



infoworks
your ideas can fly

Portfolio





infoworks

your ideas can fly

***A catalyst in telling the stories of the
agricultural sector and its prominent brands
for more than two decades.***

Since 2001, Infoworks Media Publishing has been trusted by strategic role-players in South African agriculture to give flight to their communication and marketing messages.

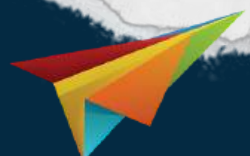
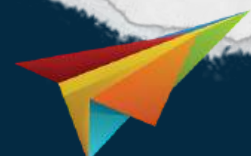


TABLE OF CONTENTS

3	<u>Introduction</u>
4	<u>A brief history</u>
5	<u>Vision</u>
6	<u>Services</u>
8	<u>Clients</u>
9	<u>Our publishing portfolio</u>
12	<u>Our digital portfolio</u>
15	<u>Our digital marketing portfolio</u>
16	<u>Creative material development</u>
17	<u>Our logo development portfolio</u>
21	<u>Contact details</u>



Introduction



Infoworks Media Publishing isn't just another marketing and publishing company; we are a powerhouse of creativity and business acumen.



Founded in 2001 in Klerksdorp, our proximity to major cities while being nestled in the fresh country air keeps our ideas innovative and our craft engaging.



A brief history

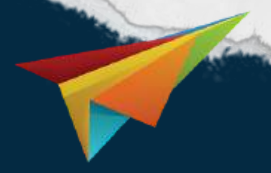
Johan Smit, founder and managing director of Infoworks, studied journalism at Technikon Pretoria, completing his studies in 1993 with an award for excellence as editor of the student newspaper.

He began his career in public relations and marketing at the Department of Regional and Land Affairs before becoming editor of a community newspaper in Vredendal. In 1996, he transitioned to the agricultural sector as industrial editor and marketing specialist for OTK (now AFGRI), and later joined Senwes as industrial editor and marketing specialist, eventually becoming head of publications and media liaison.

On February 1, 2001, Johan established Infoworks Media Publishing, leading the publishing, marketing, and design teams. His extensive experience and long-standing expertise as marketing and publishing specialist have helped him build strong relationships within the media and other platforms. This network and exposure to various enterprises throughout the agri-sector, enables Infoworks to convey brand messages and create an effective platform for clients via printed and digital avenues.



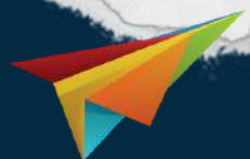
Johan Smit



Vision

At Infoworks, we envision a world where businesses don't just survive, but thrive powered by strong branding, impactful publications, and innovative marketing strategies. We aim to be your trusted partner in crafting a narrative that resonates, captivates, and elevates, all while staying true to your budget and long-term objectives.

Your brand's success is our ultimate vision.



Services



Publishing partners (print & online)

- Industry Focus: Specialized in the grain industry with established relationships with Grain SA, NWK. and others.
- Service Scope: Full management of editorial, financial, and daily operations for each magazine title.
- Publishing: Benefit from our well-experienced team of editors, page layout artists and project managers.



Marketing and strategy consultation

- Experience: 23 years of collaboration with corporate management and marketing teams.
- Engagement: Developing strategies to enhance engagement with target audiences through various marketing initiatives through our team of marketing specialists.



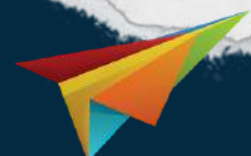
Online presence development

- Services: Comprehensive support in website development, maintenance, and social media management.
- Strategy: From strategic planning to executing turnkey online campaigns.
- Reporting: Analytics and performance data interpreted.



Media liaison

- Expertise: Johan Smit brings over 30 years of experience in journalism and public relations.
- Coverage: Extensive media industry knowledge and connections, with a history of managing media relations for notable groups like Senwes, NWK, and Grain SA.



