DELIVER

RED Marketing was entrusted with setting up and managing Oasis Crescent’s social media presence. At RED Marketing, we partnered with Oasis Crescent to establish and elevate their digital presence. Our approach was deeply strategic and creatively driven, ensuring every aspect of their social media and content reflected their unique brand identity.



SOCIAL MEDIA PLATFORM SETUP:

We carefully crafted and optimised their social media platforms, laying the foundation for a strong digital footprint.



SOCIAL MEDIA STRATEGY:

A bespoke strategy was developed, blending data-driven insights with innovative thinking to connect with their target audience effectively.



PAID ADVERTISING MANAGEMENT:

We implemented and managed precise, results-focused campaigns to maximise their advertising spend and achieve measurable outcomes.



SOCIAL MEDIA MANAGEMENT:

From daily engagement to performance analytics, we ensured their social channels remained dynamic, responsive, and impactful.

CREATIVE SERVICES:



CONTENT CURATION:

Every content seamlessly blended storytelling and strategy, curated from concept to execution



PHOTOGRAPHY AND VIDEOGRAPHY:

High-quality visuals were crafted to resonate with audiences, capturing the brand’s essence.



DIGITAL AND GRAPHIC DESIGN:

Bold, striking designs were created to cut through the noise and visually captivate.



COPYWRITING:

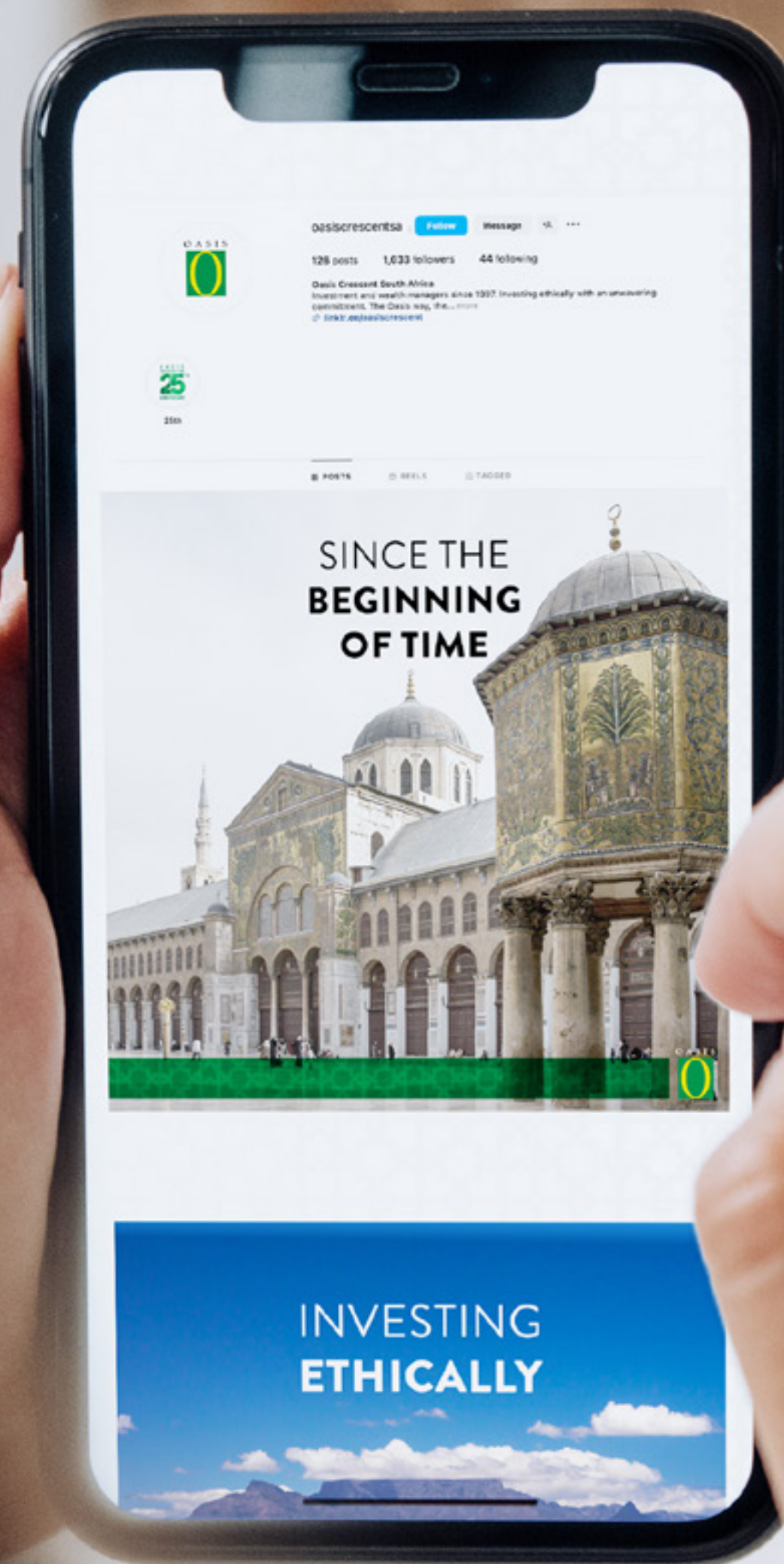
Every word was carefully considered to authentically convey Oasis Crescent’s values and message. Whether for captions, campaign slogans, or website copy, our writing aimed to engage, inspire, and drive action.

