



**CREATIVITY IS  
INTELLIGENCE  
HAVING FUN**

COMING SOON @



**GOING PUBLIC (IPO) BY 2024**



**KOLOUR4WORLD**

MARKETING CONSULTING; ADVERTISING AGENCY

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## **OVERVIEW**

The name Kolour4World is symbolic, just as the concept of its logo, and this startup company is a marketing consulting (advertising) agency. As a consulting branch of Conjust Group, a management consulting firm of Justice Societies, the operational scope of Kolour4World is to widely orient the various industries of its marketing consulting services by working with individuals, organizations, and companies to create and implement marketing strategies through its products and services rendered. **Kolour4World**, as a marketing consulting (advertising) agency, engages in a broad range of business activities in partnership, collaboration, and coordination with some key firms as its partners as well as clients with shared vision and outcomes.

It is said that at a time and season when needed most, a great company can help its clients or customers grow and expand faster than the market, and this philosophy as an ideology also inspires Kolour4Worlds' slogan. The trademark of this company thrives on its unique slogan: "We Define Conceptual Designs," which is the company's fundamental transformational plan in creating and implementing its marketing strategies from start to finish, and the use of this approach is for a deep client or customer insight to drive segmentation, targeting, and positioning and offering both product and service development. These also ensure that Kolour4Worlds' marketing plan development is grounded in marketplace realities to best meet client or customer needs, immensely.

# **WE DEFINE CONCEPTUAL DESIGNS!**

Furthermore, the motive for this slogan is also intended to help leaders through their organizations or companies to sometimes create the change that matters most through meaningful designs for pro-growth transformations so that their organizations or companies can deliver substantial value today and tomorrow, especially in an ever-evolving digital environment.

## WHY DIGITAL MARKETING CONSULTING?

In doing business be it a for-profit or nonprofit organizations, knowing your SWOT analysis is good, being SMART and SMARTER about your objectives and marketing content is great, knowing your target audience (who to serve) is greater, but knowing how to meaningfully appeal to your audience (clients/customers) using innovative instruments that are favorable to future digital trends is the greatest, of which will aid you to be more attractive and relevant in a reasonably competitive and pro digitalized era, going forward. This makes marketing consulting using the correct (right) digital instruments and tools – technology very necessary and essential.

# DIGITAL MARKETING CONSULTING

Digital marketing consulting firms guide firms as they try to give themselves a firm footing in the digital world by assessing them through a process of evaluating, optimizing, and developing their business.



According to Paul Goodman, “digital technology has transformed nearly every aspect of modern life. Travel, work, shopping, entertainment, and communications are just some of the areas that have been revolutionized in recent decades. It's now rare to find an electronic device or piece of machinery that doesn't incorporate digital technology in some way. Digital technology means that devices can be more

compact, faster, lighter, and more versatile. Huge amounts of information can be stored locally or remotely and moved around virtually instantaneously. Even the term "information" has expanded to include media such as photos, audio, and video, and no longer refers to just words and numbers."

That said, these are the five (5) corporate marketing steps used by Kolour4World in ultimately creating and implementing its marketing strategic goals, from start to finish.

## **CORPORATE MARKETING STRATEGY (APPROACH) – FIVE STEPS**

### **❖ SWOT ANALYSIS.**

In creating and implementing, this is the first marketing step used by Kolour4World in achieving its goals, and this marketing technique helps to assess four (4) aspects of business climate key components, known as SWOT, which is an acronym for strengths, weaknesses, opportunities, and threats.

SWOT as a marketing technique is used mostly to make the most of Kolour4Worlds' pros and cons - best advantage and also reduce the chances of the company's failure, by understanding what's been lacked, and eliminating hazards that would otherwise cause uncertainties in the building (and growing) of the business; and this ultimately distinguishes Kolour4World from its competitors, and makes competing healthy and successful in the market field (industry).

