



**WOLFPACK**  
DIGITAL MARKETING

# Wolfpack Information Deck & Case Studies for:



nuka  
**nuka.**



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**We are  
Wolfpack Digital Marketing**





# Welcome to the Wolfpack

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**Who We Are:** A results-driven digital marketing agency based in Namibia, dedicated to delivering authentic, high-impact marketing solutions.

**Established Reputation:** Respected for our proven impact, we've earned the trust of leading brands and attracted global creative agencies who wish to collaborate with us.

**Our Mission:** We turn complex ideas into clear, engaging stories, build trust through education and inspiration, and use ads that don't feel like ads to drive measurable growth.

**Agile and Adaptable Team:** A blend of youthful innovators and seasoned professionals, turning digital sceptics into believers with marketing that meets today's landscape

**Trusted Partners:** From big names to growing brands, our clients love that we consistently put their products and services in front of the audiences that matter most.

**Our Promise:** Full-service, end-to-end marketing solutions tailored to maximise engagement, awareness, and conversions.

**Our Edge:** Specialists in paid media across platforms and short-form video marketing.



# Services Overview

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## Digital Marketing Services

1. Digital Strategy & Consulting
2. Social Media Management / Content
3. Performance Marketing / Paid Ads
4. Email Marketing
5. Google Advertising

## Web & Mobile Services

1. Website Development
2. E-Commerce Solutions
3. SEO & Analytics
4. Tag Integrations & Custom Event set ups on GA4

## Engagement & Buzz Generation

1. Campaign Strategy & Execution
2. Storytelling & UGC Campaigns
3. Competitions & Giveaways
4. Trendy & Relatable short Form Video Content

## Advanced Digital Solutions

1. Consumer Insights & Data Analytics
2. ROI / ROAS tracking solutions
3. Marketing Automation & CRM
4. AI Training for Marketing Teams / Business Owners



# Meet The Pack



**Jürgen Teichert**  
*Founder & Paid Media  
Specialist*



**Jannette Brand**  
*Account Manager*



**Jonathan Louw**  
*Website Developer*



**Freda Smit**  
*Senior Copywriter*



# Meet The Pack



**Jessica Derks**  
*Senior Graphic Designer*



**Simone Snyman**  
*Community Manager & Copywriter*



**Freddy Mazhila**  
*Graphic Designer*



**Fiona Nandango**  
*Graphic Designer*



# Some of the Brands we Empower



**SPES BONA**  
GROUP OF COMPANIES



**URBAN  
MASSAGE  
CONCEPT**



**WARTHOG**  
★ 4X4 SAFARI RENTALS NAMIBIA ★



**CRVW**



2

# Spes Bona Motors 50-Year Anniversary Campaign



## 2 **Spes Bona Motors** – 50-Year Anniversary Campaign

50  
years



Spes Bona Motors approached Wolfpack with a challenge: their 50th birthday was coming up, and they wanted a celebration that would not only honor their legacy but also sell cars and flood social media with excitement. The brief was clear—create awareness, generate buzz, and move units.

We designed **four campaign pillars** to deliver on this:

**The  
Heritage  
Campaign**

**The  
Congratz  
Campaign**

**The  
Cashback  
Campaign**

**The Wesbank  
Special Deal**

## 2 Spes Bona Motors – 50-Year Anniversary Campaign

50  
years



### The Heritage Campaign – Finding the Oldest Car

To showcase Spes Bona's history, we launched a social media contest asking customers to post pictures of the cars they had purchased over the years using **#SpesBona50**. The oldest car won N\$2000 in cash.

The response was overwhelming: more than 60 entries came in, with the oldest car tracing back over 40 years. The campaign sparked nostalgia, produced tons of user-generated content (UGC), and drove excellent reach through paid media.

**50 years OF TRUST**

Show us your Spes Bona vehicle on **Facebook** with **#SpesBona50** and you could win weekly cash prizes!

**ENTER TO WIN!**

spesbona  
**URNS 50**

Have you driven with us?  
Share your car & your story on **Facebook** & WIN!  
**#SpesBona50**

**SHARE & WIN**

**IT'S OUR BIRTHDAY  
BUT YOU GET THE GIFT!**

Share your Spes Bona story and car photo on **Facebook** with **#SpesBona50** and you could win N\$500 weekly plus a N\$2,000 grand prize!