Services

(continued)



Creative marketing campaigns

- Capabilities: Offering creative, affordable marketing strategies and tools.
- Applications: Specializes in corporate identity creation, branding, rebranding, and positioning across various economic sectors, including digital metaverse initiatives.



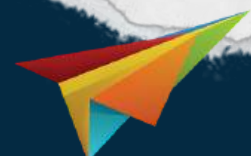
Financial reporting (print & online)

- Project Management: Complete service from planning to execution for financial reports.
- Clients: Current partnerships include NWK Holdings Ltd and Grain SA; past clients include Senwes, North West University, Kolosus, VKB and TWK.

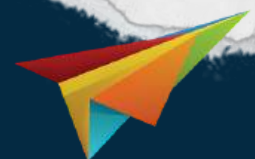


Advertising and sponsorships

- Through our sister company, Schmiltz Marketing: Specialized in the marketing of advertising space and sponsorships for events and publications, both print and online.



Our clients



Our publishing portfolio

Magazines

(Print & online)

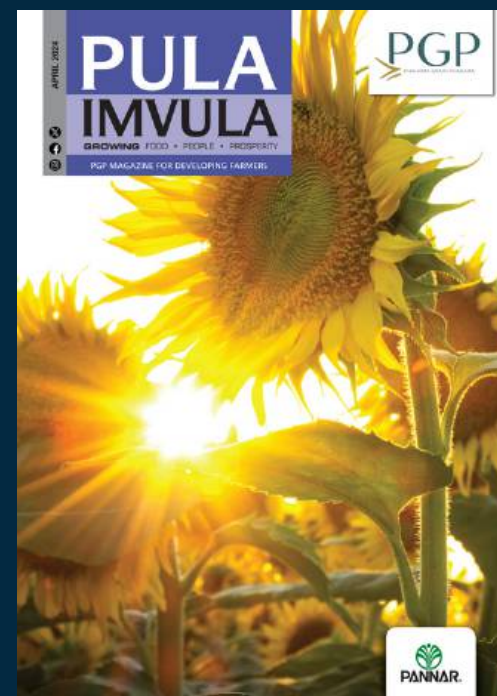
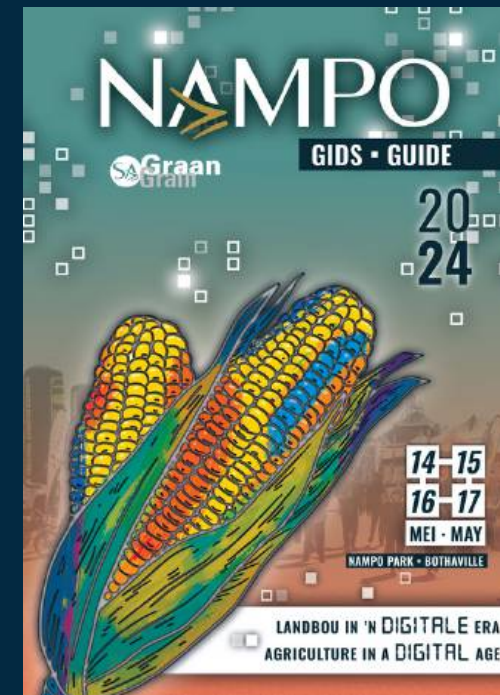
KLK Gesprek

