

# LOMI MARKETING

*for the growth of your business*



## COMPANY PROFILE

Addis Ababa, Ethiopia

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# ABOUT US

Lomi Marketing is a dynamic marketing agency located in Addis Ababa that specializes in providing comprehensive marketing and promotional services.

Our mission is to assist companies or business in establishing and enhancing their brand presence in the Ethiopian market while driving sales growth. Our team in Addis Ababa, Ethiopia remains fully committed to supporting the growth of your business and elevating your brand to new heights.

# WHAT WE DO?



**II**



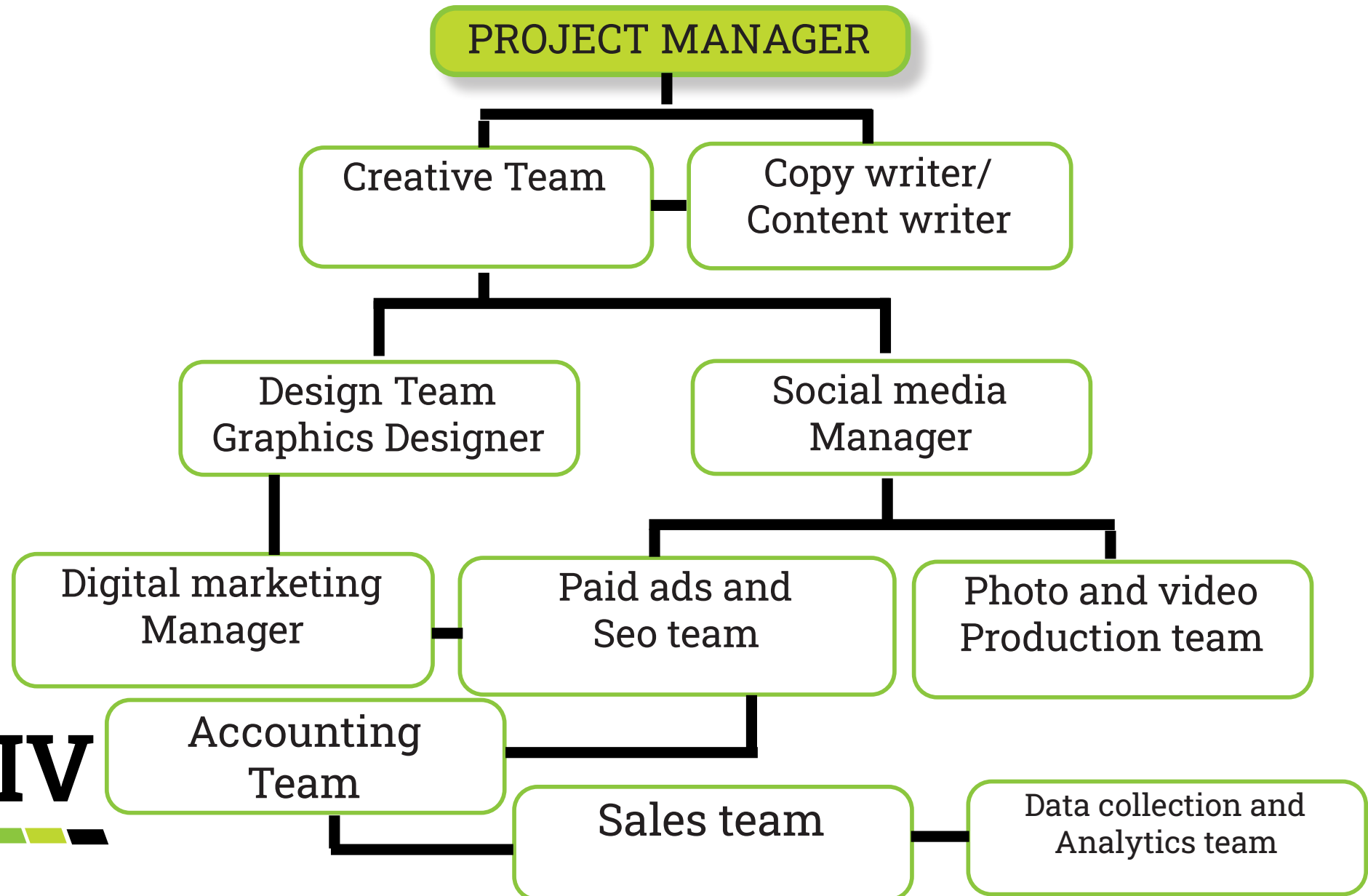


# WHO WE ARE?

Our team in Addis Ababa, Ethiopia  
remains fully committed to supporting  
the growth of your business and elevating  
your brand to new heights.