**ENTER NOW!**

## 2 Spes Bona Motors – 50-Year Anniversary Campaign

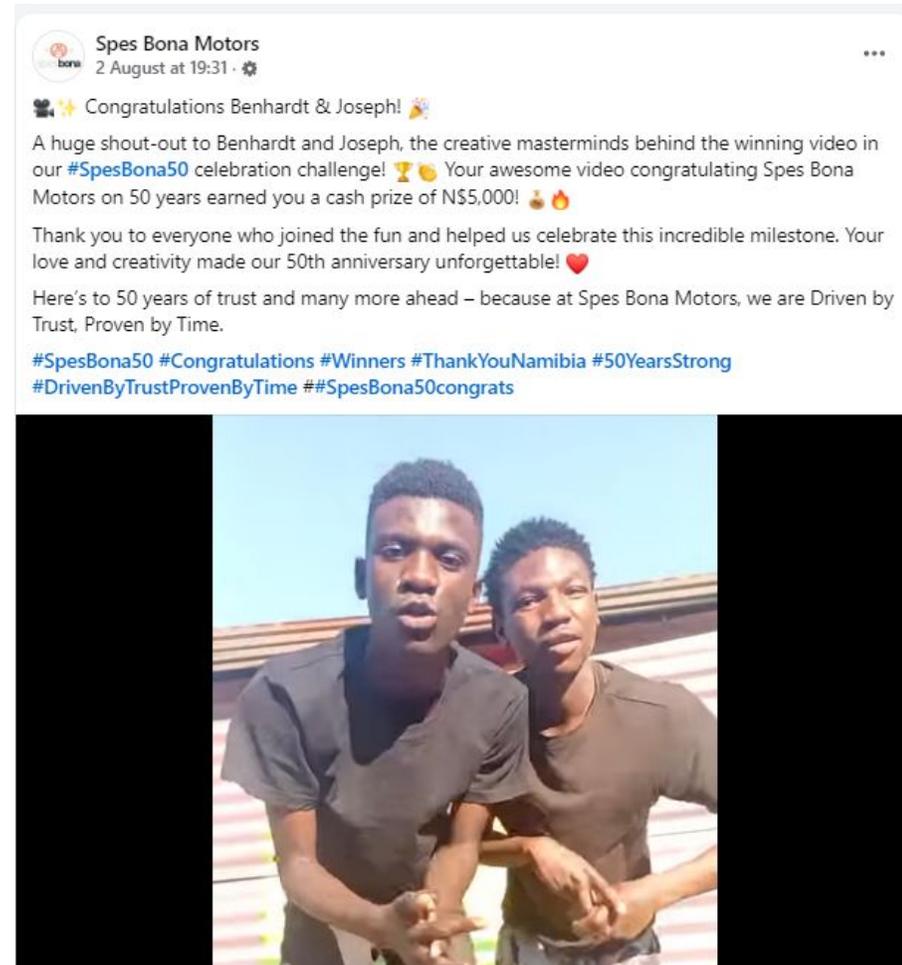
50  
years



### The Congrats Campaign

We wanted Spes Bona's audience to join the celebration. People were encouraged to post selfie videos congratulating the dealership on its 50th birthday with #SpesBona50congrats.

Over 30 entries were received, but the highlight was a funny township comedy skit that spread quickly and resonated deeply with Spes Bona's audience. It created laughter, relatability, and positive brand sentiment.



## 2 Spes Bona Motors – 50-Year Anniversary Campaign

50  
years

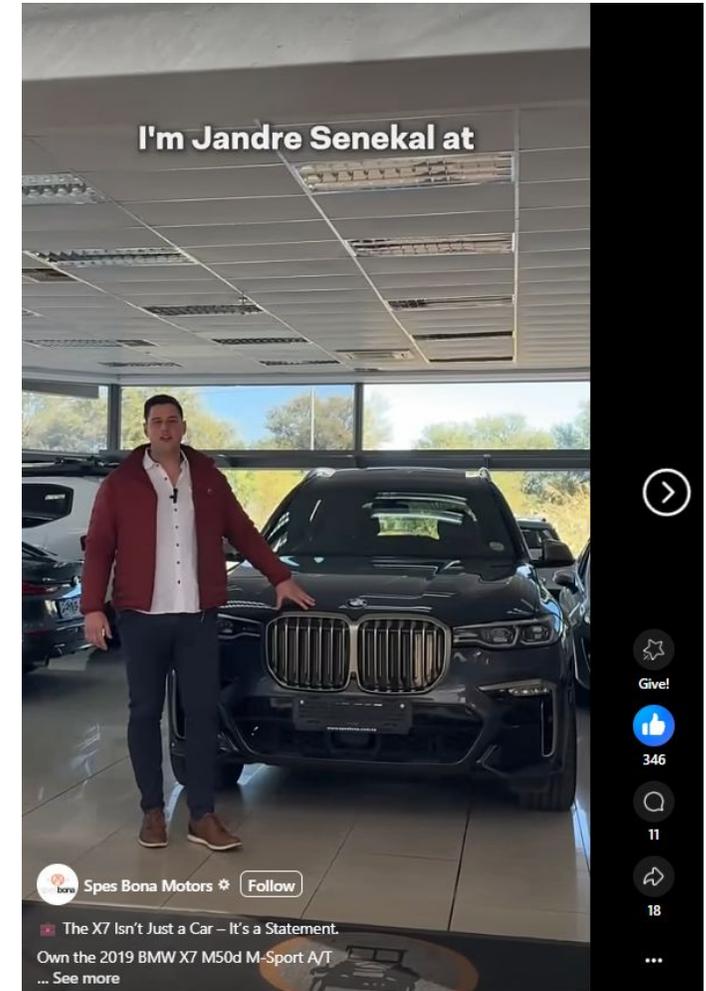


### The Cashback Campaign

Next, we tied sales directly into the celebration. Each week, a featured car was given a structured cashback deal ranging between N\$50,000 and N\$200,000.

Salesmen introduced these offers in short videos, which we pushed out via targeted paid ads.

The results were immediate—3 out of 4 cashback deals were purchased in the same month.



## 2 **Spes Bona Motors** – 50-Year Anniversary Campaign

50  
years



### **The Wesbank Special Deal**

To close the loop, we added a finance hook: anyone buying a car in August could finance through Wesbank at prime – 1%.

We pushed this through video content and extensive paid media. Sales increased, and while the campaign was still fresh, early results pointed toward strong momentum.

The WesBank logo, consisting of a white stylized 'W' with a yellow and orange gradient, followed by the word 'esBank' in white. The logo is centered within a large teal circle.

WesBank

## 2 Spes Bona Motors – 50-Year Anniversary Campaign

50  
years



### Client Feedback:

"Since Jurgen and the team began working with us, our monthly car sales have increased from an average of 6 cars to 10 cars per month over the past year. This represents a remarkable growth of approximately 67% in sales volume.