NAMPO

NWK Arena

Pula Imvula

SA Grain

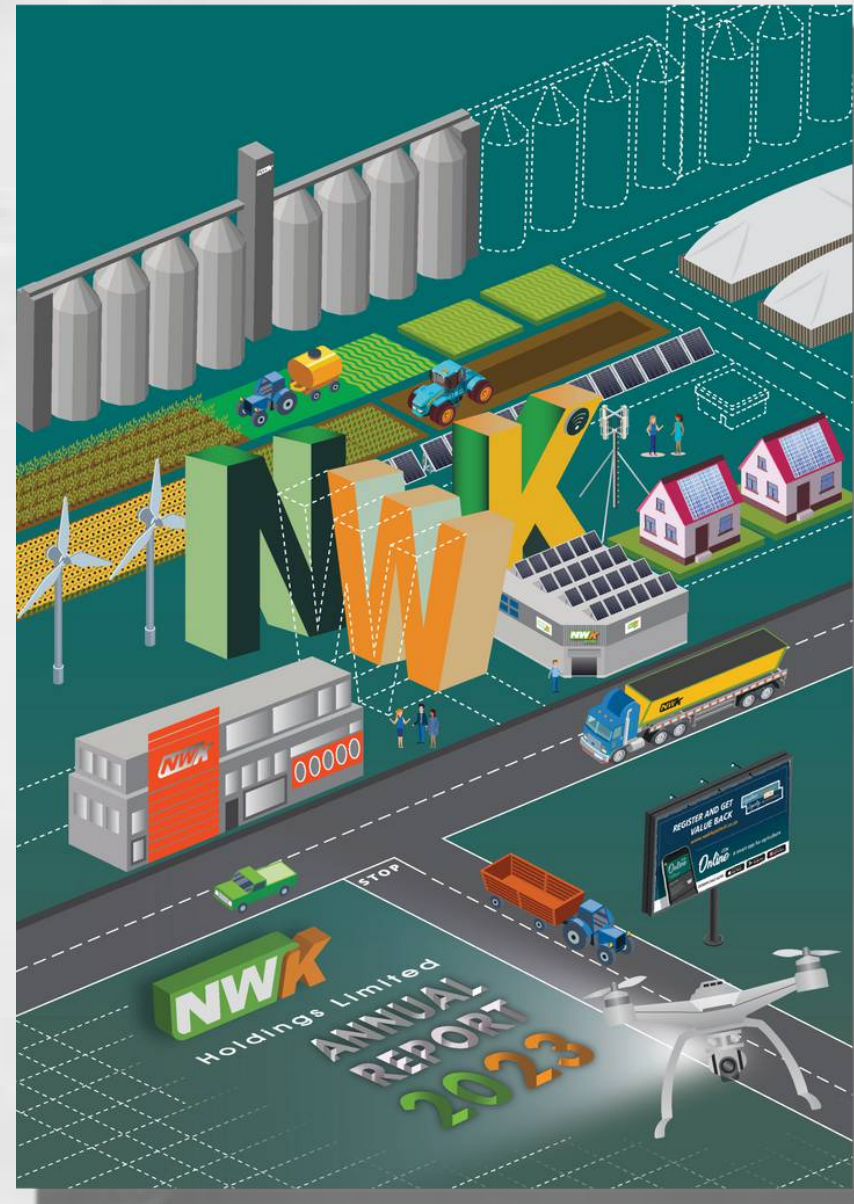


Our publishing portfolio

Annual reports

(Print & online)

NWK
Grain SA



Our publishing portfolio

House journal

(Print & online)

NWK WhatsUp!



