



Media & Marketing

PORTFOLIO

CAS Media & Marketing

By Armand Stoltz

WHAT WE DO

— Logo Design & Branding

— Social Media Setup & Management

— Content Marketing

— Social Media Advertising (Meta & TikTok)

— Google Ads Management

— Website Creation & Maintenance

— Email Marketing

ABOUT

CAS Media & Marketing

To help great South African businesses get the attention they deserve — without needing massive budgets or big marketing teams.

WHO WE ARE

CAS Media & Marketing is a modern, independent digital marketing agency based in Pretoria, South Africa. Founded and run by Armand Stoltz, CAS focuses on helping startups and small to medium-sized businesses unlock the power of digital marketing — with the strategy, creativity, and consistency of a full-service agency, at prices that make sense for growing businesses.

STRATEGY

Data-driven plans built around your specific goals and audience.

CREATIVITY

Compelling content and design that makes your brand impossible to ignore.

RESULTS

Every campaign tracked, measured, and optimised for real outcomes.

WHY DIGITAL MARKETING

- 80% of SA consumers research businesses online before buying.
- Businesses with strong digital presence grow 2–3× faster than those without.
- Digital marketing lets small businesses compete directly with industry giants.
- Every rand spent is trackable, adjustable, and fully accountable.

THE PROBLEMS WE SOLVE

- No consistent online presence — or none at all
- Wasting money on ads that go nowhere
- Too busy running the business to market it properly
- Competitors with stronger brands winning your customers

MEET THE FOUNDER

Business-minded. Creative. Driven.

As a business-minded creative, I have always believed in the power of social media and digital strategy to grow brands. I started CAS with one goal: to help local businesses compete in a digital-first world — without needing massive budgets or big marketing teams.

I personally work with every client to understand their goals and build custom strategies that deliver real results. Whether you are just starting out or ready to scale, I bring passion, consistency, and a results-driven mindset to every engagement.

This is not just a job — it is my mission to help great businesses succeed through smart marketing.



ARMAND STOLTZ

Founder & Director

CAS Media & Marketing

WHATSAPP

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@cas.media.marketing

2022

Agency Founded

100%

Client Focus

6+

Services

Pretoria SA

HQ

Based in Pretoria · Serving businesses across South Africa

Ford South Africa has organically engaged with Armand's Carlife 101 content brand — validating the creative standards CAS brings to every client.

OUR SERVICES

Everything your business needs to compete and win online.

01 Logo Design & Branding

Essential logos to full brand identity packages with brand boards, business cards, and guidelines.

02 Social Media Setup

Professional account configuration across Instagram, Facebook, and TikTok — fully branded from day one.

03 Content Marketing

Professionally crafted posts, photoshoots, and premium video content your audience will stop and engage with.

04 Social Media Management

Full monthly management — content, scheduling, community management, and monthly performance reports.

05 Social Media Marketing

Targeted paid advertising on Meta and TikTok. Maximum reach for your budget, tracked to every click.

06 Google Ads

Search campaigns that put your business at the top of Google when customers are actively looking for you.

07 Website Creation

Beautiful, mobile-optimised Wix Studio websites — from single landing pages to full e-commerce builds.

08 Website Maintenance

Monthly monitoring, performance checks, SEO oversight, and content updates that keep your site healthy.

09 Email Marketing

Branded email campaigns, welcome automations, and monthly newsletters that keep your audience engaged.

THE PROBLEM

Sound familiar?

No consistent online presence — or none at all

Posting random content with no strategy or results

Spending money on ads that go nowhere

Too busy running the business to market it properly

A website that looks outdated or does not convert

Competitors with stronger brands winning your customers

THE CAS SOLUTION

We exist to solve every single one of these problems.

STRATEGY FIRST

Research and a clear plan before any execution.

AGENCY QUALITY

Professional design, copy, and creative at every tier.

ACCESSIBLE PRICING

Agency-level work at prices small businesses can afford.

PERSONAL SERVICE

Armand personally works every account — no handoffs.

FULL SERVICE

Every digital need covered under one roof.