# MEET THE TEAM



**IV**



## OUR SERVICE

# V

### Branding

Our branding services utilize technology to fine-tune your company image, unlock your brand capacity and create a company culture.

### Online Advertising

We will help you to advertise your business to expand your market reach by creating and executing active advertising strategies.

### Content production

We offer complete visual or written assets content production services such as videos, E-books, blog posts, info graphics and etc.

## Website development

We create powerful, effective and engaging websites that rank in search engine results with our bold design style and ultra-clean code.

## Digital marketing management

We offer a complete digital marketing solutions such as SEO, Google ads, social media ads, email marketing, insights and analytics also digital marketing management services that focus on your leads, sales and growth that involves planning, crafting, profile audits, and audience research.

# OUR MISSION

Our mission is to be the experts in marketing, provide goal-oriented marketing solutions, and deliver tangible results through our services.



# OUR CLIENTS.





Branding.  
**Branding.**



**01**





**Dema Hope**  
REAL ESTATE

# DEMA HOPE

Dema Hope Real Estate is a dynamic and innovative real estate development company based in Ethiopia. Established in 2020, Dema Hope Real Estate is a sister company of Dema Hope Trading, a renowned import-export business with a successful track record spanning over 20 years. Leveraging the expertise and experience of its parent company, Dema Hope Real Estate aims to redefine luxury living through its exceptional real estate projects.

Our marketing campaign for Dema Hope successfully achieved its objectives of enhancing brand awareness, driving sales, and establishing a strong online presence. By utilizing engaging content, influencer collaborations, targeted advertising, and active customer engagement, we were able to effectively reach the target audience and create a positive impact on Dema Hope business.





# Dema Hope

REAL ESTATE

ELEVATING YOUR LIFESTYLE

## Pure blue

R 39

G 79

B 222

#274fde

## Deep Sky Blue

R 8

G 191

B 255

#08bfff

## White

R 255

G 255

B 255

#ffffff

## Black

R 0

G 0

B 0

#000000

Primary Color: Pure Blue (R 39 G 79 B 222)

Association: Stability, Trust, Professionalism

Connection to Real Estate: Symbolizes trust worthiness and stability, representing the reliability and security that customers seek in real estate dealings.

Luxury Connection: Often associated with sophistication and elegance, conveying a sense of prestige and exclusivity.

Secondary Color: Deep Sky Blue (R 8 G 191 B 255)

Association: Serenity, Tranquility, Openness

Connection to Real Estate: Reflects openness and expansiveness, drawing parallels to spaciousness and the desire for a comfortable living environment.

Luxury Connection: The lighter hue suggests calmness, purity, and a refreshing quality, adding an element of peacefulness and sophistication.

Pure Black and Pure White

Association: Timelessness, Simplicity, Elegance

Connection to Real Estate: Black and white represent a classic and timeless combination, signifying simplicity, sophistication, and a clean slate – ideal for highlighting the properties' features and design.

Luxury Connection: These neutral colors complement the palette by adding an element of contrast and highlighting the high-end, refined aspects of luxury living.

In summary, the chosen color palette of deep blues, along with black and white, not only reflects the professionalism and trustworthiness associated with the real estate industry but also conveys a sense of luxury, calmness, and sophistication – qualities that resonate with the aspirations of prospective clients seeking a serene, elegant, and high-quality living experience.



+

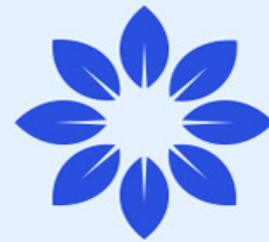


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**Dema Hope**  
REAL ESTATE



**Dema Hope**  
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Marketing Manager

  
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Demahope



Experience an elevated lifestyle with our luxurious apartments under construction. Discover a new standard of living, where luxury meets comfort, and sophistication defines your home. Join us in redefining modern living and elevate your lifestyle to new heights

demahope.com



username

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**Dema Hope**

REAL ESTATE

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12

# Social Media Ad

**Dema Hope**  
REAL ESTATE

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Germany embassy

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FOLLOW US

Great Britain Em

British Embassy

Ethiopia

Lorenzo Tiezaz St

CONTACT US

[www.demahopeerealestate.com](http://www.demahopeerealestate.com)

+2519 51 51 51 74



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# Social Media Ad



FOLLOW US



ፍቅራቸው ሲያስቀና...