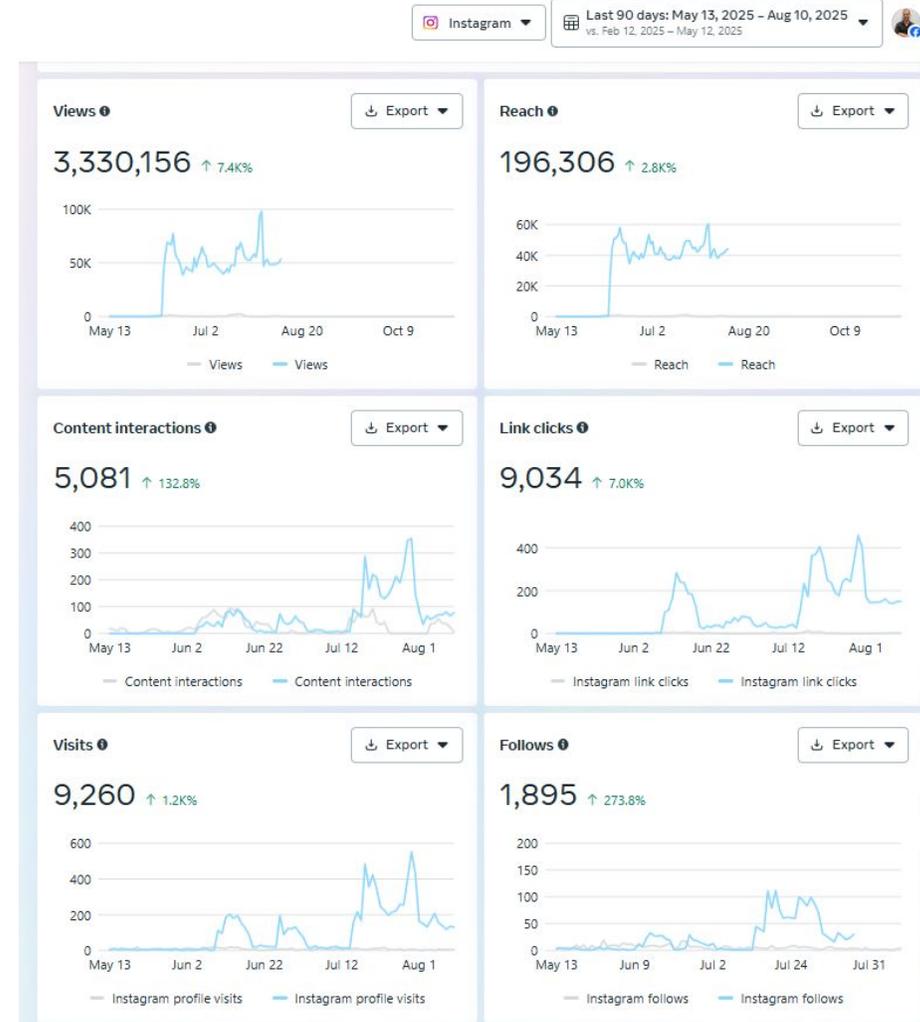
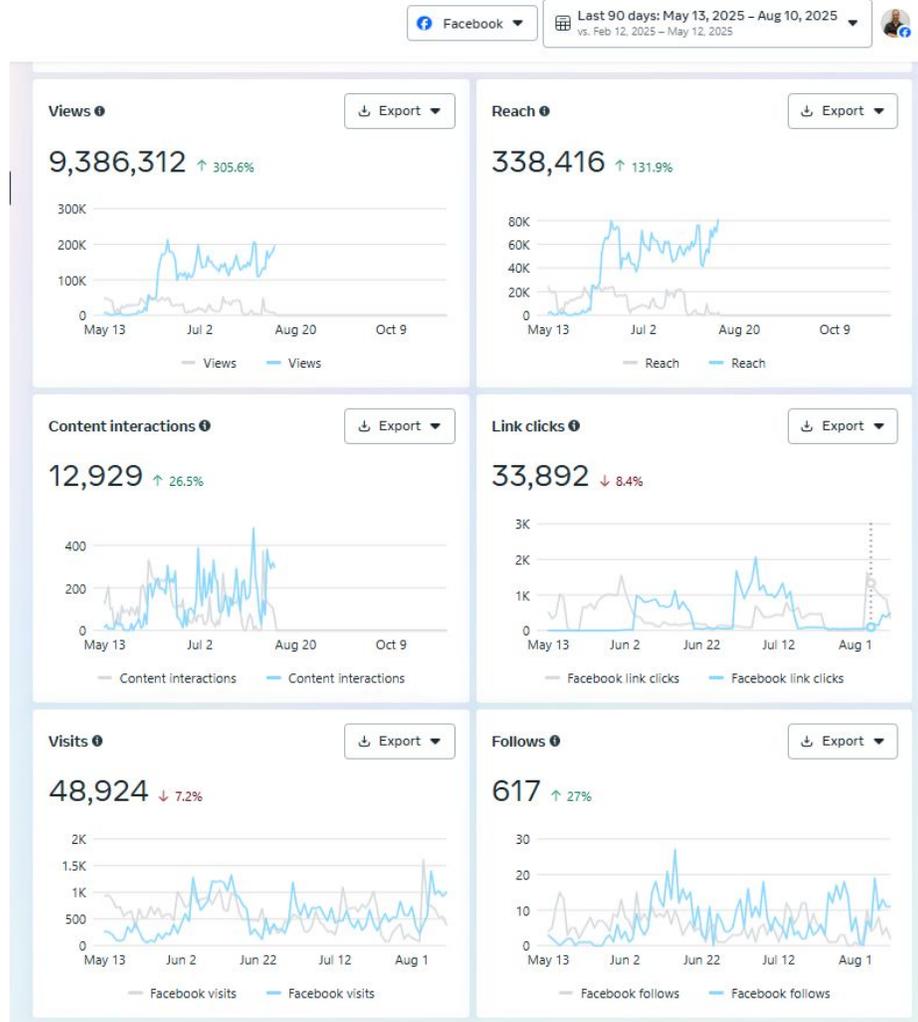
Their strategic marketing efforts and dedication have significantly contributed to our success, and we greatly appreciate his professionalism and impact on our business.