TRANSPARENT RESULTS

Monthly reports showing exactly what your money is doing.

HOW WE WORK

Simple. Clear. Results-driven. Here is how CAS takes your business from where it is to where it should be.

01

Discovery & Research

We begin by understanding your business, your audience, and your goals. Then we research your market, competitors, and the opportunities your brand can own. Strategy before execution — always.

02

Custom Strategy & Proposal

We build a tailored marketing plan aligned to your specific goals and budget. You receive a clear proposal outlining exactly what CAS will deliver and when.

03

Content Creation & Design

We create all the content, visuals, ads, and copy your campaign needs. Everything is brand-consistent, professionally produced, and approved by you before it goes live.

04

Execution & Launch

We run your campaigns, manage your platforms, build your website, or launch your ads. Everything executed on time and to a professional standard.

05

Monitoring & Optimisation

We track performance in real time, test what works, and adjust what does not. No campaign is left to run untouched — we actively manage every rand of your investment.

06

Reporting & Growth

Every month you receive a clear report showing what worked, what we learned, and what we are doing next. We are here to build something that grows with your business.

REFERRAL REWARD: Every successful client referral earns you a FREE social media service from CAS.

OUR WORK

Every piece of work shown here represents a real client brief, delivered to a professional standard. Each case study shows the challenge, what CAS created, and the result.

CLIENTS FEATURED:

CAS Media & Marketing

Jade Juniper Antiques & Collectables

Magalies Skottelgoed sak

Solar Shine Cleaning Solutions

Ultimate Health IV Shop

Carlif 101 (In-House Brand)

Bonus work:

- Hungry Lion F.C.
- Sea Side Homes
- Example Car dealership

CAS Media & Marketing

INDUSTRY

Marketing & Branding

LOCATION

Pretoria, South Africa

SERVICES

Logo Design, Content Marketing
MS setup + Management, Branding
Website design + Management

THE BRIEF

CAS Media and marketing was built from scratch, in-house. We tested every service we offer on our own brand first, learned how to do every little detail and perfected our craft by experimenting on our own brand. We treated CAS as if it was one of our clients and executed every strategy and procedure on it that we would on a client. The results speak for themselves.

THE WORK



Media & Marketing

Logo Design + Branding



Social Media Ad



Business card

THE RESULT

The results: Our content marketing brought in 3 interested parties in the first week. Our business cards and logo is recognized by many business owners, brands and our social media audience. We give off the exact image we intend to from all our services and we are growing at a rapid pace.

CLIENTS SAY

"The content is amazing and exactly what I want for my business. Please design a logo for me. Your content is all over my feed so I just had to reach out!"

*These are real inbound messages received.

Jade Juniper Antiques & Collectables

INDUSTRY

Antiques stores

LOCATION

Pretoria, SA

SERVICES

Logo Design +Branding
Content Marketing
SM setup + Management

THE BRIEF

Jade Juniper Antiques and Collectables is a start-up antiques store who needed everything made from scratch. After many logo concepts and trial and error days, the final logo was finally put together. After the logo was made, the client came back to CAS, asking for social media setup & management, Content marketing and help in creating invoice templates and business cards for their company.

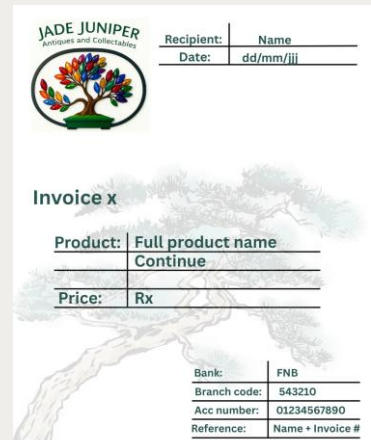
THE WORK



Logo Design



Business cards



Invoice

THE RESULT

60-70% of all sales made by Jade Juniper are made from products seen on social media. Their online sales blew up once it was set up and their business card stock was depleted in 1 week. They are now mainly relying on online sales, and we are focused on putting as many of their products on social media as possible.

