

Communicate Better. Grow Smarter.

Most organisations do not have a marketing problem. They have a leadership, strategy, process, communication or capability problem. Marketing simply exposes whatever already exists.

STRATEGIC COMMUNICATIONS · MARKETING · DIGITAL TRANSFORMATION · ARTIFICIAL INTELLIGENCE
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Every service answers one of five problems.

The problem, not the service, is the starting point of every proposal, and it becomes the anchor for the success measures the client agrees to be judged on.

"Nobody knows who we are"	A recognition problem, usually a positioning problem underneath. Brand and visibility work.
"We cannot attract enough customers"	A demand problem, usually a message or channel problem underneath. Growth marketing.
"Our organisation is inefficient"	A process problem, and almost never a software problem first. Digital transformation.
"Our people are not aligned"	A leadership and internal communication problem. Organisational communication.
"We do not know what to do next"	A strategy problem. The most expensive one to leave unsolved. Advisory

THE RULE THAT GOVERNS THE WORK

Marketing exposes whatever already exists. If the organisation is strong, marketing accelerates growth. If it is weak, marketing accelerates disappointment. We work down the diagnostic hierarchy before quoting.

Marketing and Communications

Helping organisations be understood, be found, and be trusted by the people whose decisions matter to them.

STRATEGY

- Strategic communications plan: situation analysis, stakeholder mapping, key messages, channel plan, crisis framework and measurement framework
- Marketing strategy: research, personas, competitor analysis, positioning, campaign strategy, digital roadmap and key performance indicators
- Brand strategy: positioning, architecture, personality, messaging framework, employer branding
- Business discovery and diagnostic: executive interviews, audits, AI readiness, benchmarking, SWOT, a 90-day action plan. One to two weeks

BRAND AND CREATIVE

- Brand identity: logo suite, colour, typography, guidelines, stationery and social assets
- Corporate identity package and presentation design
- Graphic design and publications: brochures, annual reports, exhibition stands
- Photography and video production

DIGITAL PRESENCE

- Starter, corporate and enterprise websites
- User experience and accessibility to WCAG 2.1 AA as a minimum on every site, not an upgrade option
- Search engine optimisation, Google Business Profile and local search
- Website care plan: updates, backups, security monitoring and performance reporting

COMMUNICATIONS

- Public and media relations, spokesperson support and message discipline
- Social media management under a documented procedure
- Copywriting, editorial and executive writing in the client's approved voice
- Internal and executive communication, change communication and culture programmes
- Crisis communications, and a retained outsourced communications office

Digital Transformation

Helping organisations modernise how they operate, so that service delivery improves and staff time is returned to work that matters.

ADVISORY

- Digital transformation strategy and digital maturity assessment, scored so results are comparable over time
- Process improvement: manual steps, duplicate capture, approval delays and reporting effort, counted with time and volume estimates
- Change management, structured on the GoTo Change Catalyst framework
- Digital governance: standards, ownership, review cadence and escalation after handover

BUILD

- Process mapping and workflow design, then automation of what survives the redesign
- Document and proposal generation, CRM automation, email workflows and reporting dashboards
- Client portals, secure areas, integrations and application programming interfaces
- Knowledge management with full-text search, deployable as a static self-contained system
- Executive and operational dashboards configured against agreed baselines

ARTIFICIAL INTELLIGENCE

- AI readiness assessment: maturity score, opportunity and risk, governance recommendations, roadmap
- AI strategy, governance, policy and staff awareness
- AI assistants built on retrieval over approved content, with citations on every answer

HOW GOTO BUILDS AI RESPONSIBLY

Index only content the organisation owns. Use retrieval over approved sources so every answer can show where it came from. Configure the assistant to refuse rather than guess, and test that it does. Log every query. Name a human owner for the output. The tool is never the accountable party.

Five ways to buy. Fixed price is the default.

Fixed price project	Websites, brand identity, strategies, AI readiness assessments. The default for most work. Predictable pricing and clear expectations.
Phased fixed price	Large or uncertain engagements. Discovery is priced separately and later stages quoted once discovery is complete. The client may stop after discovery.
Monthly retainer	Managed services, fractional CMO, care plans, ongoing advisory. Included scope, hours, service levels and reporting schedule defined explicitly.
Day rate	Executive advisory, workshops, facilitation and expert input on a client programme.
Outcome linked	Rare. Only where the measure is unambiguous and within our control. Requires Managing Director approval and a floor fee.

CLIENT SERVICE STANDARDS

- Enquiries acknowledged within one business day, always
- Agendas circulated in advance, minutes shared within two business days, actions assigned to named owners
- Monthly reports covering work completed, key performance indicators, analytics, risks and next month's priorities
- A weekly written note per active engagement, including weeks where there is nothing to report

START HERE

The most useful first step is a discovery conversation: a structured session that produces a written problem statement, whether or not it leads to an engagement. If the problem is not one a communications and AI consultancy should be paid to solve, we will say so.

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