We would happily recommend Jurgen and the Wolfpack Team."

**Reference:** Pieter Senekal & Jandre Senekal | 081 129 0535 / 081 248 9200 / pieter@spesbona.com.na



# 2 Spes Bona Motors – 50-Year Anniversary Campaign



3

**EyeXcel**

**Making a Complex Service Relatable**



### 3 EyeXcel – Making a Complex Service Relatable



EyeXcel came to us with a different problem: they were new, niche, and difficult for the market to understand. Their brand awareness was low, and potential customers weren't sure what EyeXcel really offered.

Our task was to simplify the message and make the service—and the people behind it—more relatable.

#### We crafted a content-first strategy:

- Educational short-form videos to break down complexity.
- Reel and TikTok trends to add humor and relatability.
- Testimonials and sports headlines for inspiration.
- Spotlights on service benefits to drive bookings.



### 3 EyeXcel – Making a Complex Service Relatable

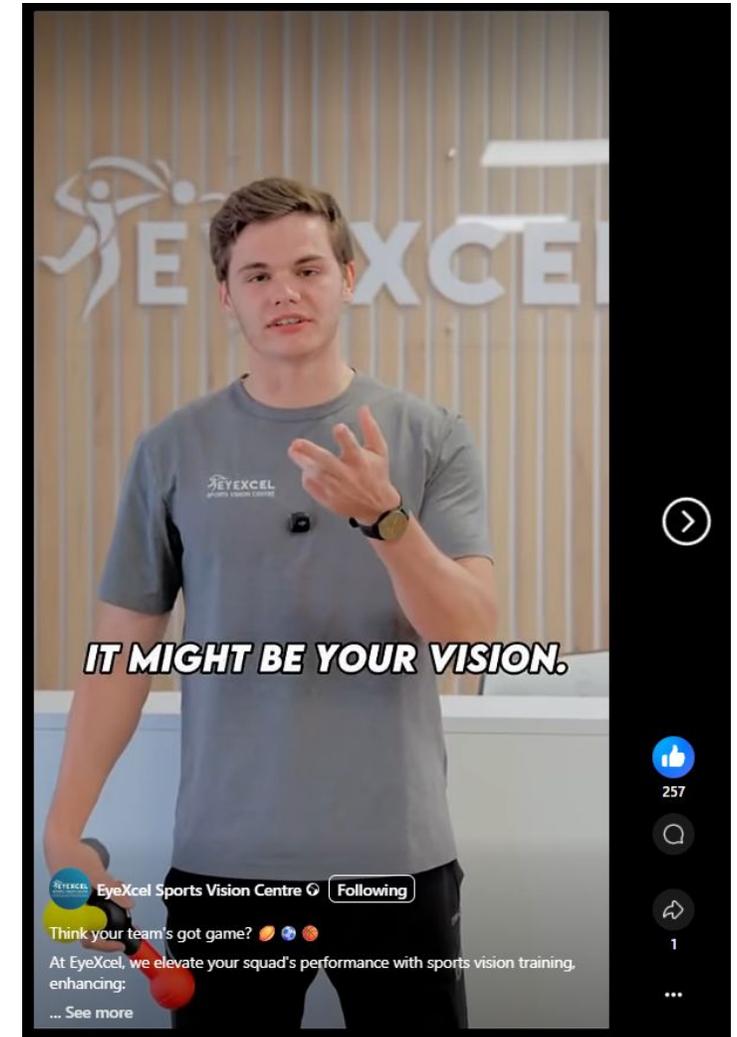


On the paid media side, we allocated N\$2500 monthly. Audiences were split between athletes and parents of young children. Messaging for parents ran on Facebook, while athlete-focused content split between Facebook and Instagram. Campaign goals: page growth, calls, and website visits.