CLIENT SAYS

“ The countless high quality digital products and services delivered by CAS Media & Marketing have been essential to our business. We have grown so fast because of them, and our strong online presence is Jade Juniper's strongest asset now. Most of our sales come from social media, it was our greatest investment for this business.

Magalies Skottelgoed Sak

INDUSTRY

Cleaning / Home Services

LOCATION

Magalies Area, NW

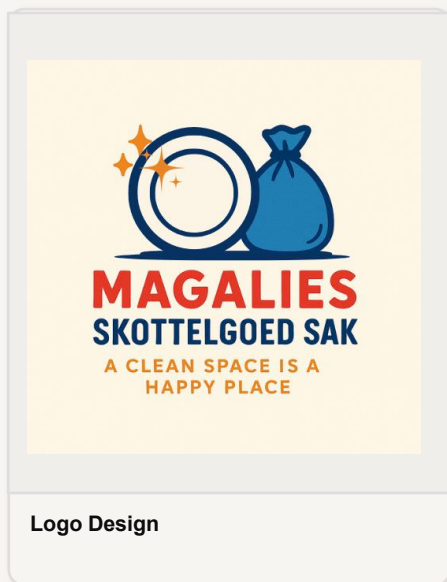
SERVICES

Logo Design + Content Marketing

THE BRIEF

Magalies Skottelgoed Sak was not a traditional business. This was a small side hustle from a friend in my university dorm. He needed a distinctive logo and a bold ad campaign that would get him seen by our fellow dorm mates. The brand needed to feel trustworthy, local, and memorable while staying true to our dorm and culture.

THE WORK



THE RESULT

Magallies Skottelgoed Sak saw a boom in orders to come and clean rooms. He eventually had to set up a waitlist for cleaning sessions to balance his studies and work. When he finally moved out, the business and torch were handed over, keeping the spirit alive in the dorm.

CLIENT SAYS

Your work really helped. It brought me clients, made people aware of my business and I made more money because of it. I saw a clear return on investment and made back more money that I originally put into the business.

Ultimate Health IV Shop

INDUSTRY

Health & Wellness

LOCATION

Pretoria

SERVICES

Logo design
Content Marketing — Ad Creatives

THE BRIEF

Ultimate Health IV Shop needed a series of high-impact promotional ad creatives for their IV drip treatments — Skin Detox, Immune Booster, and Energy Boost. Each ad required premium photography integration, bold typography, and pricing displays that drove walk-in and booking conversions.

THE WORK



Skin Detox Drip Ad



Immune Booster Ad



Energy Boost Ad

THE RESULT

Ultimate Health experienced a massive boost in sales. The ads only ran for 2 weeks, but in this short time, they got thousands of views with hundreds of call links clicked. This campaign helped them find their footing in the market and the results are still showing themselves today.

CLIENT SAYS

“CAS Media & Marketing handled the marketing on intravenous vitamins for Ultimate Health in a professional manner. Our specific needs were well understood and taken into account, with on-point and catching wording.”

Solar Shine Cleaning Solutions

INDUSTRY

Cleaning / Solar Services

LOCATION

Pretoria

SERVICES

Logo Design + Promotional Flyer

THE BRIEF

Solar Shine Cleaning Solutions needed a clean, professional brand identity that communicated trust and expertise in the solar panel cleaning space. CAS delivered a logo and a conversion-focused promotional flyer that clearly communicates services, pricing, and contact information. We helped them build the brand from the very beginning.

THE WORK



Solar Shine Logo



Promotional Service Flyer

THE RESULT

Solar Shine Cleaning solutions was only a side hustle but we made them a business. We made the logo and promotional materials that caught the eyes of many on social media and in their first week, brought them 4 clients via these ads.

CLIENT SAYS

W *This efficient logo design and flyer was the only reason we were able to gain this level of success so early on in our business endeavors.*

Concept Work & Logo Design

CONCEPT — PREMIUM CAR DEALERSHIP ADS

These ad creatives were developed as concept/spec work demonstrating CAS's capability to execute premium automotive advertising — dark, high-contrast, and aspirational. Black and gold palette designed for luxury vehicle positioning.