In the bigger picture, since Kolour4World is a startup company, SWOT analysis is used at the organizational level to determine how closely the business is aligned with its growth trajectories and success benchmarks, and at the operational level, this technique is also used to ascertain how well a particular project – such as an online advertising campaign – is performing according to initial projections.

### **Kolour4Worlds' Step (1) Checklists;**

These are Kolour4Worlds' checklists for its SWOT analysis, and they reflect the company's current state and potentials.

- Strength – Able to respond very quickly as there's no red tapes and no need for higher management approval; Lead consultant has a strong reputation in the market; Able to give good customer care, as the current small amount of work means plenty of time to devote to clients or customers; Can change direction quickly if the marketing strategy isn't working.
- Weaknesses – Little market presence and reputation (influence); Small staff with shallow skills; Cash flow unreliable in early stages.
- Opportunities – Business sector expanding with many future opportunities for success; Competitors may be slow to adopt new technologies.
- Threat – Development in technology may change this market beyond the ability to adapt; A small change in the focus of a large competitor might wipe out any market position Kolour4World achieves.

### **❖ SMART AND SMARTER OBJECTIVES AND CONTENT.**

Being SMART and SMARTER are the second steps in Kolour4World's marketing strategy (approach) used to guide the company in reaching its set goals. This marketing approach or step ensures that the goals set by Kolour4World are clear and reachable in its objectives and content.

According to Dave Chaffey, “when identifying specific digital marketing objectives to support your long-term goals, it is common practice to apply the widely used SMART mnemonic. You will know that SMART is used to assess the suitability of objectives set to drive different strategies or the improvement of the full range of business processes.” In effect, Kolour4Worlds’ marketing strategic approach of being SMART in reaching its goals is wholly quantified by being specific for **S**, measurable for **M**, actionable for **A**, relevant for **R**, and time-bound for **T**.

When working towards the corporate goals set, such as in a digital marketing plan, this marketing approach helps Kolour4World assess the quality of these quantified measures. Better still, in a more complex scenario to maintain the sustainability of guiding the company in reaching its set goals, in reassessing or reexamining the SMART technique, Kolour4World uses the SMARTER technique instead, which is **S** for simple, **M** for manageable, **A** for ambitious, **R** for realistic, **T** for tangible, **E** for ethical, and **R** for rewarding.

### **Kolour4Worlds’ Step Two (2) Checklists;**

This second step of Kolour4World outlines eight (8) marketing strategies for achieving SMART and SMARTER goals.

- Setting goals is easy, but achieving them isn't.
- Aligning the goals with the company’s corporate values and characteristics.
- Sharing the goals with two (2) to five (5) key people.
- Assembling everything needed.
- Minimizing potential challenges.
- Completing at least one (1) action per day.
- Establishing a support system.
- Instituting incentives - rewarding self.

### ❖ **TARGET AUDIENCE.**

Understanding a market's landscape helps one to minimize the overall risk and also allows a company to focus on marketing efforts in the most cost-effective way possible. Kolour4World uses this corporate step to help identify the right target audience for its brand objectives, and this is one of the most vital pieces of a marketing strategy of any digital marketing company.

According to a recent research, broad marketing strategies, to begin with, are typically less successful than high niche or targeted market segments. This makes the third step of Kolour4Worlds’ corporate marketing approach highly necessary, especially when it comes to market boom and implementing client loyalty programs.

Before beginning the target marketing efforts, Kolour4World defines the particular target audience — the specific group that is expected to purchase the company's product and services, and it comprises the company's existing clients or customers as well as potential clients or customers.

This makes it easier to craft content more effectively and focus advertisements with the right marketing message for each of those targeted market segments, and it highlights the importance to recognize that not all messages resonate the same way with various groups of people. In effect, Kolour4World overwhelmingly agree that personalization of targeted market segments helps advance customer relationships.