Our digital portfolio

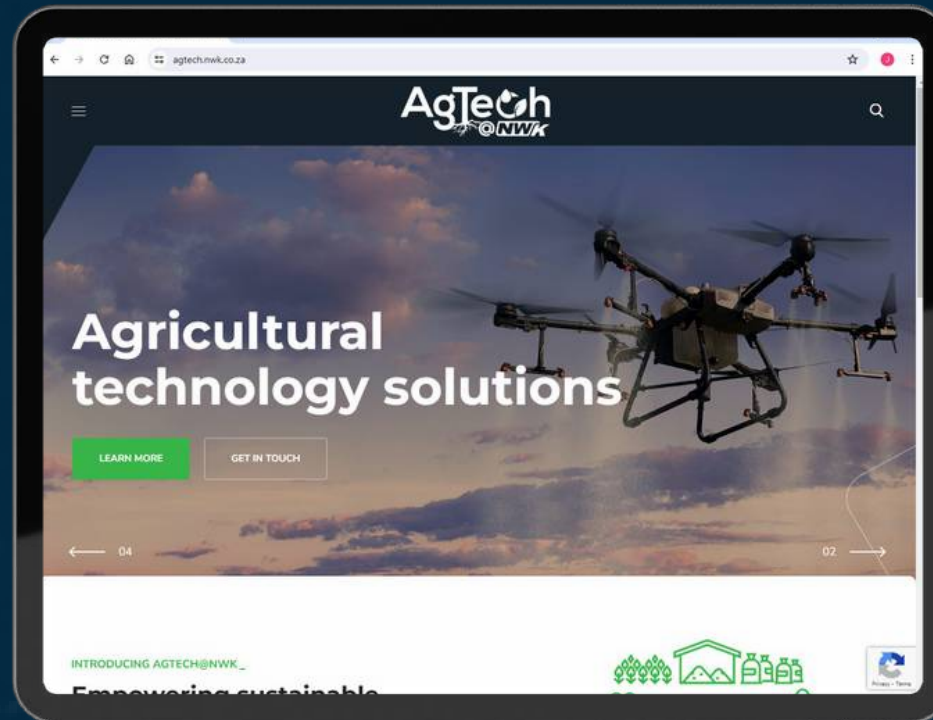
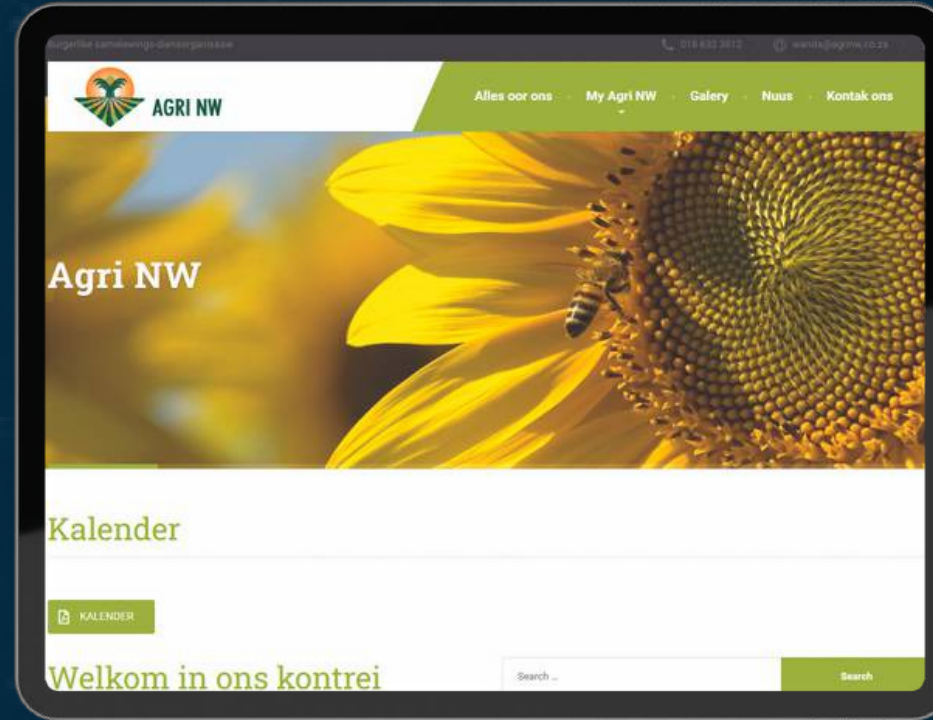
Websites developed

[Agri NW](#)

[AgriSeker](#)

[AgTech@NWK](#)

[GOSA \(Grain handling organisation of Southern Africa\)](#)