With a focus on blending creative artistry and marketing expertise, we helped Oasis Crescent build a cohesive and compelling brand presence that resonated deeply with its audience.

CREATIVE SERVICES:

DESIGN CONCEPTS

As a part of the social media strategy, we participated in the brand's strategy and formulated the values that guide the brand pillars for the content posts.



SOCIAL MEDIA MANAGEMENT

f  ▶ in ∞ Meta



Oasis Crescent

26,612 followers

Create

View as member

Dashboard

Page posts

Analytics

Feed

Activity

Inbox

Edit page

Advertise today

Invite to follow

Settings

Today's actions

Done for now

Manage recent posts

Get up to 110,000 more impressions

Get up to 110,000 more video views

Oasis Crescent

Oasis Crescent

Season's Greetings from Oasis

Strategic insights inform our investment capability

May this be a festive season of warmth and

The Future Investment Initiative (FII)





Oasis Crescent South Africa

32K likes · 32K followers

Professional dashboard

Edit

Advertise

Posts

About

Mentions

Reviews

Reels

Photos

More



Oasis Crescent Global

1.7K likes · 1.7K followers

See dashboard

Edit

Advertise

Posts

About

Mentions

Reviews

Followers

Photos

More

Intro

What's on your mind?



oasiscrescentglobal

107 posts · 424 followers · 44 following

Note...

Oasis Crescent Global

Global investment and wealth managers since 2000. Investing ethically with an unwavering commitment. The Oasis way, the compliant way.

www.oasiscrescent.com and 2 more

Professional dashboard

Edit profile

Share profile

Contact

25th Anni

New

SEASON'S GREETINGS

DR. YOUSUF MAHOMED

ACCESSING THE POWER OF DIVERSIFICATION THROUGH BALANCED FUNDS

DIVERSIFIED INVESTING



oasiscrescentsa

117 posts · 768 followers · 44 following

Note...

Oasis Crescent South Africa

Investment and wealth managers since 1997. Investing ethically with an unwavering commitment. The Oasis way, the compliant way.

linktr.ee/oasiscrescent

Professional dashboard

Edit profile

Share profile

Contact

25th

New

SEASON'S GREETINGS

DR. YOUSUF MAHOMED

ACCESSING THE POWER OF DIVERSIFICATION THROUGH BALANCED FUNDS

DIVERSIFIED INVESTING

SOCIAL MEDIA MANAGEMENT IMPLEMENTATION

As part of our comprehensive service offering, we managed the daily operational tasks essential to maintaining a successful digital presence. This included:

DAILY MANAGEMENT:

Overseeing the seamless execution of day-to-day activities, including content uploads and timely scheduling.

