

About Us

Cart Digital Agency is a full-service digital marketing agency dedicated to helping businesses grow online through tailored strategies and cutting-edge tools. We specialize in building brand visibility, generating leads, and increasing conversions by offering a complete suite of marketing services that align with modern consumer behavior.

Our Core Services & Key Activities

1. Social Media Marketing (SMM)

Objective: Build awareness, increase engagement, and drive conversions through social media platforms.

Key Activities:

- Social media strategy tailored to each platform (Facebook, Instagram, TikTok, LinkedIn, WhatsApp, Google etc.)
 - Competitor analysis and market research
 - Creation of monthly content calendars
 - Design of visual content and writing of engaging captions
 - Daily posting, community engagement, and reputation management
 - Paid ad campaign setup and optimization
 - Social media analytics and performance reporting
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2. Content Marketing

Objective: Educate, inform, and attract your ideal audience using valuable content.

Key Activities:

- Strategy development aligned with customer journey stages
- Keyword and topic research for SEO-friendly content

- Blog writing, article creation, and long-form content production
 - Infographics, visual storytelling, and repurposed content
 - Content distribution across platforms and partnerships
 - Performance tracking and optimization
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3. Email Marketing

Objective: Build relationships, nurture leads, and convert prospects through email campaigns.

Key Activities:

- List segmentation and subscriber growth strategy
 - Custom email templates and copywriting
 - Email drip campaigns, onboarding sequences, and newsletters
 - A/B testing of subject lines, visuals, and CTAs
 - Campaign automation setup and CRM integrations
 - Open rate, click rate, and ROI analysis
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4. Influencer Marketing

Objective: Increase reach and trust using partnerships with influencers in your niche.

Key Activities:

- Influencer discovery and vetting
 - Outreach, negotiation, and contract management
 - Campaign briefing and alignment with brand message
 - Tracking influencer posts and audience engagement
 - Performance analysis and ROI measurement
 - Relationship management and long-term collaboration
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5. Marketing Automation

Objective: Streamline marketing processes and personalize user journeys with automation tools.

Key Activities:

- Setup of platforms like HubSpot, Mailchimp, or ActiveCampaign

- Workflow design for lead nurturing and follow-up
 - Trigger-based messaging and behavioral segmentation
 - Integration with CRM and website forms
 - Lead scoring and campaign monitoring
 - Analytics dashboards for optimization
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6. 🧠 Branding & Strategy

Objective: Define your brand identity and position it effectively in the market.

Key Activities:

- Brand discovery and competitive landscape analysis
 - Unique value proposition and brand messaging
 - Logo design and visual identity development
 - Brand voice, tone, and storytelling framework
 - Creation of comprehensive brand guidelines
 - Strategic marketing planning and positioning
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7. 💻 Web Design & Development

Objective: Create responsive, engaging, and high-converting websites.

Key Activities:

- UX/UI planning and wireframing
 - Custom website design with brand consistency
 - Development using WordPress, Shopify, Webflow, or custom code
 - E-commerce integration and product setup
 - Mobile responsiveness and cross-browser testing
 - On-page SEO, speed optimization, and security measures
 - Ongoing updates, support, and hosting solutions
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Why Choose Us

- Experienced team of strategists, designers, and developers
 - Data-driven and ROI-focused marketing campaigns
 - End-to-end service under one roof
 - Transparent communication and reporting
 - Customized solutions for every client
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Let's Work Together

Unlock the power of digital marketing with Cart Digital Agency. Whether you're a startup or an established brand, we have the tools and talent to elevate your online presence.

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