Our digital portfolio

Websites developed
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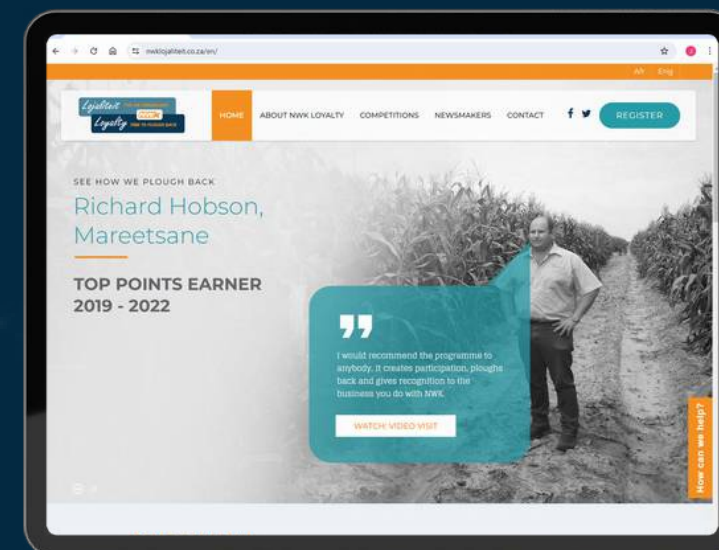