CONTENT CURATION:

Developing monthly content plans that flowed cohesively from thematic concepts to execution. This process encompassed:

THEMES:

Designing content strategies that aligned with brand messaging and seasonal trends.

VIDEO PRODUCTION:

Crafting compelling video content to capture attention and convey key messages.

ANIMATION:

Incorporating engaging animations to enhance visual appeal and storytelling.

DESIGN:

Creating high-quality designs tailored to resonate with the audience.

COMMUNITY MANAGEMENT:

Monitor and engage with the online community to foster relationships, encourage dialogue, and maintain brand reputation.

REPORTING:

Providing detailed analytics and performance reports, offering valuable insights to refine strategies and demonstrate results.

Our meticulous implementation ensured that all aspects of the content lifecycle were managed effectively, contributing to our client's consistent and impactful online presence.

EVENT COVERAGE PHOTOGRPAHY



LEAD GENERATION



ARE YOU INTERESTED IN LEAVING A
LASTING LEGACY THROUGH
**GENERATIONAL
WEALTH?**

We invite you to explore
strategic financial planning
that goes beyond a lifetime.

**SHAPE YOUR LEGACY WITH
OASIS CRESCENT'S STRATEGIC
FINANCIAL PLANNING.**

Speak to our financial advisors by calling 0860 100 786
or emailing info@oasiscrest.com for guidance.

The manager does not guarantee capital or portfolio returns.



The manager does not guarantee capital or portfolio returns.



The manager does not guarantee capital or portfolio returns.





DO YOU ASPIRE TO
**OWN YOUR
OWN HOME?**

Your homeownership goal
demands **careful planning.**

**SECURE YOUR DREAM HOME
WITH OASIS CRESCENT'S EXPERT
FINANCIAL PLANNING.**

Speak to our financial advisors by calling 0860 100 786
or emailing info@oasiscrest.com for guidance.