### **Kolour4Worlds' Step Three (3) Checklists;**

These five (5) checklists are Kolour4Worlds' ways to identify the right target audience for its brand, product, and services:

- Conducting market research.
- Understanding purchase path and pain points – Behavioral; Demographics; Geographic; and Psychographic.
- Knowing existing clients or customers.
- Employ multi-segment (differentiated) marketing.
- Not casting a net with a broad reach.

### **❖ COMPETITIVE ANALYSIS.**

Competition and being competitive is not a bad thing at all, but how it is characterized and used in any approach makes it a good or bad (evil) marketing approach, and so, Kolour4World values healthy competitions as the best approach in doing business.

This fourth corporate marketing step is used to identify competitors and research their products, sales, and marketing strategies. By doing this, Kolour4World can create solid business strategies that improve upon its competitors as an advantage.

Kolour4Worlds' competitive analysis marketing strategy seeks to improve its corporate inbound marketing approach using content B2B tools such as social media content, blogging, email newsletters, in-room events, videos, case studies, infographics, webinars/online events, white papers, e-books, among others. That said, through the use of external prime competitive analytical tools like markets, healthy competitions, clients or customers, regulations, and environment, though these factors may be out of control, Kolour4World can also stay on top of trends and events in the market field (industry) and beyond.

Not to forget, in staying relevant in the market (and industry), the six (6) competitor identification process used by Kolour4World involves researching beyond google search, brainstorming or looking up social networks, client or customer feedback, attending networking events, checking-in online communities, and forums, and researching keywords and paid data.

### **Kolour4Worlds' Step Four (4) Checklists;**

There are seven (7) checklists – Kolour4Worlds' adapted competitive analysis approach tools used as measures for the companys ways in staying relevant and useful, especially in a pro-digital environment of digital marketing experts and community.

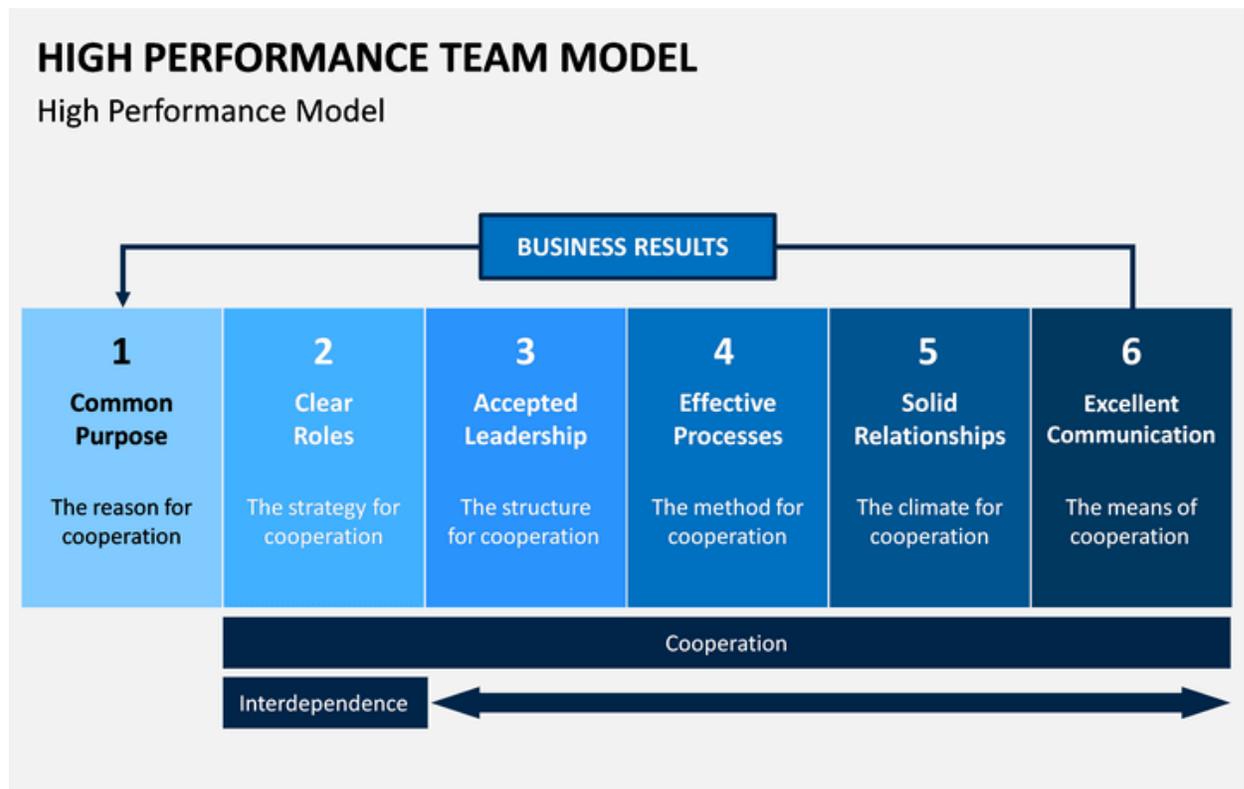
These seven (7) measures are qualitative and quantitative approach tools uniquely adapted to ease the ways of doing business.