CONTACT US



[www.demahopeerealestate.com](http://www.demahopeerealestate.com)

+2519 51 51 51 74



Sample Project  
**Sample Project**





# Drift Real Estate

Lomi Digital Marketing Agency conducted a specialized marketing campaign for Drift Real-Estate Sales Office, a company categorized as a real estate sales office. The project aimed to promote their housing products in different areas of Addis Ababa and reach potential clients who can afford the housing, ultimately driving sales for Gift Real-Estate.

The project primarily focused on social media platforms and Google listings, along with search engine optimization (SEO). The target audience consisted of potential middle to high income users, expats in Addis, and the Ethiopian diaspora worldwide. The objective was to collect contact information for lead generation, which would then be used in a telemarketing campaign.





# Social Media Ad



# ጠዋት ገዢው

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# GIFT REAL STATE

Lomi Digital Marketing Agency conducted a specialized marketing campaign for Gift Real-Estate Sales Office, a company categorized as a real estate sales office. The project aimed to promote their housing products in different areas of Addis Ababa and reach potential clients who can afford the housing, ultimately driving sales for Gift Real-Estate.

The project primarily focused on social media platforms and Google listings, along with search engine optimization (SEO). The target audience consisted of potential middle to high income users, expats in Addis, and the Ethiopian diaspora worldwide. The objective was to collect contact information for lead generation, which would then be used in a telemarketing campaign.

# SAMPLE CONTENTS





# ET-HERBAL

We conducted a specialized marketing campaign for Et-herbal, a company that manufactures herbal products such as soap and hair treatments. The project was focused on social media platforms and targeted both women and men who are concerned about hair loss and in need of skin care products

Our marketing campaign for Et-herbal successfully achieved its objectives of enhancing brand awareness, driving sales, and establishing a strong online presence. By utilizing engaging content, influencer collaborations, targeted advertising, and active customer engagement, we were able to effectively reach the target audience and create a positive impact on Et-herbal's business.



# SAMPLE CONTENTS







# SAMPLE CONTENTS





## WALTA TECHNOLOGIES

successful online activity strategy implemented by Lomi Digital Marketing Agency for Walta Technologies, a tech company specializing in providing and installing vehicle GPS systems connected to telecom servers.

The project aimed to create brand awareness and promote the benefits of using GPS systems to protect vehicles from theft and efficiently manage them.

# SAMPLE CONTENTS



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ተሽከርካሪዎን

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**WOYE  
TRANSPORT**

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## WOYE TRANSPORT

Strategy implemented by Lomi Digital Marketing Agency for Woye Transport, a company specializing in aggregating load transport vehicles on a transport application called “woye.”

The project aimed to create brand awareness and promote the concept of easy shipment local transport to businesses with daily shipment needs and individuals in need of vehicle transport services



# SAMPLE CONTENTS



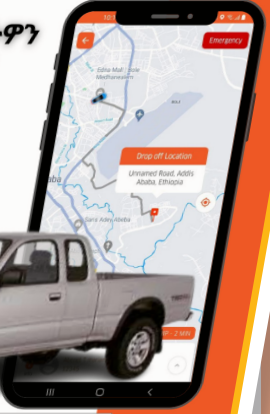
**Are you a truck driver?**  
Increase your income by working with us.



የጭነትን አይነት እና መነሻ ቦታ በነገሩን ቅፅበት አሸከርካሪ ያሉበት ይደርሳል!!



**ተመራጭነትዎን ያሳድጉ!**



**7380**  



**ይህን የውቅ ፍሯል?**



**8855**  



**ድርጅትዎን ይጎትፉ!**



**8855**  

# SAMPLE CONTENTS







# SHALOM THERAPY

Strategy implemented by Lomi Digital Marketing Agency for Shalom Therapy.