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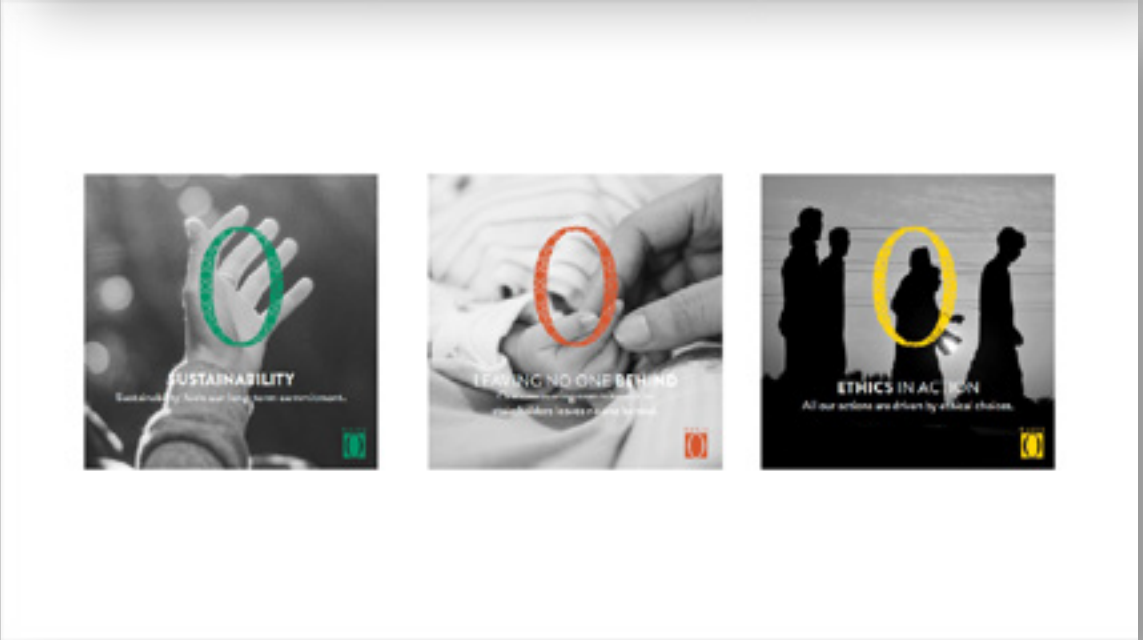
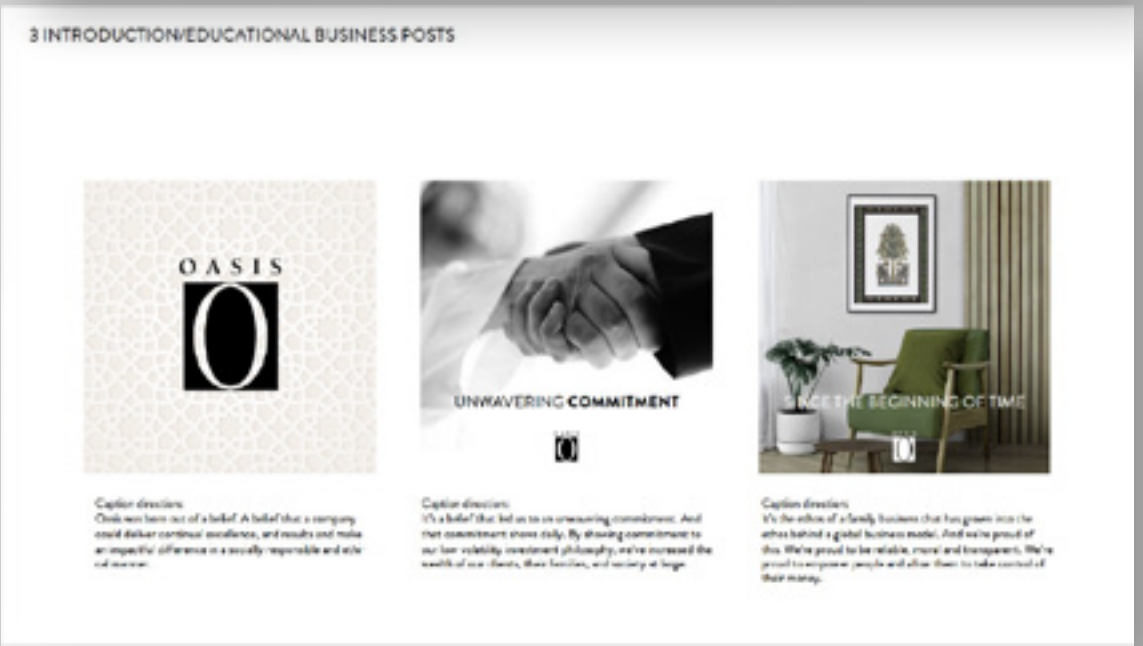
The manager does not guarantee capital or portfolio returns.



CREATIVE SERVICES:



DESIGN CONCEPTS



CREATIVE SERVICES: DESIGN CONCEPTS



MULTI-ASSET FUNDS

SUPPORTING YOUR LIFE STAGES AND RISK PROFILE

START RETIREMENT



Capital at risk



No matter where you are in your investment journey, adopting a diversified approach ensures sustainable returns over the medium to long-term.

Investors with a medium-to high-risk tolerance may opt for a medium equity multi-asset fund



While those with a short-time to maturity lean towards a low-equity multi-asset fund to minimise market risk and volatility.



Capital at risk



Investment success is about time in the market.

Multi-asset funds provide stability in returns, offering exposure to high-quality stocks across various asset classes.