- Identifying Competitors.
- Performing on-site analysis.
- Backlink Profile Analysis.
- Competitor Rankings.
- Search Engine Visibility.
- PPC Visibility.
- Social Signals.

## ❖ TEAM FORMATION; AND EQUIPPING TEAM WITH THE RIGHT TOOLS.

Team formation in any organizational setting is essential to workforce productivity, but equipping and providing your team with the right tools to get the job done satisfactorily is essential to success. In this case, the biggest question a company may ask themselves is, “am I building (forming) and equipping teams built to last?” Kolour4World has three components to this question, and these are engagement, empowerment, and equipping (training, tools, and time).

In reaching successful goals, no matter what the job entails, having the right tools is a key part of getting it done. There’s an adage that says, “you’re only as good as the tools you use.” There are so many tools out there, but they’re not all made equal, and it’s incredibly important to provide your team with the right tools for the job, even if it means spending a little more than you’d like. But, even if those tools are a bigger investment, equipping your team with the right tools can benefit your organization in many ways, and this is why Kolour4World values this final corporate marketing step, and this high performing team model also reflects Kolour4Worlds’ all five (5) corporate marketing steps for an integrated high performance in its team formation and having the right tools to get the job done.



### Kolour4Worlds’ Step Five (5) Checklists;

Since team formation and having the right tools increase efficiency, makes the working environment (workplace) safer and helps save money, these main four (4) checklists are Kolour4Worlds’ dimensions to ensure that the job is done satisfactorily.

- Collaborative Behavior – Specific behavior in the team and company makes effective collaboration possible.
- Team Members Perception – Team members experience being in a high performing team.

- Learning and Adaptability – Team integrates learning, and makes sense of the world, and adapts to its needs.
- Software Delivery Performance – Team member’s ability to respond swiftly to various changes and attract and retain clients or customers.

## **CORPORATE RESPONSIBILITY**

“Good design makes a product useful; A product is bought to be used; It has to satisfy certain criteria, not only functional but also psychological and aesthetic; Good design emphasizes the usefulness of a product whilst disregarding anything that could detract from it; The aesthetic quality of a product is integral to its usefulness because products we use every day affect our person and our well-being; But only well-executed objects can be beautiful; It clarifies the product’s structure; Better still, it can make the product talk; At best, it is self-explanatory,” according to Muriel Domingo.



The corporate responsibility of Kolour4World technically equates to that of its co-consulting branch: Conjust Group, which is intending to be a top brand in the marketing consulting world (industry) with specialties in providing information and services to clients or customers (both individual and corporate groups), by solving their needful problems through making a diagnosis, which may necessitate in redefining the problem by making recommendations based on the diagnosis.