#### The campaign gained momentum quickly:

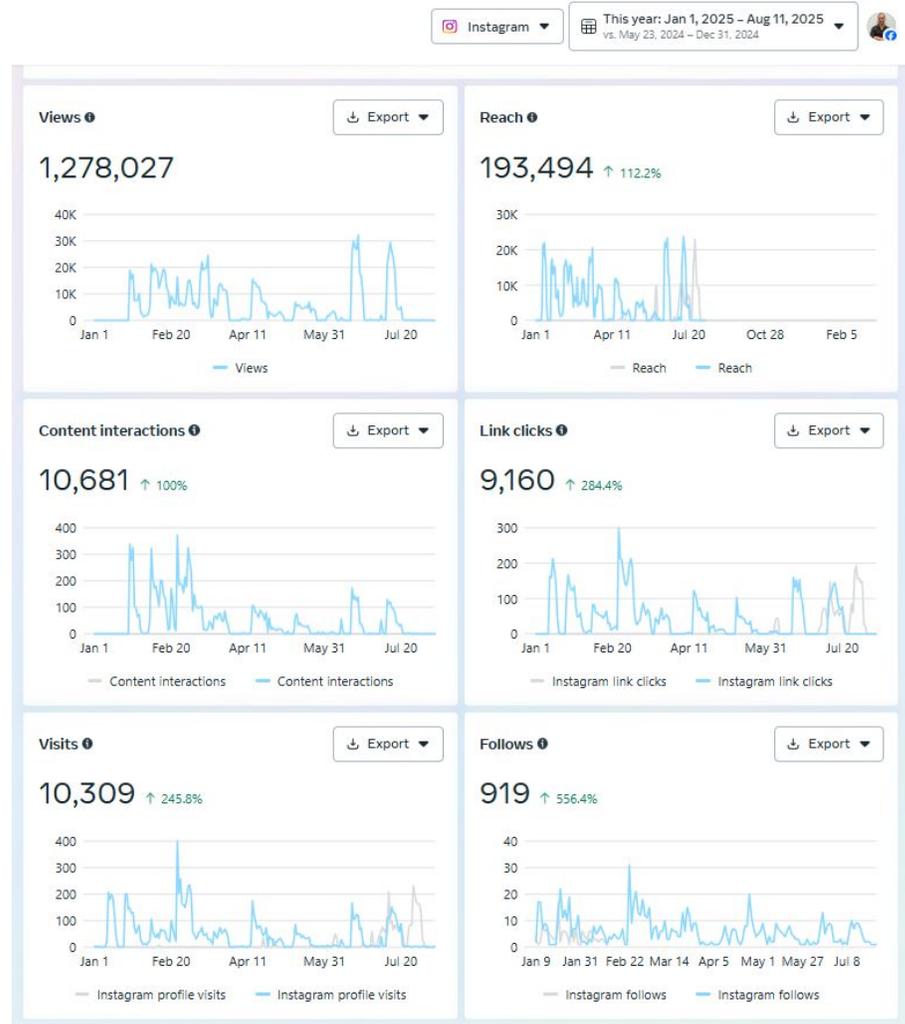
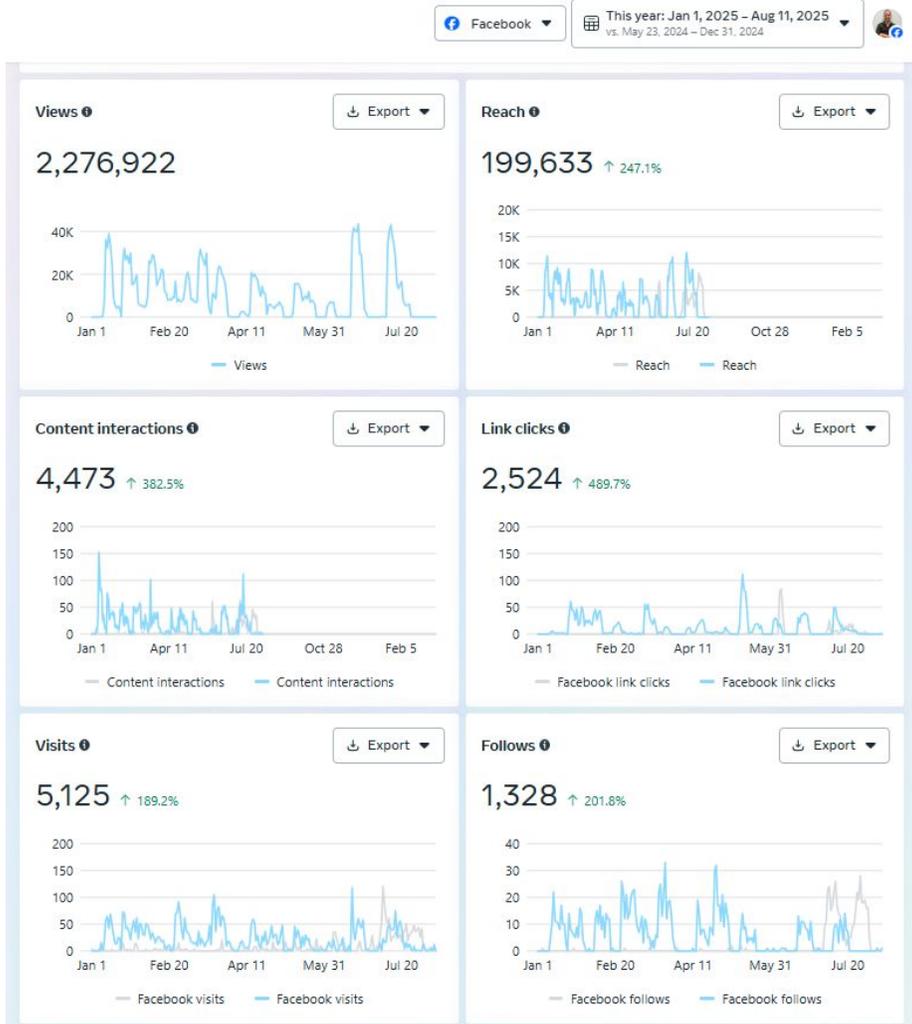
- IG grew 550%, FB by 200%.
- 10,000+ page visits.
- 9,100+ clicks to the website.
- Content viewed over 1.2 million times.

The best part? Multiple compliments rolled in on how fun and educational the videos were—proof that the market not only understood EyeXcel better, but actually enjoyed engaging with the brand.



# 3

## EyeXcel – Making a Complex Service Relatable



## 3 EyeXcel – Making a Complex Service Relatable



### Client Feedback:



Wolfpack Digital Marketing has been amazing for EyeXcel Sports Vision Centre! Their videos are excellent - creative, engaging, and reaching exactly the target market we want. Thanks to their ideas and strategies, we've seen an increase in walk-in customers, direct bookings and stronger visibility overall. Highly recommended!