Navigating the investment tightrope becomes systematic with a diversified approach.



Capital at risk



ALIGN YOUR INVESTMENTS WITH YOUR LIFE STAGES AND RISK PROFILE THROUGH OUR EXPERTLY MANAGED MULTI-ASSET FUNDS.

Contact our financial advisors at +44 (0) 207 590 0550 or email info@oasiscrest.co.uk for personalised advice.

Capital at risk

CREATIVE SERVICES: DESIGN CONCEPTS



UNDERSTANDING YOUR ASPIRATIONS.

We delve into your goals to tailor your financial path.



BUILDING TRUST FROM DAY ONE.

Nurturing a strong client-advisor connection.

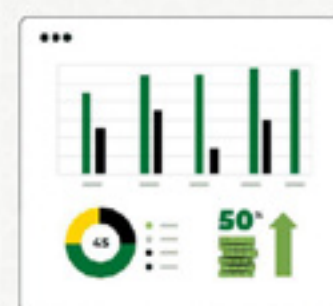


6 STEPS OF FINANCIAL PLANNING



CONTACT ONE OF
OUR FINANCIAL ADVISORS
TO START YOUR
OASIS JOURNEY TODAY

0860 100 786
info@oasiscrest.com



THE POWER OF INSIGHT.

We harness your information for informed financial planning.



CRAFTING YOUR FINANCIAL BLUEPRINT.

We design and share your customised plan for prosperity.



BRINGING YOUR PLAN TO LIFE.

We put your financial strategy into action.



YOUR JOURNEY, OUR COMMITMENT.

We persistently enhance our collaboration
through ongoing review.



SOCIAL MEDIA RESULTS



FACEBOOK HIGHLIGHTS:

- ⬆ The Oasis Crescent Facebook page have growth to an astonishing **31,831 followers** in 14 months
- ⬆ The page therefore grew by **2,274 followers** on average per month.
- ⬆ The page garnered an average of **1,206,661 impressions** per month
- ⬆ The page reached over **730,500 screens** per month on average
- ⬆ The page achieved over **8,511 engagements** per month on average
- ⬆ With nearly **4000 page visits** per month
- ⬆ The Oasis Videos garnered a total watch time **over almost 36 days** which is 864 hours.



INSTAGRAM HIGHLIGHTS:

- ⬆ The Oasis Crescent Instagram page grew to **762 followers**.
 - ⬆ The page garnered an average of **37,586 impressions** per month
 - ⬆ The page reached over **15,547 screens** per month on average
 - ⬆ The page achieved over **389 engagements** per month on average
- With nearly **575 page visits** per month



LINKEDIN HIGHLIGHTS:

- ⬆ The Oasis Crescent LinkedIn Profile grew by **8277 followers** to 25,883.
 - ⬆ The page garnered an average of **10,550 impressions** per month
 - ⬆ The page achieved over **146 engagements** per month on average
- With nearly **1514 page visits** per month

CONCLUSION

Our collaboration with Oasis Crescent showcased the transformative impact of a well-executed digital strategy. By tailoring our approach to each platform, we successfully amplified the brand's presence, enhanced engagement, and drove sustained growth across Facebook, Instagram, and LinkedIn.

The impressive growth in followers, substantial reach, and high engagement levels across all platforms speak to the strength of our strategic content creation and community management efforts. Whether it was the exceptional follower growth and video watch time on Facebook, the meaningful interactions on Instagram, or the professional connections cultivated on LinkedIn, each platform reflected the success of a data-driven, creative approach.

This partnership elevated Oasis Crescent's digital footprint and laid the foundation for continued success, demonstrating the power of aligning strategic insights with engaging storytelling.

PROTECT US HEALTHCARE

FINANCIAL SERVICES

An award-winning independent health insurance broker with over 26 years of industry experience, dedicated to delivering comprehensive, tailored solutions for private and business health insurance that genuinely meets their clients' needs.