The company is a wellness center specializing in the ancient healing art of reflexology. With a team of skilled and certified reflexologists, they offer a range of therapeutic treatments aimed at promoting relaxation, reducing stress, and enhancing overall well-being. focuses on stimulating specific pressure points on the feet, hands, and sometimes the ears, which are believed to correspond to various organs and systems within the body.

**ከረከን**

**መስከረም ለክፍለ ዓመት የሚገኝ ማሳሪያ ክብር**

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2. የሥራ ልማት  
3. የሥራ ልማት

[illegible]



# SAMPLE CONTENTS





## Gold Addis And Gold City

The marketing project for Gold Addis and Gold City Lounge aimed to promote the lounges as premium destinations for individuals seeking a luxurious experience, expressive alcohol products, and live stage music performances by Ethiopian musicians.

The focus was on attracting paying customers who are interested in high-quality entertainment.



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# Packaging.





Sample Website  
**Sample Website**



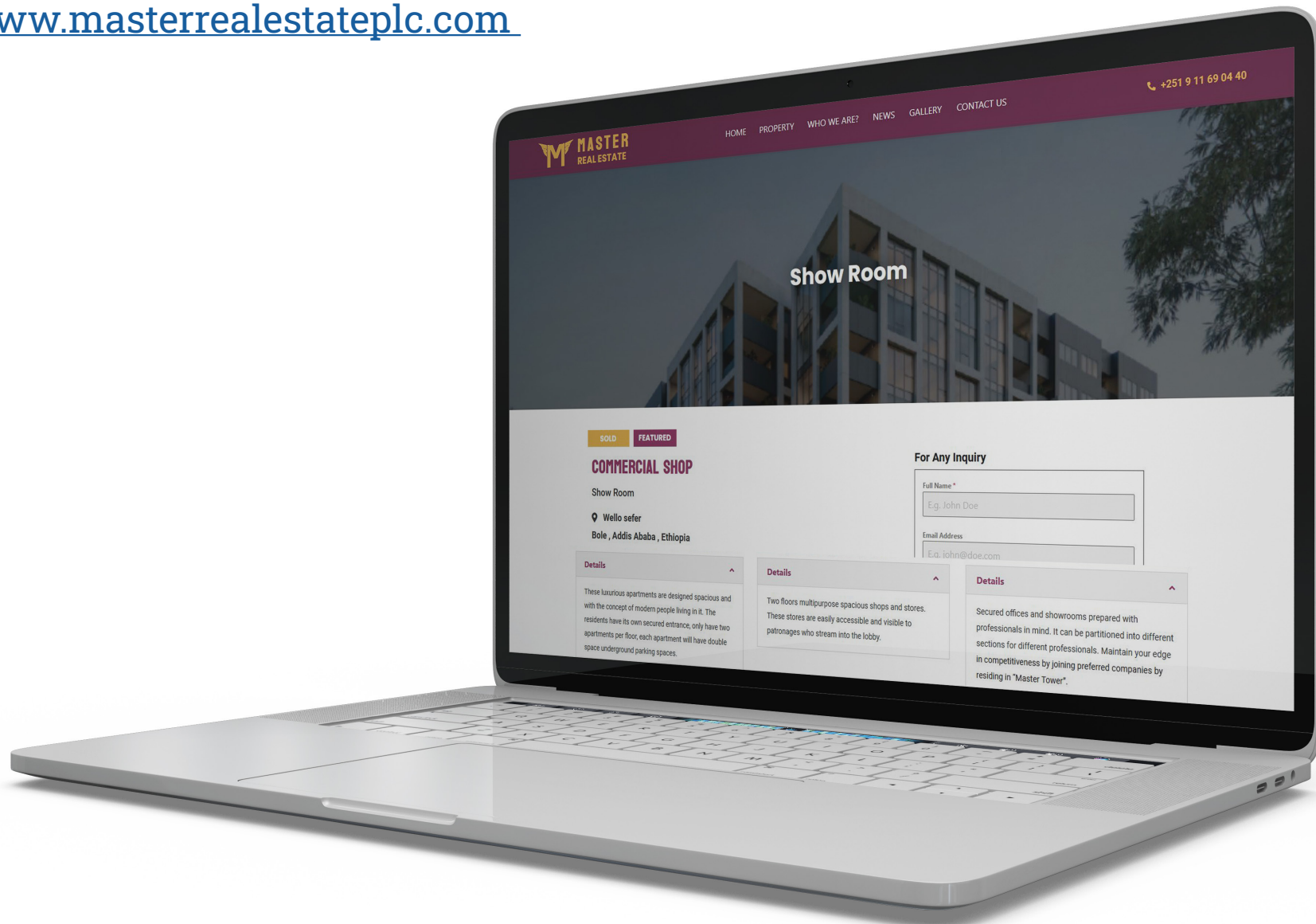
# Woye Transport

<https://woyenow.com/>