**Reference:** Jana Kotze | [jana@eyexcel.com.na](mailto:jana@eyexcel.com.na) / 081 244 3087

4

# Urban Massage Concept Expanding with Google Ads



URBAN  
MASSAGE  
CONCEPT

# 4 Urban Massage Concept – Expanding with Google Ads



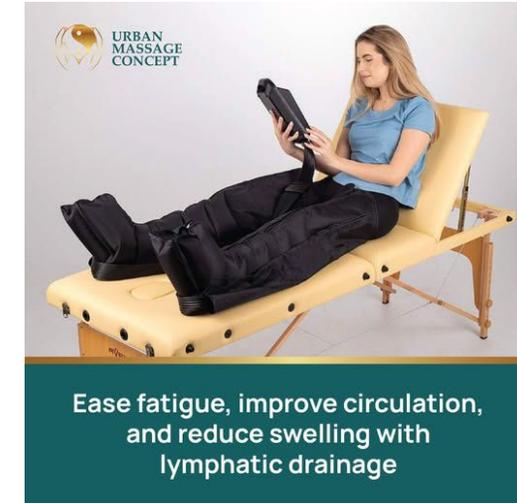
Urban Massage Concept had been performing strongly on Meta campaigns with a solid ROI. The next step was growth, and we proposed Google Ads. The client agreed to a one-month test with a modest N\$1200 budget.

We built the foundation properly: installing Google Tag Manager, linking Google Ads and GA4, and setting up custom conversion events. From there, we launched a Performance Max campaign designed to capture high-intent search traffic while reusing strong Meta creatives.

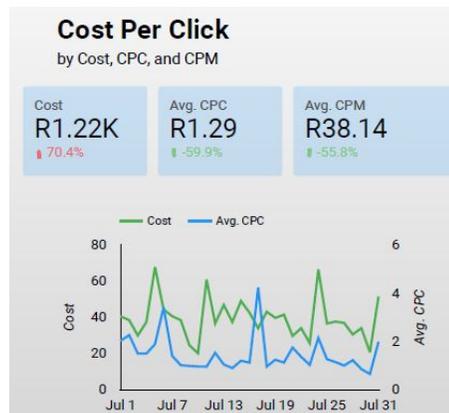
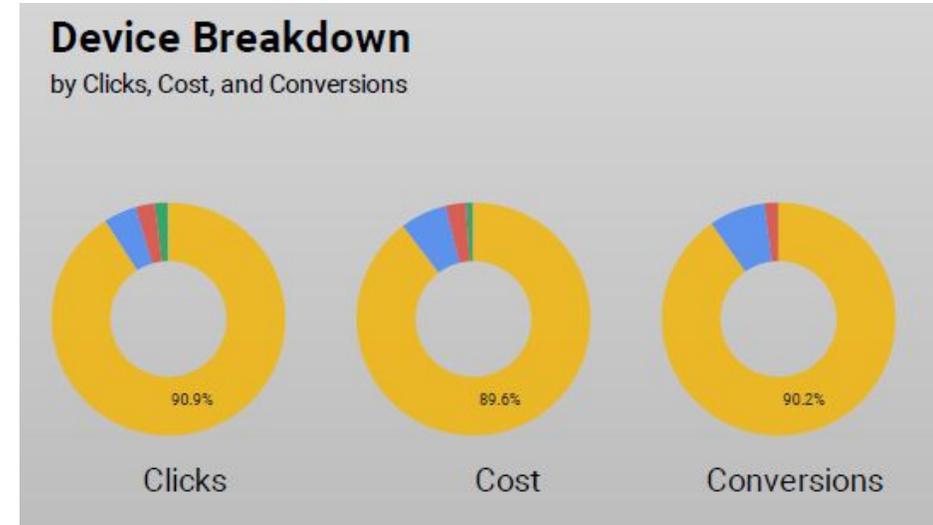
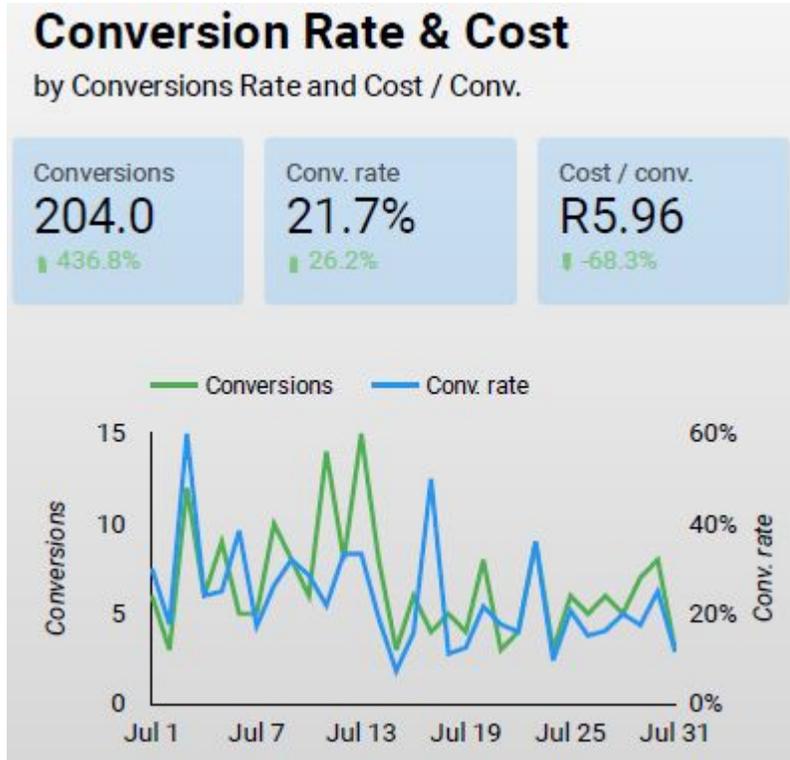
## The results were immediate:

- 940 website clicks.
- 204 conversions (calls, page visits, get directions).
- 21.7% conversion rate.
- Bookings jumped from an average of 120 massages/month to 180 in the test month.