CLIENT BRIEF:

PROTECTUS HEALTH CARE WEBSITE OVERHAUL

Protectus Health Care approached RED Marketing intending to replace their outdated website with a modern, SEO-optimised platform that could better support their business growth. They were looking for a complete website overhaul that would improve their online visibility, drive more traffic, and enhance customer engagement. Ultimately, Protectus Health Care wanted a site that would help attract and retain more customers, boost revenue, and position the company for long-term success.

Key Objectives for the New Website:

1.

Modern, Professional Design & User Experience:

Protectus Health Care wanted a fresh, professional website design that reflects their high standards and values. The new site needed to provide a clean, intuitive user experience, ensuring visitors could easily find the information they need and engage with the business.

2.

Search Engine Optimisation (SEO):

A key priority for Protectus Health Care was improving their search engine rankings to make the business more discoverable to potential customers. They needed comprehensive keyword research to identify relevant search terms, and on-site SEO optimisation to increase organic traffic and visibility.

3.

Optimised Landing Pages:

Protectus Health Care wanted to create dedicated landing pages for different customer segments and services. These pages needed to be optimised for specific keywords to improve search engine ranking and drive more targeted conversions, such as quote requests and inquiries.

4.

Quality Content Creation:

Protectus Health Care aimed to position themselves as a thought leader in the healthcare industry by developing high-quality, informative content. Regular blog posts, articles, and other resources would be created to engage their audience, build credibility, and improve SEO performance.

5.

Seamless Social Media Integration:

They also sought a website that would integrate smoothly with their social media platforms, enabling visitors to easily access the latest updates, promotions, and content. This integration would help amplify their marketing efforts and foster greater engagement across channels.

Expected Outcomes:

Protectus Health Care envisioned a website that would drive increased traffic, improved user engagement, and higher conversion rates, all of which would contribute to sustained business growth and higher revenue.

IMPLEMENTATION

How RED Marketing Delivered on Protectus Health Care’s Website Overhaul

After winning the tender, RED Marketing set out to bring Protectus Health Care’s vision to life by designing and developing a completely new, fully responsive website. Our approach was built around creating an exceptional user experience (UX) and user interface (UI), combined with a comprehensive SEO strategy to maximise online visibility and drive business growth. Here’s how we implemented their brief step by step:

1. UX & UI Design:

Understanding that Protectus Health Care needed a modern and professional look, we began by crafting a brand-new UX and UI design. We provided several design concepts to ensure the final site would reflect the company’s professionalism, healthcare expertise, and customer-centric values. Our design focused on creating a seamless, intuitive user experience, ensuring that visitors could easily navigate the site, find relevant information, and take actions such as contacting the business or requesting a quote.

- Responsive Design: The website was designed to be fully responsive, ensuring it performed seamlessly across all devices, from desktop to mobile. This was critical in catering to Protectus Health Care’s diverse customer base, which accesses services across different platforms.
- Custom User Interface: We tailored the UI to create an engaging, clean layout with easy-to-read typography, organized navigation, and strategically placed calls-to-action to drive conversions. The design was visually appealing and aligned with the company’s branding, helping to establish trust and authority with potential customers.

2. SEO Audit and Strategy:

To ensure the website would rank highly on search engines, we began with a comprehensive SEO audit of Protectus Health Care’s existing online presence. This audit highlighted opportunities for improvement and gaps in the current content structure.

- Keyword Research: Based on the audit, we conducted extensive keyword research to identify the terms and phrases that their target audience was searching for. This research informed every aspect of the site, from copywriting to technical SEO.
- On-Page SEO Optimisation: We optimised the website’s structure, meta tags, headings, and internal links to align with SEO best practices. This improved visibility on search engines and ensured Protectus Health Care could be easily discovered by potential clients.

3. SEO Copywriting:

To complement the technical SEO work, we developed high-quality, SEO-optimised content for each page of the website. By incorporating the researched keywords naturally into the content, we ensured that the website would attract qualified, organic traffic.