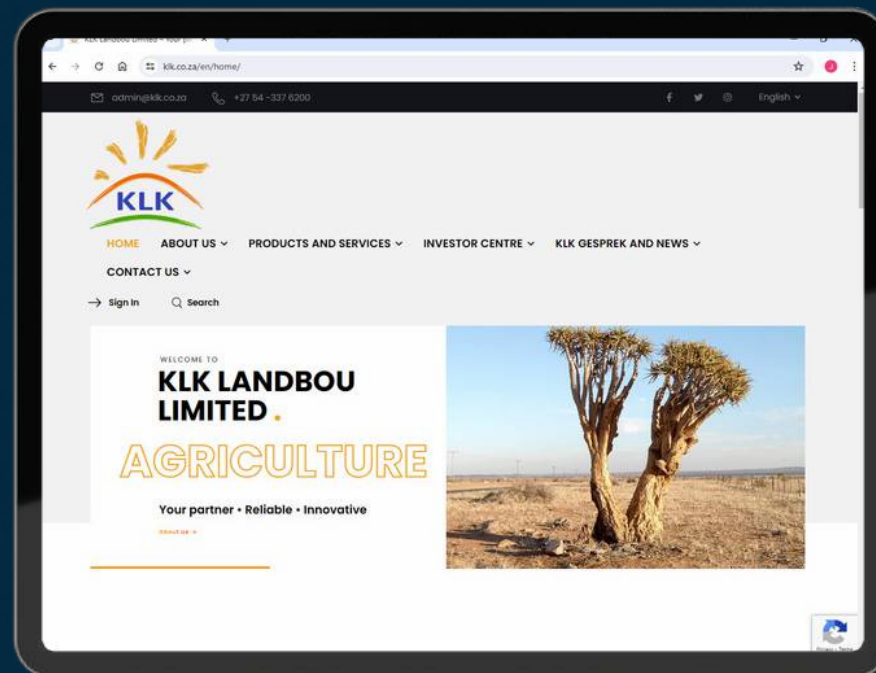
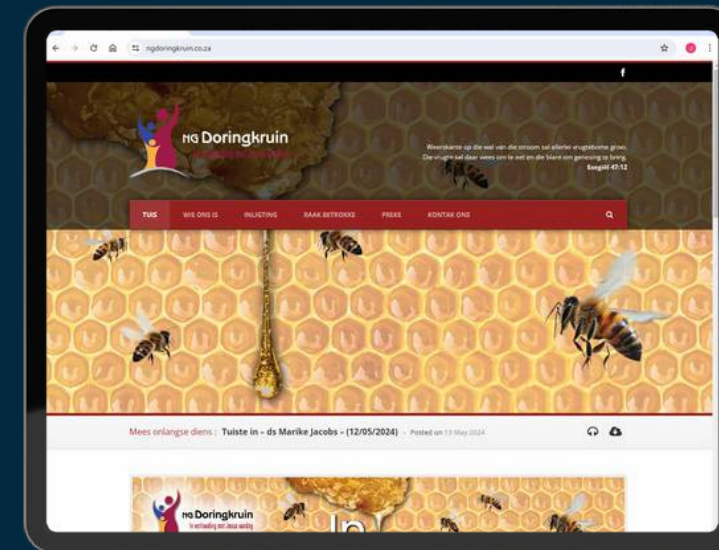
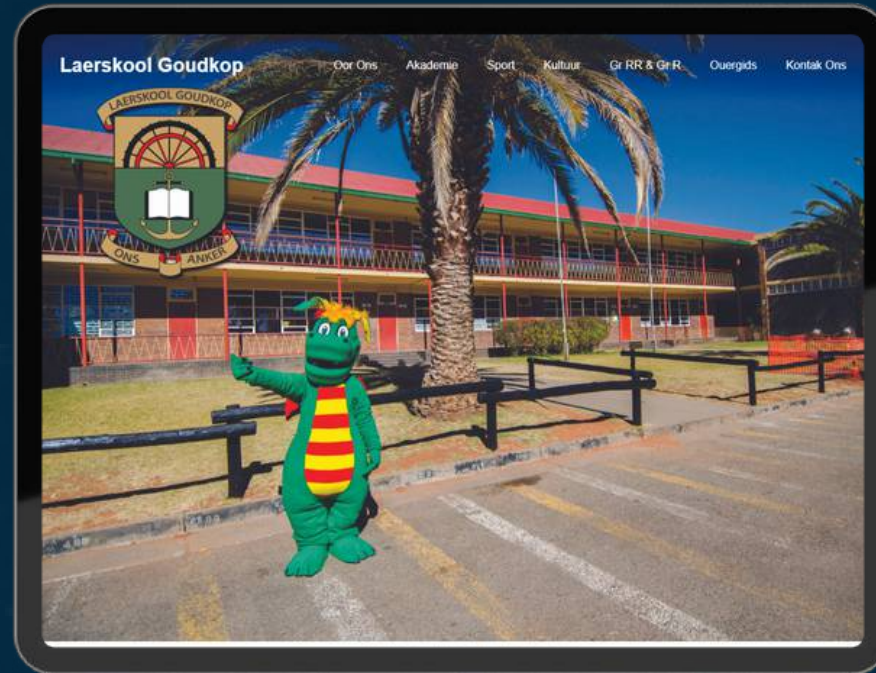
[Goudkop Laerskool](#)