The client was thrilled and immediately added Google Ads to their monthly retainer.



# 4 Urban Massage Concept – Expanding with Google Ads



### Conversion Events

	Conversion ca...	Conversion so...	All conv. ▾	% Δ	All conv. va...	% Δ
1.	Engagement	Google hosted	148	-1.3% ↓	148	-1.3...
2.	Pageview	Website	131	403.8...	431.59	291...
3.	Contact	Website	73	508.3...	1,295.58	505...
4.	Pageview	Google hosted	17	21.4%...	17	21.4...
5.	Get directions	Google hosted	7	-53.3...	7	-53...
6.	Contact	Google hosted	4	-20.0...	4	-20...
7.	Phone call lead	Calls from ads	0	-	0	-
	<b>Grand total</b>		<b>380</b>	<b>71.2%...</b>	<b>1,903.17</b>	<b>274....</b>

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5

# Let's Talk Psychologists Turning Struggles into Success



# 5 Let's Talk Psychologists – Turning Struggles into Success

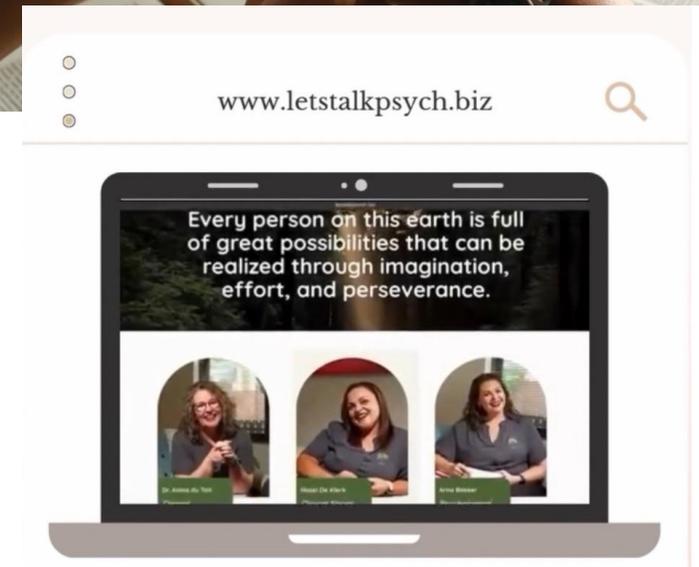


Let's Talk Psychologists initially wanted to capture high-intent traffic with search campaigns. However, results were inconsistent—some months spent the entire budget, others underperformed, and conversions remained low.

We pivoted. By reducing search spend and shifting budget into a Performance Max campaign, we repurposed their best Meta content and refined ad copy. We also tested a new conversion setup—tracking visits to the form page instead of just submissions.

## The outcome exceeded expectations:

- 4000 website clicks in just 18 days (+890% increase).
- 122k impressions.
- 1800 conversions (44.6% conversion rate).
- Most importantly, 23 high-quality lead form submissions in under 3 weeks.
- ROAS hit 2000%: N\$1620 spend generated ~N\$32,000 in conversion value.



## 5 Let's Talk Psychologists – Turning Struggles into Success



### Client Feedback:

"We've been working with Wolfpack Digital for the past six months and can confidently say they've transformed our online presence.

Their strategic approach to SEO and PPC campaigns has significantly increased our website traffic and conversions.

What sets Wolfpack apart is transparency, communication, and proactive strategy.

Their content marketing and social media creativity has enhanced our brand awareness and engagement.

A special thank you to Jurgen Teichert for his expertise, professionalism, and dedication which has exceeded our expectations.

We highly recommend Wolfpack Digital to anyone looking to elevate their brand through data-driven digital marketing."



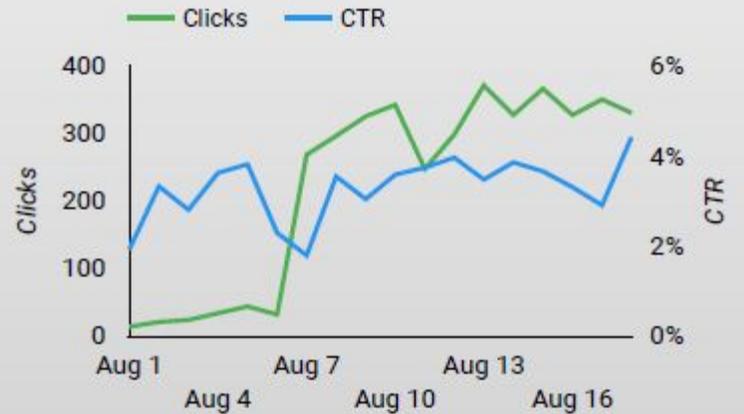
**Reference:** Dr. Anina Du Toit | [anina@letstalkpsych.biz](mailto:anina@letstalkpsych.biz)

# 5 Let's Talk Psychologists – Turning Struggles into Success



## Click Through Rate & Impressions

by Clicks, CTR, and Impressions



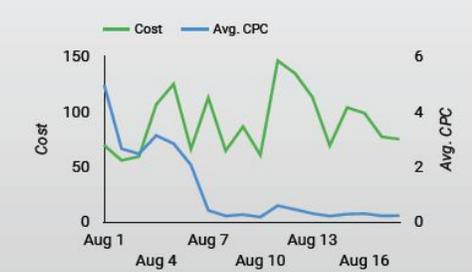
## Conversion Rate & Cost

by Conversions Rate and Cost / Conv.



