

Laetus *Life*
CONSULTING





ABOUT US

Why Laetus Life?

"Laetus" is the Latin word for Joy.

We chose the name "Laetus Life" because our owner and founder – Laetitia Maré's name is derived from the Latin word "Laetus".

She wanted her business to carry something personal without using her verbatim name, leading to the creation of "Laetus Life"

How Can We Help You?

Within your business, you often need someone who can look at your situation objectively and help you make informed decisions.

Laetus Life Consulting is focused on helping all businesses make decisions that will benefit them and help them grow.

We believe in meeting the business owner where they are and then helping them compile a plan to get them where

Why Partner With Laetus Life?



You get an experienced team (Google Expert, SEO Expert, Copywriter and Account Manager) that form part of your marketing team to help you achieve your marketing goals.



Our services include a monthly meeting, communication with the team, in-depth reporting and data analysis.



We believe in not only assisting our clients, but also educating them and embarking on a journey of client growth by transferring skills & knowledge to them.



We consistently adjust & review your marketing strategy to ensure that the strategy is aligned with your company objectives.



Our process includes a FREE, no obligation audit before we start with any marketing strategy to ensure that we are choosing the right strategy for your industry & marketing goals.



Overview



Laetus Life Consulting focuses on the following key areas:

How Can We Help You?

Laetus Life Consulting specialises in collaborating with all types of businesses by assisting them to make informed decisions about their marketing strategy that will benefit and help them grow.



Social Media Marketing

Social Media has become a part of everyday life. Therefore, it is more important than ever to connect with your customers to build brand awareness, increase website traffic, and ultimately increase sales. With today's busy schedules, it can be difficult to remain consistent. Whether you want to build your brand awareness or grow your business, let us take care of it by building campaigns that focus on your target audience and build trust through organic content and engagement.

Marketing Strategy

Developing a Marketing Strategy is a long-term approach to give your business an overall game plan of the marketing elements that will work for your business. We will help identify the types of marketing that can work best for your audience and how these marketing types can be utilised together to increase their efficiency. We do this by identifying your main goal, understanding the needs of your audience, identifying your competitive advantage, and building a strategy based on our findings. It is always important to assess the progress and evaluate the results to ensure that campaigns are continually optimised.

Online Marketing

We will leverage web-based channels to connect with your customers through engaging content relating to your brand, products, and services. This is a combination of Social Media marketing, Search and Display advertising on Google Ads, Search Engine Optimisation, and Email Marketing.

Website Design & Development

In today's market, it is almost a requirement for a successful business to have an operational website. Although the aesthetic looks and presentation of a website are important, your website must be functional for its users as well. On top of that, Search Engine Optimisation should also be considered when developing and designing a website for your business. If you are a new business that is looking for a solution regarding Website Design and Development, we have you covered!

Our Team

Founded in 2012 and active in South Africa, the UK, and Europe.

Laetus Life Consulting offers a dynamic team of marketing professionals and operates on a digital front, utilising the power of the internet to connect and communicate from around the world.

Experienced professionals lead our 4 distinct divisions to ensure that we cover every element of digital marketing for our clients.