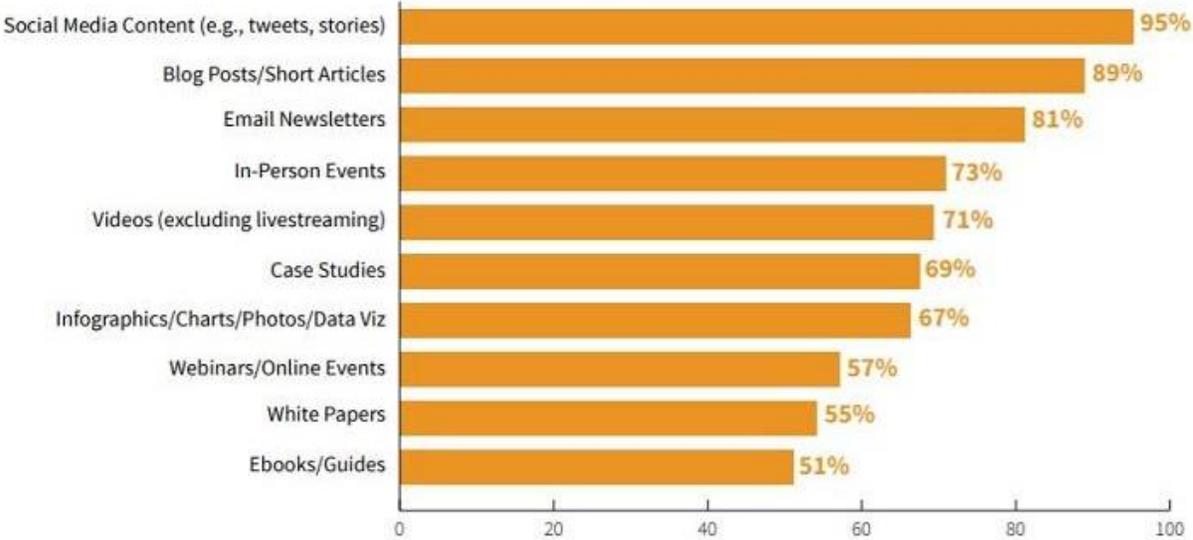
Through this, Kolour4World builds a consensus and commitment around both a corrective and collective action plan to facilitate our clients or customers learning, that is, by empowering the clients or customers on how to better resolve similar problems in the future, using SMARTER designs to communicate Kolour4Worlds’ thought process.

To deliver to our clients or customers the results needed, Kolour4World also helps create a detailed marketing plan, to determine a business's marketing message, and identify the appropriate marketing mix to get the message out to the target market. Kolour4Worlds’ marketing consultant and sometimes its co-partners are also involved in the creation and implementation of the marketing strategy.

This approach often helps Kolour4World monitor results and tweak campaigns as they go to ensure that the company gets the best results from the marketing strategic efforts. However, since SMARTER objectives and content in digital marketing matters most in Kolour4Worlds' corporate marketing scope especially in reassessing or reexamining its SMART goals, there are numerous conditions – internal and external factors that influence the activation of how Kolour4World sometimes measure its SMARTER objectives and content in staying relevant and useful and on top of marketing trends.

To the credit of the Content Marketing Institute's data report – statistics, this infographic below illustrates the B2B marketing trends in the last twelve (12) months of the year, 2020.

### Content Types B2B Marketers Used in Last 12 Months (Top 10)



Base: B2B content marketers. Aided list; multiple responses permitted.  
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

Responsibly, think of it as Kolour4Worlds' business process blueprint, with a mid-to-long-term perspective, that helps ensure Kolour4World as a startup business focus on its core activities and goals over the coming years without taking too many risks along the way; with this perspective, in the next three (3), six (6) or twelve (12) months, Kolour4World can set the direction of its corporate digital marketing strategy, from start to finish.

The classic understanding of this also wholly describes the corporate responsibility of Kolour4World to strategize its SMARTER digital marketing objectives and content as a planned package of measures for the company to achieve its long-term goals. Additionally, it helps the company to focus on how to manage its resources, risk, and returns across the business period.