## Cost Per Click

by Cost, CPC, and CPM

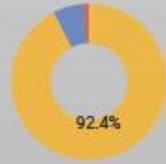


## Conversion Events

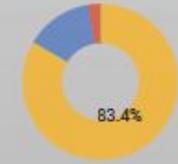
Conversion ca...	Conversion so...	All conv.	% Δ	All conv. va...	% Δ
1. Contact	Website	1,797	2,118...	31,766.27	2,10...
2. Pageview	Website	2	-	2	-
3. Purchase	Analytics App + ...	0	-	0	-
4. Pageview	Analytics App + ...	0	-	0	-
5. Download	Google Play	0	-	0	-
6. Phone call lead	Calls from ads	0	-	0	-
7. Phone call lead	Phone number cl...	0	-	0	-
<b>Grand total</b>		<b>1,799</b>	<b>2,121...</b>	<b>31,768.27</b>	<b>2,10...</b>

1 - 10 / 10 < >

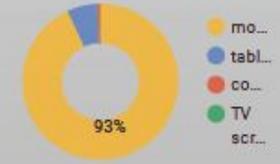
## Clicks



## Cost



## Conversions



6

**Internal Case Study:**  
**Jürgen Teichert Founder-led Marketing Campaign**





# Mini Case Study: Jürgen Teichert Founder-led Marketing Campaign

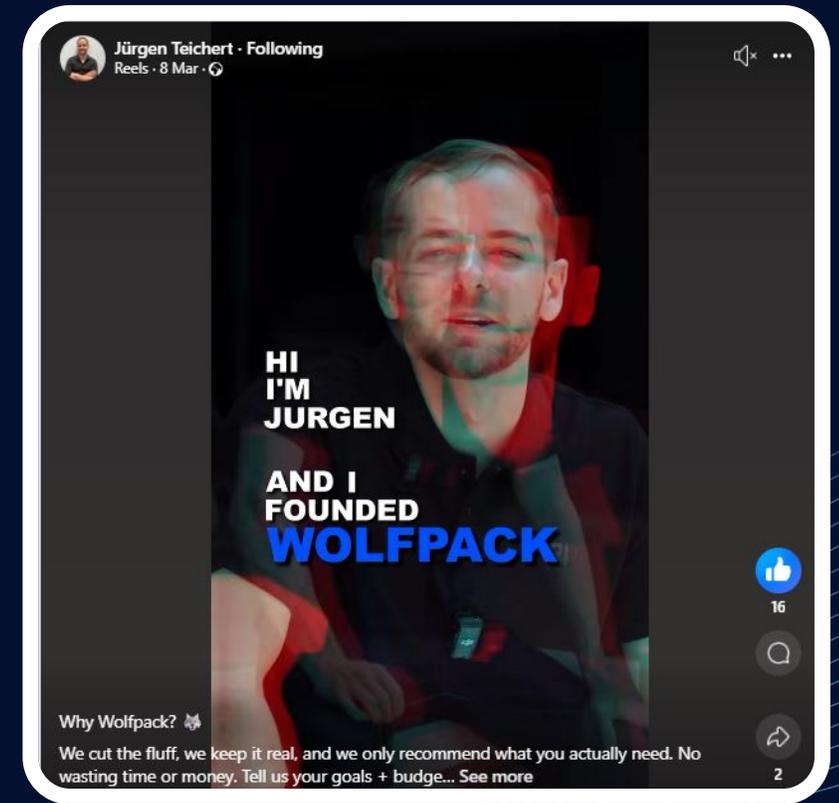
**Background:** Our founder, Jürgen Teichert, recognised that in order to position Wolfpack Digital Marketing as an authority in Namibia, we needed to lead by example. Instead of only advising clients to embrace short-form video, Jürgen began creating his own series of personal branding Reels.

## Approach:

- Using Wolfpack's content pillars, Jürgen's Reels focused on:
- Educational content: Explaining marketing concepts in simple, relatable ways.
- Behind-the-scenes/day-in-the-life: Authentic clips showing his journey as a founder and strategist.
- Customer stories: Highlighting the impact of campaigns Wolfpack delivered.
- Engagement-building: Sharing wins, fun facts, and Q&A-style interactions.

## The Reels followed the best practices we recommend to clients:

- Posting consistently 3–5 times per week.
- Using strong hooks and heuristics to grab attention
- Blending education with entertainment so the videos didn't feel like ads.





# Mini Case Study: Jürgen Teichert Reels Campaign

## Why We Did It:

- To prove that we practice what we preach. We don't just tell clients to get behind the camera for good results - we do it ourselves as well.
- To test first-hand the effectiveness of Reels/TikToks as a growth and branding tool.
- To show that Wolfpack understands both the creative and strategic sides of short-form video marketing.

## Results & Benefits:

- Jürgen's content built his personal brand visibility, positioning him as a thought leader in Namibia's digital marketing space.
- The campaign generated stronger engagement and trust, as audiences connected with both the person behind the agency and the expertise being shared.
- It gave Wolfpack real-world data and experience in short-form content, which we now bring into client campaigns

In a period of 6 months Wolfpack has gotten 5 new clients exclusively through Jürgen's personal brand. The personal brand has grown from 220 followers to 3500 followers across platforms. The account has reached over 200 000 Namibians.



# Thank you!



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DIGITAL MARKETING

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Digital Specialist

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