[KLK Upington](#)

[Laerskool La Hoff](#)

[NG Doringkruin](#)

[NWK Loyalty Programme](#)



Our digital portfolio

Website maintenance

[Agri NW](#)

[AgriSeker](#)

[GOSA](#)

[KLK Upington](#)

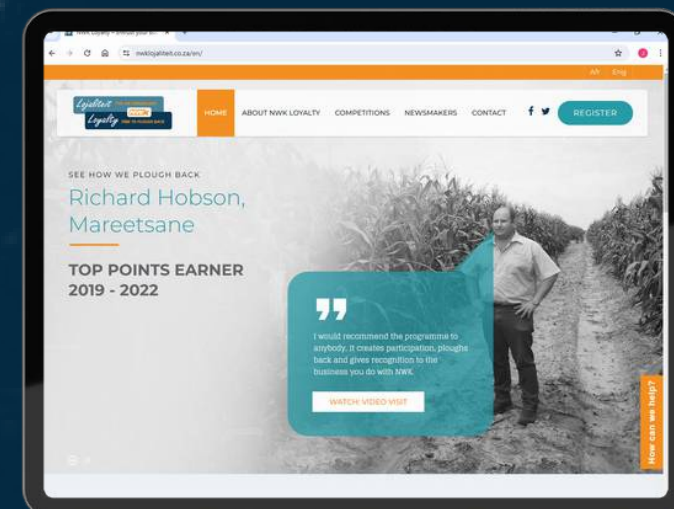
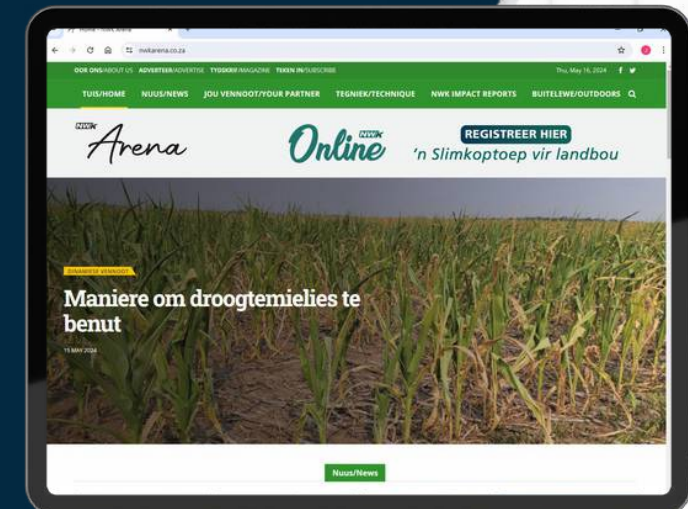
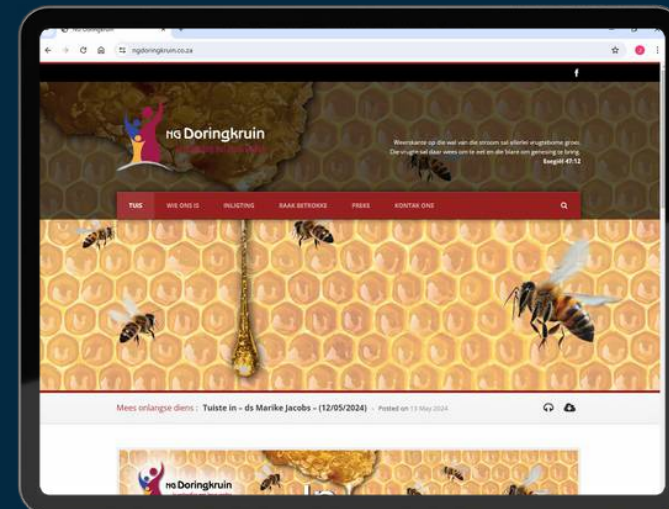
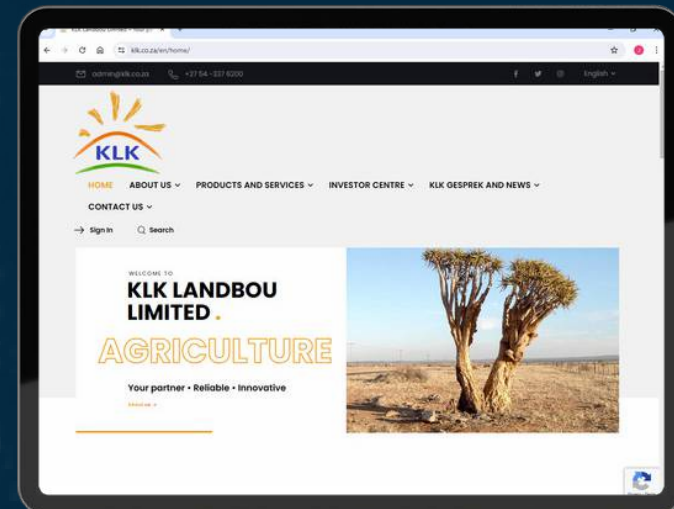
[NG Doringkruin](#)

[NWK Arena](#)

[NWK Loyalty Programme](#)

[NWK4Sure](#)

[SA Grain](#)



Our digital marketing portfolio



GOSA (Grain handling organisation of Southern Africa)

- Website launch and social media marketing campaign



NAMPO

- Marketing materials and brand awareness campaign



NWK Holdings Limited

- Corporate marketing and communication strategies



NWK Loyalty Programme

- Marketing materials and brand launch campaign



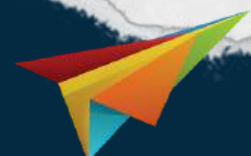
NWK Online

- Marketing materials and brand awareness strategies for launch of new agricultural application updates



NWK4Sure

- Website launch



Creative material development



Creative branding materials

- Logos, corporate identity manuals, icon development, rebranding, infographics etc.