Laetitia

Owner & Founder



Wian

Chief Operating Officer



Elmirie

General Manager



Anye-Lee

Social Media Manager



Niel

Copywriter



Shaun

Head Designer & Developer



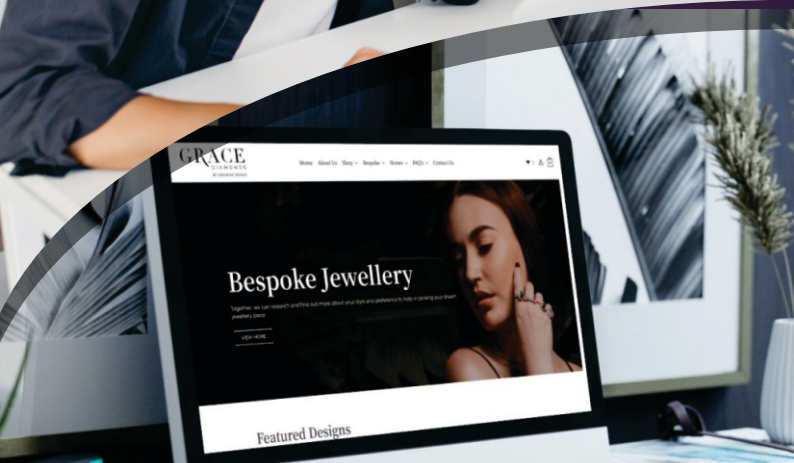
Mike

Designer & Developer

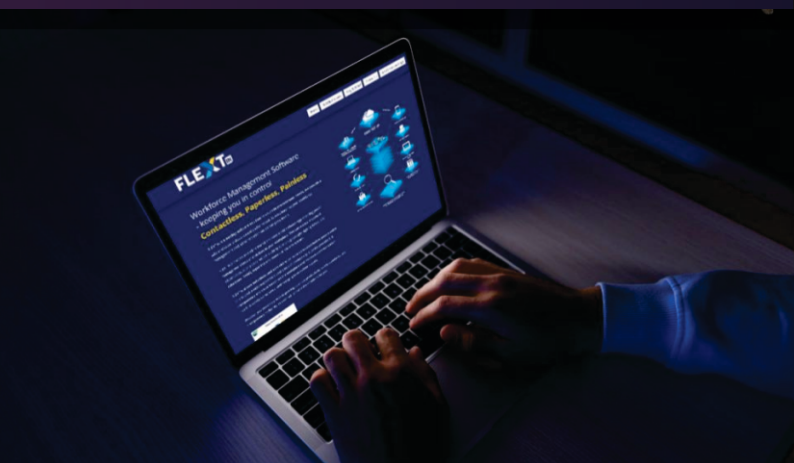
Catering to a Spectrum of Clients from Around the World

Whether you are a first-time entrepreneur, looking to grow your brand, or seeking a more efficient way to approach digital marketing, our team can be your solution to achieve your strategic goals and get your business to reach new heights in your specific industry.

Our Portfolio



Grace Diamonds



FLEXTin



Fireboks



DPA



CLS Human Capital Specialists



City on a Hill Church



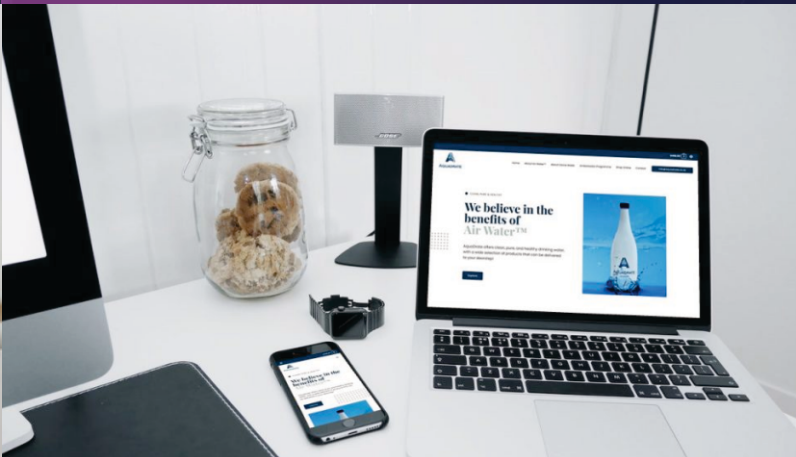
Black & White United



Beethoven Recovery Centre



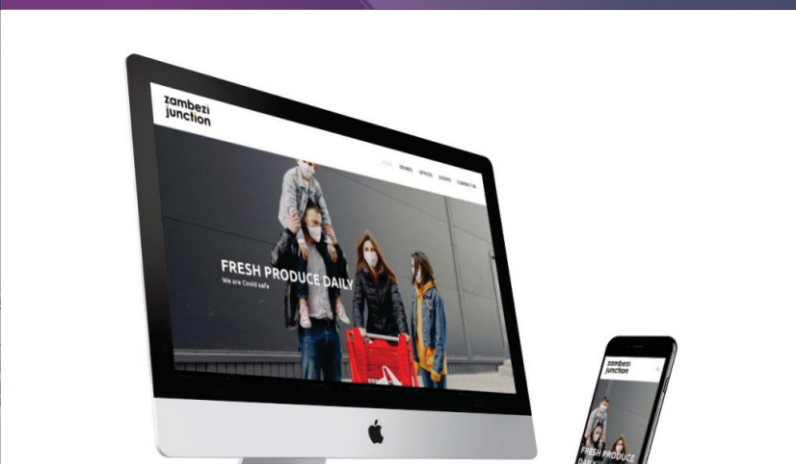
Because He Lives



Aquadrate



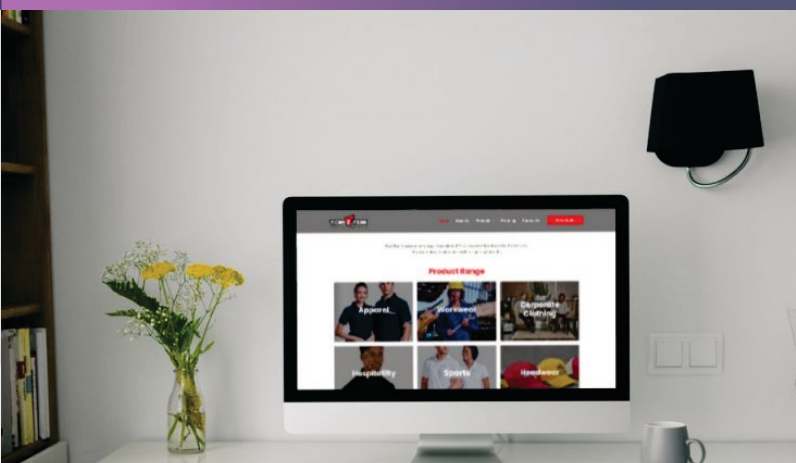
Sinoville Corner



Zambezi Junctions



Skydive the Ranch



Top2Toe

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