This makes Kolour4Worlds' corporate responsibility for this digital marketing strategic approach going forward, the highest-level document in its business process, in dealing with the most fundamental aspect of why Kolour4World is in business. All the plans, budgets, concepts, and projects the team might draw up to deal with these short-term and long-term objectives are subordinate to the corporate strategy because the strategy lays the foundation for how the business will run responsibly by also answering these fundamental questions like; What business units will be established - formed? How will the company allocate resources between the various tasks or functions? How will the company monitor performance, to ensure that nothing gets stuck within a department and nothing falls between the cracks?

## **WHAT WE DO (SERVICES WE PROVIDE)**

### **WHY YOU NEED TO BE SOCIAL TO WIN**

We are a great place for you to tell a story, to make your dreams a reality.

#### ❖ **Corporate Identity Pack.**

Services provided include;

- Logo & Business ID.
- Social Media Pack.

#### ❖ **Business and Advertising.**

Services provided include;

- Infographic.
- Brochure & Booklets.
- Banner, Poster, and Leaflet.
- Custom Advertisement.

#### ❖ **Website, Blog, and App Design.**

Services provided include;

- Redesigning.
- Themes.
- Header.

#### ❖ **Branding.**

Services provided include;

- Custom Packaging.
- Custom Labelling.

#### ❖ **Books and Magazines.**

Services provided include;

- Interior Design & Layout.
- Cover.
- Custom Design.

#### ❖ **Merchandise.**

Services provided include;

- Clothing & Custom Branding.

❖ **Art and Illustrations.**

Services provided include;

- Animation (3D).
- Character Imaging.
- Custom Illustrations.

**SOME OF OUR SPECIAL CHARACTERISTICS (SKILLS)**

- ❖ Honesty, decisiveness and integrity.
- ❖ Being objective in a matter.
- ❖ Being able to distinguish facts from irrelevant detail.
- ❖ Confidence.
- ❖ The ability to solve problems.
- ❖ Exceptional communication skills.
- ❖ Discretion, diplomacy and tact.

**CO-COMMUNITY ORGANIZATIONS**

These are the community organizational brands in the NGO space (industry) (world), as far as Justice Societies' portfolio is concerned; **XLIFE FOUNDATION**; and **SPOTRUDIMENT**.



**CO-UNIT COMPANIES**

The PoOx; PoOx MAGAZINE; and PoOx SUMMIT are the first extensive product designs of Kolour4World.



**CO-BRANCH ASSOCIATES**

These are Kolour4Worlds' startup associate brands in the consulting space (industry) (world), as far as Justice Societies' portfolio is concerned; **iCAPITALX INC**, **CONJUST GROUP**; and **SReTA**.



## CO-AFFILIATES

These are Kolour4Worlds' startup affiliate brands in the art and entertainment space (industry) (world), as far as Justice Societies' portfolio is concerned; **iTERAINMENTX**; and **inSTYLZ7.3**.



## CO-PARTNERS IN THE FIELD (INDUSTRY)

These are some of Kolour4Worlds' partner brands in the digital marketing consulting space (industry) (world) as far as the international community (NGO): Justice Societies is concerned; **CYBERTONE**; **MEDDKOL**; **FISSION INFOTECH**; **ADEQUATE INFOSOFT**; **MYeVIDEO**; **RETRIEVER**; **CODE ASSEMBLY**; **LEXXTECH**; **STARTUP-N-MARKETING**; and **THINKING LAB**.



To create and implement the lucid digital presence using SMART and SMARTER designs and content marketing.



To effectively and efficiently communicate and assist with the creation and implementation of recommended solutions to individuals, corporate groups, and government organizations using well defined digital marketing tools and instruments.



FOR MORE INFORMATION ABOUT KOLOUR4WORLD, YOU CAN KINDLY CONTACT;

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