

Company Profile

Marketing, branding and media production
for organisations that need the work to land.

2026/2027



SOCIALQUE.
EMPOWER. CREATE. CONNECT.

Legal & Compliance

Company Registration Name:	SocialQue (Pty) LTD
Trading Name:	SocialQue (Pty) LTD
Classification:	Private Company
Company Registration Number:	2018 / 411593 / 07
CSD Registration & Reference:	MAAA0682094
BBBEE Level:	Level 1 Contributor





Who We Are

SocialQue is an integrated marketing and communications company. We build brands, tell their stories, and put them in front of the people who matter.

We started in 2018, and we are still at it for the same reason we began. There are easier ways to make a living. None of them are this satisfying. Watching a brand finally click into place does not get old, and that is the thing that keeps us in the room long after the brief is closed.

The business runs on three divisions: digital marketing, branding and signage, and media production. Between them they cover the full distance, from the first strategy session to the artwork going up on the wall. A campaign can be conceived, designed, built, shot and installed without leaving the building. We work as partners rather than suppliers. In practice that means knowing your numbers, saying so when an idea will not work, and answering for the result rather than the deliverable.

SocialQue is 100% black-owned and a Level 1 B-BBEE contributor, working across both the public and private sectors.

Our Mission & Vision

Mission: To grow businesses by pairing sharp strategy with creative work that performs — across digital marketing, communications and media production.

Vision: To empower businesses with bespoke, data-driven strategies in digital marketing, public relations, and communications, driving growth through innovative solutions and continuous enhancement.

Core Values

Excellence: Delivering high-impact solutions that exceed expectations.

Innovation: Staying ahead of trends with cutting-edge creative thinking.

Integrity: Upholding transparency, honesty, and accountability.

Collaboration: Building synergistic partnerships to achieve shared success.



Our Services

Social Media Marketing: Strategy, content calendars, publishing, community management, monitoring and performance reporting across all social media platforms.

Graphic Design: Brand identity, creative concepts, social assets, presentation and report design, campaign artwork.

Website Development: Website design, development, hosting coordination, maintenance and content management.

Photography: Corporate, event, product and portrait photography, including editing and asset library delivery.

Videography: Concept development, filming, editing, short-form social video and long-form corporate video

Print Media: Print-ready artwork, supplier coordination and quality control across all print formats

Marketing Material: Brochures, profiles, flyers, banners, event collateral, templates and branded assets

Paid Media & SEO: Paid ads on Meta and Google, SEO audits and ongoing optimisation.

Live Streaming & Podcasts: Live streaming, webinars and podcast production.



Our Strategic Approach

Every engagement follows the same four steps, so you always know where your project stands and who is accountable for it.

01 Strategy Call: We learn your business, your customers and what success needs to look like.

02 Proposal and Plan: A clear scope, timeline and price, agreed before any work starts.

03 Create and Launch: Design, content, build and production handled by one team.

04 Report and Improve: Regular reporting on the numbers we agreed, and adjustments based on what they show.

We work as partners, not suppliers. That means knowing your numbers and telling you when an idea won't work.

Our Past & Present Clients

Public Sector

- Railway Safety Regulator
- Midvaal Local Municipality
- Gauteng Provincial Government – Department of Health
- Road Accident Fund
- South African Defence Force
- Department of Women, Youth & Persons with Disabilities
- Agricultural Research Council
- Action Aid SA

Private Sector

- TMK Consulting Engineers
- Xiquel Group
- Ezra360
- Independent Crematoriums South Africa (ICSA)
- Barons VW – Woodmead
- Young Nurse Indaba
- Kumaka
- The Beauty Room
- Risima Management Consulting

NPO

- SDA Trans-Orange Conference | Alberton
- Meadowlands Zone 3 SDA Church
- Black Management Forum (BMF)

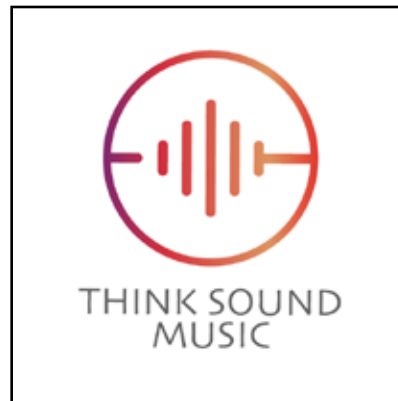


Portfolio Of Evidence

SocialQue has delivered work for organisations across the public and private sectors, including associations, professional bodies, faith-based organisations, consulting firms and consumer brands.



Logo Designs



Social Media Marketing

Social media managed as a system rather than a posting schedule — content pillars aligned to business objectives, consistent creative execution, active community management, and monthly reporting against agreed metrics.

Capabilities

- Social media strategy and content pillar development.
- Monthly content calendars and batch production.
- Publishing, scheduling and community management.
- Social listening and platform monitoring.
- Campaign development and paid media support.
- Monthly performance reporting and optimisation.

Case Study

- **Client:** Meadowlands Zone 3 SDA Church
- **Period:** 2023 - Current
- **The Brief:** The client needed a larger reach after covid hit and they struggled to get the church full again.
- **Delivered:** Facebook, Instagram, Whatsapp & Youtube.