- Targeted Messaging: Each page was crafted with the specific needs of the target customer segments in mind. We focused on creating persuasive, value-driven copy that encouraged users to engage further with the business.
- Content Strategy: In addition to the main website copy, we also developed a content strategy that included blog posts and educational articles. This content aimed to position Protectus Health Care as a trusted authority in their field, boosting both SEO rankings and user engagement.

4.Optimised Landing Pages:

We developed dedicated landing pages for key services and customer segments. Each landing page was designed to drive specific actions—such as contacting Protectus Health Care or requesting a quote—while also being optimised for targeted keywords.

- Conversion Focused: The landing pages were built with a strong emphasis on conversion rate optimisation (CRO). This included clear calls-to-action, compelling headlines, and engaging visuals designed to encourage users to take the next step.

5. Social Media Integration:

To maximise Protectus Health Care’s digital presence and ensure a seamless connection between their website and social media channels, we integrated social media feeds and sharing options directly into the site.

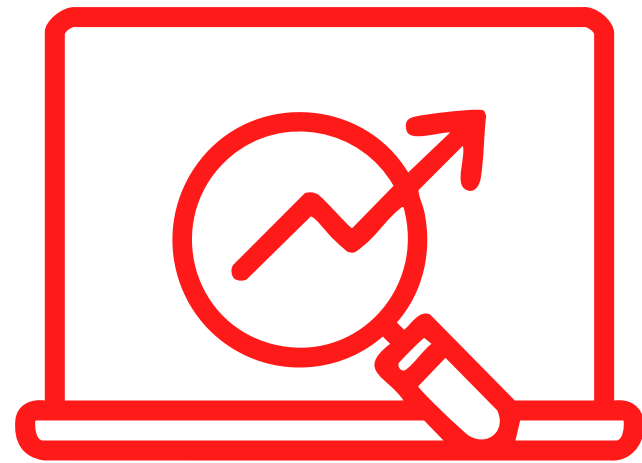
- Cross-Channel Engagement: Visitors could easily share content across platforms and stay updated with Protectus Health Care’s latest news, promotions, and blog posts. This helped amplify the company’s marketing efforts and fostered greater interaction with the brand.

6. Testing and Launch:

Before going live, we conducted extensive testing to ensure the website was fully functional across all devices and browsers. We also tested the site’s SEO performance, ensuring that all technical elements were optimised and met best practices. Once the site was fully tested and approved, we launched the new website, ensuring a smooth transition from the old platform and immediate access to all the enhanced features.

Results and Impact:

The implementation of this modern, SEO-optimised website has already begun driving significant results for Protectus Health Care. They have seen increased website traffic, improved search engine rankings, and enhanced user engagement, positioning them for long-term business growth.



SEO RESULTS

HOME - Before

Your score is **decent**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

56

2024-08-28 independent health insurance broker <https://protectushealthcare.com/>

HOME - After

Your score is **good**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

94

2024-08-28 independent health insurance broker <https://protectushealthcare.com/>

About - Before

Your score is **bad**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

44

2024-08-29 about protectus healthcare <https://protectushealthcare.com/about-us/>

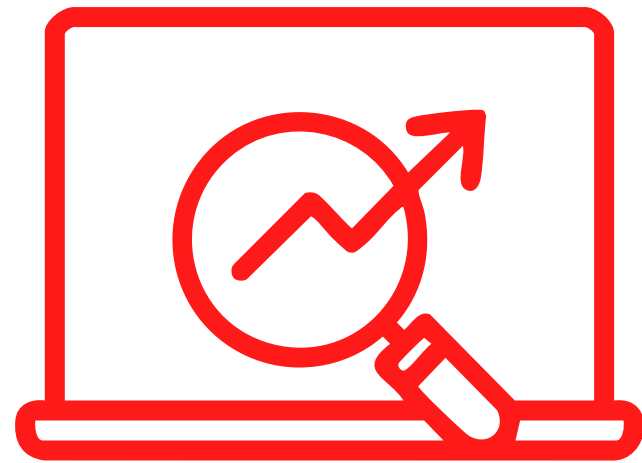
About Protectus Healthcare - After

Your score is **good**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

87

2024-08-29 about protectus healthcare <https://protectushealthcare.com/about-us/>



