



DIGITAL CONSULTANCY

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Business Profile

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"In short, software is eating the world."
— Marc Andreessen, co-founder of Venture Capital firm
Andreessen-Horowitz,

What

iShack Digital is a full-service management consultancy specialising in applying advanced digital strategies to stimulate innovation, process efficiency and business growth for our corporate clients.

Who

We are a team of highly skilled, diverse consultants with unique experience in extracting unparalleled returns for our clients through digital advisory on complex online marketing and technical software development implementations. We are passionate about all things digital and our executive management team has over 35 years of digital experience with five Masters degrees including two top 10, world-renowned MBA's, a Computer-Human Interaction Masters and an Artificial Intelligence Masters.

Our advisory experience includes but is not limited to implementations for Amazon USA, PayPal USA, Survey Monkey USA, Internet Solutions, Disney, Gareth Cliff & Cliff Central, Leon Schuster, Fortress Income Fund, Canon, L'Oreal and Tiger Brands.

Why

The exponential growth of digital industry has resulted in a complicated and broad digital landscape. Subsequently, due to the increased importance of digital, traditional marketing agencies, PR firms, eventing companies etc. have been scrambling to participate, but often do not have the necessary skills, experience or awareness to effectively maximise digital ROI. Secondly, specialist digital agencies and technology firms tend to push clients towards their strengths and thus discard the client's business goals, impacting ROI and campaign effectiveness. Having access to a skilled and experienced advisory is a must in this expanding and evolving digital domain.



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*"Today, if you're not disrupting yourself, someone else is;
your fate is to be either the disrupter or the disrupted.*

There is no middle ground."

— Salim Ismail, Exponential Organizations

Digital Advisory Offerings

"Our digital and customer advisory starts-and-ends with your business objectives and achieving exceptional returns on your digital assets."

Customer Engagement & Acquisitions

"Know your customers, service them better and grow your customer base."

- Integrated digital campaign strategies.
- Advanced (SEO) search engine optimisation & paid media strategies.
- Gamification (motivation) techniques.
- User experience design methodology.
- Lead generation strategies.

Digital Technology Integration

"Leverage disruptive technologies through innovation thinking and technical development capabilities."

- Software solution architecture design & development.
- Cross-platform mobile application development.

Digital Information Management

"Extract value and insights from your organisation's data."

- Big data techniques.
- Dashboard design, analytics and data management.

*"We cannot solve our problems with the same thinking
we used when we created them."*

— Albert Einstein

Previous & Current Clients

SurveyMonkey

PayPal[™]



amazon



L'ORÉAL



Sprite

GUESS
BY MARCiano

Leon Schuster



MARVEL



Regus



GROWTHPOINT
PROPERTIES

Canon

END