Outcome:

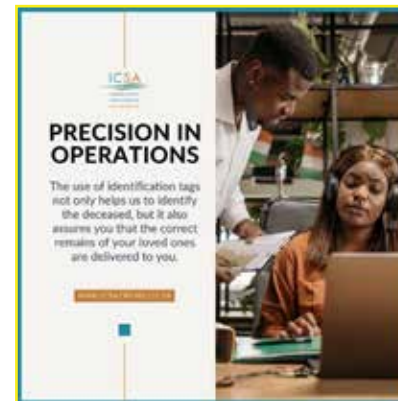
Total Followers: 10 205

Church Numbers: Increased by 30% since 2023



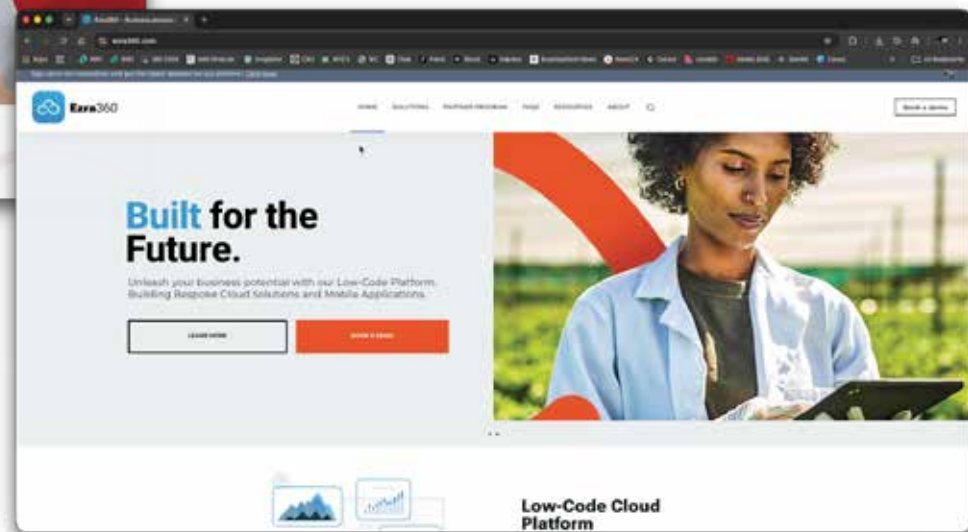
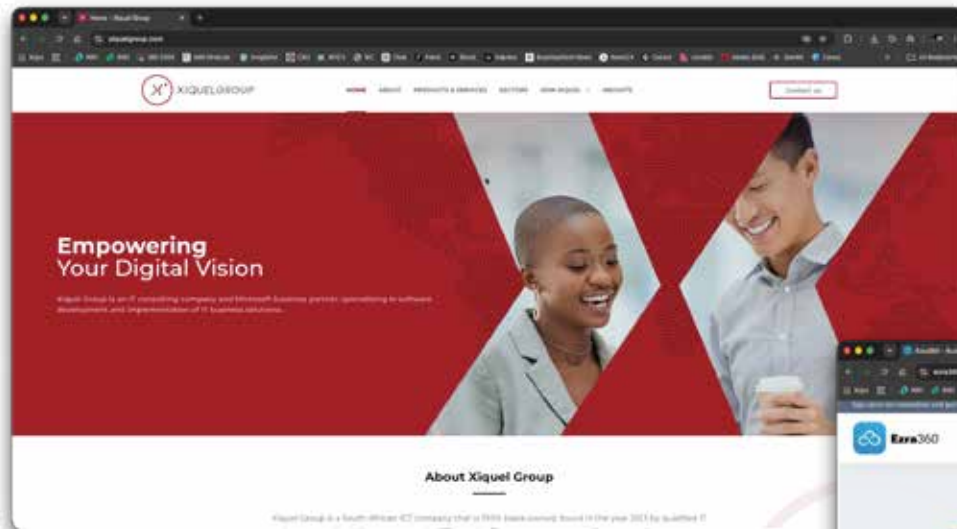
Graphic Design

Design work spanning brand identity development through to campaign and social execution, applied consistently across every touchpoint an organisation owns.



Website Development

Websites designed and built in-house, with structure, content and performance treated as part of the marketing function rather than a separate technical project.



Photography

In-house photography so that organisations own a consistent, current image library rather than relying on stock imagery that weakens brand distinctiveness.

Capabilities

- Corporate and staff portrait photography
- Event and conference coverage
- Product and interior photography
- Professional editing and retouching
- Delivery of organised, usable asset libraries



Videography

Video produced from concept through to final edit, covering both long-form corporate content and the short-form formats that drive reach on Instagram, TikTok and LinkedIn.

Capabilities

- Concept development and scripting
- Filming and direction
- Editing, colour grading and sound
- Short-form social video and Reels
- Corporate, event and testimonial video
- Motion graphics and subtitling
- Live streaming



Print & Marketing Materials

Print delivered as a managed process — artwork prepared to specification, suppliers coordinated, and output quality checked before delivery.

Capabilities

- Print-ready artwork preparation
- Supplier sourcing and coordination
- Colour and quality control
- Large format, banners and signage
- Corporate stationery and branded items





Contact Us

Call: +27 (0) 73 432 2634

WhatsApp: +27 (0) 73 432 2634

Email: info@migsa.co.za

Website: www.migsa.co.za

Address: 299 Fairlawn Road
Mondeor
Johannesburg
2091