# Master Real Estate

[https:// www.masterrealestateplc.com](https://www.masterrealestateplc.com)

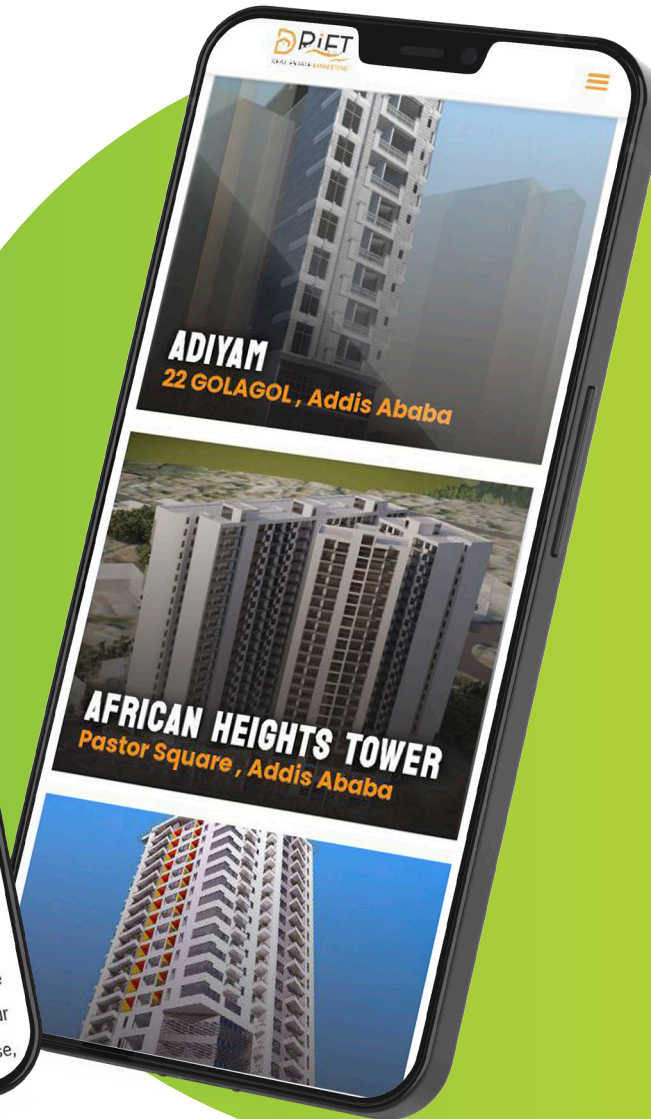


# Drift Real Estate

<https://driftrealestatemarketing.com/>







# Website Sample

<https://lomimarketing.com/>  
<https://teddyshowmut.com/>  
[www.ethiocarmarket.com](http://www.ethiocarmarket.com)  
<https://loretartschool.com/>  
<https://woyenow.com/>  
<https://www.noahadverts.com/>  
[www.developmentconsultplc.com](http://www.developmentconsultplc.com)  
[www.arnogarno.com](http://www.arnogarno.com)  
[www.masterrealestateplc.com](http://www.masterrealestateplc.com)  
[www.malamengineering.com](http://www.malamengineering.com)  
[www.minenetazez.com](http://www.minenetazez.com)  
[www.blossomamenities.com](http://www.blossomamenities.com)  
[www.etresources.net](http://www.etresources.net)  
[www.shiromeda.et](http://www.shiromeda.et)  
[www.yodtraveltours.com](http://www.yodtraveltours.com)

Double Click on hyperlink to open



**THANK** YOU.

**39**



**Let's Connect With Us!**

# Lomi Marketing

Contact us

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