Advertisement materials

- Advertisement conceptualisation, content, design, & strategic campaign roll-out materials for print and online platforms



Corporate presentation materials

- PowerPoint presentation content & layout for internal and external corporate use within businesses



Corporate vlog & video conceptualisation, scripting & editing

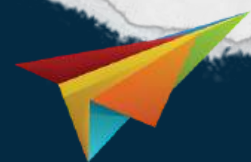
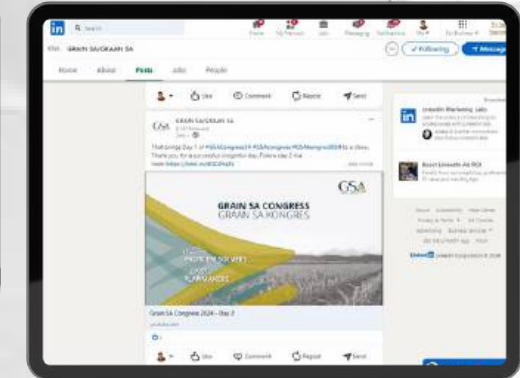
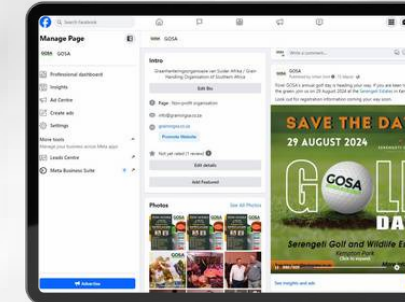
- Vlog & video materials are produced for brand awareness, relaunching campaigns & corporate advertising



Social media campaigning

- Content, design & strategising of social media placements on various platforms; FaceBook, LinkedIn, X, WhatsApp, Email

Proficient in the following platforms:



Our logo portfolio

Logos developed by Infoworks

Agromont

Barzani

CertiSure

CMS Water Engineering

Entero Energy

Epko

Feed Centre, Botswana

FeedPro

Filter 2000

Genadedal Boerdery

Gielie Benade

Grey Manor

Hageland

Hugo Barnard Frames

Hydraulic 2000

Logistics for Sub-Sahara

Midchem

NG Doringkruin

Noordfed

NWK Loyalty programme

NWK Online

PitStop

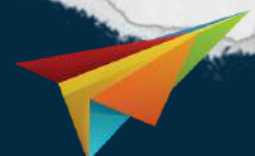
River North

Schmiltz Marketing

Tarsistep

TEAM Construction

The Agri Shop



Our logo portfolio

Logos developed by Infoworks

Agromont

Barzani

CertiSure

CMS Water Engineering

Entero Energy

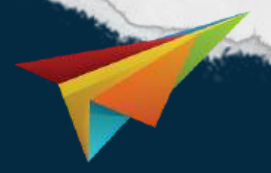
Epko

Feed Centre, Botswana

FeedPro

Filter 2000

Genadedal Boerdery



Our logo portfolio

Logos developed by Infoworks

Gielie Benade

Grey Manor

Hageland

Hugo Barnard Frames

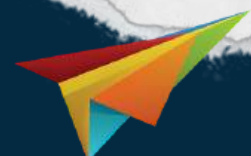
Hydraulic 2000

Logistics for Sub-Sahara

Midchem

NG Doringkruin

Noordfed



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NWK Loyalty programme



NWK Online



PitStop



River North



Schmiltz Marketing



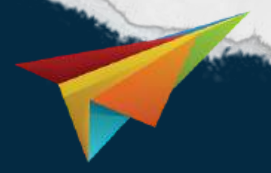
Tarsistep



TEAM Construction



The Agri Shop



Contact us

Connect with us and unleash your brand's full potential with Infoworks Media Publishing.

Your one-stop solution for crafting stories that captivate and strategies that succeed.

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Let us tell your brand's story