SEO RESULTS

Contact Protectus Healthcare - Before

Your score is decent

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

56

2024-08-29 contact protectus healthcare https://protectushealthcare.com/

Contact Protectus Healthcare - After

Your score is good

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

91

2024-08-29 contact protectus healthcare https://protectushealthcare.com/contact-protectus-healthcare/

PERSONAL – Private Health Insurance

Before

Your score is decent

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

70

2024-08-28 private health insurance https://protectushealthcare.com/private-health-insurance-tem/#p1

PERSONAL – Private Health Insurance

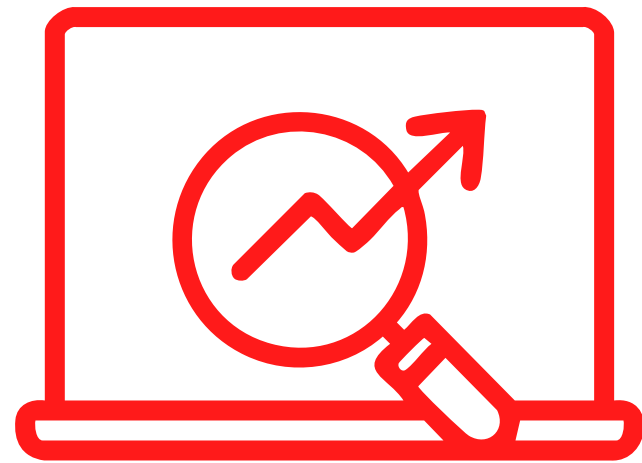
After

Your score is good

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

93

2024-08-28 private health insurance https://protectushealthcare.com/...



SEO RESULTS

PERSONAL – Life insurance **Before**

Your score is **decent**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

53

📅 2024-08-28 📍 life insurance 🏠 <https://protectushealthcare.com/private-health-insurance-tem/#p3>

PERSONAL – Life insurance **After**

Your score is **good**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

93

📅 2024-08-28 📍 life insurance 🏠 <https://protectushealthcare.com/personal-health-insurance-tem/life-insurance/>

BUSINESS – Health Insurance **Before**

Your score is **decent**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

70

📅 2024-08-28 📍 business health insurance 🏠 [https://protectushealthcare.com/...](https://protectushealthcare.com/)

BUSINESS – Health Insurance **After**

Your score is **good**

We've successfully processed your page and calculated a score representing how closely this page follows the current guidelines for on-page SEO.

95

📅 2024-08-29 📍 business health insurance 🏠 [https://protectushealthcare.com/...](https://protectushealthcare.com/)

Working with RED Marketing on building our new website has been a delight. Always professional, rapid responses when addressing any issues or requests and ultimately, they've created a website that we're super-proud of. Special shoutout to Daniel and Carissa who were always on hand throughout the project.

I would highly recommend RED Marketing if you're thinking of getting a new website for your business!

Ross Jackson

Director - Healthcare & Protection Insurance Advisor





RED Marketing successfully delivered a website for Protectus Health Care that met all of their criteria and exceeded expectations. Through our focused approach on modern UX/UI design, SEO optimisation, and content strategy, we not only created a visually appealing, user-friendly site but also significantly improved its SEO performance.

We achieved an impressive increase in SEO scores, with page rankings rising from 40-70% to between 85-95% per page. Additionally, all key metrics for website efficiency and user engagement have shown substantial improvement, positioning Protectus Health Care for continued online success and business growth. The client is thrilled with the results and the website's impact on their digital presence.



MARKETING

THANK YOU