The new
Gold standard



📍 123 Pretoria Rd, Val de Grace, Pretoria, 0184
🌐 www.Example.co.za
☎ 012 345 6789

Gold Standard Ad

**NEW
ARRIVAL!**



New Arrival Ad

**2025 Ford
Mustang GTD**

5 litre V8 engine
153 900 km
Automatic
Petrol
R 569 990

Contact now
012 345 6789

LOGO DESIGN — HUNGRY LION FC

Hungry Lion FC approached CAS to design a club badge for their newly formed football club. The badge needed to convey aggression, pride, and identity. Sea Side Homes was a business concept that needed a logo. The logo was designed but was never used as the founders had to pause their business ventures.



Hungry Lion FC — Badge Design



Carliflife 101

CAS APPLIES ITS OWN SKILLS TO ITS OWN BRANDS

Carliflife 101 is Armand's personal automotive content brand — a car edit and influencer page on Instagram (@car.life101) and TikTok (@c.a.r.l.i.f.e.101). The brand demonstrates CAS's ability to build and grow a content-led brand from zero. Ford South Africa has organically engaged with the content — validating the quality and reach of the brand's creative output.

277+

TikTok Followers

15.6K

Monthly Instagram Views

Ford SA

Organic Engagement

Top 10%

TikTok Account Reach

CONTENT SAMPLES



Car Edit Post



Logo



Car photography

WHY THIS MATTERS FOR YOUR BRAND

If CAS can build a content brand that earns organic engagement from Ford South Africa with zero paid advertising — imagine what the same strategy can do for your business.

Jade Juniper Antiques & Collectables

I recently started a new business and contracted CAS media marketing to help with developing a logo, business cards and my social media platform. Anyone starting a new business knows how hard it is to get a foot in the door. CAS media marketing helped to establish all of the requirements and got my business noticed within 4 months. The logo reflected exactly what I envisioned and the business cards portrays the business to a T. Definitely a perfect match!

Tania Greyling

Director

Jade Juniper

THE STORY BEHIND THIS TESTIMONIAL

Jade Juniper Antiques and Collectables was a long time in the making. I was approached by the owner to design a logo for them. Once the logo was done, they came back to CAS to create a social media account for them on Facebook and on Instagram while also running the social media accounts. They later asked for the branding package, asking for an invoice template and business card designs. They are still a client to CAS and remains our oldest client.

SERVICES DELIVERED

Logo Design + Social Media Setup + Content Marketing + Brand Design(Invoice Template & Business Card Design)

SERVICE PRICING

All prices in ZAR · Ad spend paid directly to platforms · All work begins after payment clears

LOGO DESIGN & BRANDING

Essential Logo Primary logo, icon, hex colours, fonts, all file formats	R1,500
Brand Identity Essential + full brand board (colours, typography, mockups)	R3,000
Full Branding Package Brand Identity + business cards + invoice template	R5,000
Add-on: Extra Concept Additional design direction explored	R600
Add-on: Priority Delivery Rush turnaround	R1,000

SOCIAL MEDIA SETUP

Single Platform Setup Full professional configuration, bio, branded assets	R750
3-Platform Bundle Instagram, Facebook & TikTok — full setup	R2,000
Add-on: Highlight Covers Branded Instagram story highlight covers	R500
Add-on: 3 Starter Posts First posts created and ready to go live	R900
Add-on: Account Fix-Up Existing account audit and reconfiguration	R500

SOCIAL MEDIA MANAGEMENT

Essential · /month 8 posts, 1 platform, captions, scheduling, monthly report	R3,500
Standard · /month 12–16 posts, 2 platforms, branded graphics, engagement	R5,000
Premium · /month Multi-platform, community management, video content	R7,000
Add-on: Extra Post Additional post beyond monthly volume	R300
Add-on: Community Mgmt Comment & DM management only	R1,200/m

SERVICE PRICING — CONTINUED

CONTENT MARKETING (PER POST & BUNDLES)

Basic Post Client content · CAS designs, captions, hashtags	R300 / R1,300 (x5)
Photoshoot Post CAS travels, shoots, designs, captions, hashtags	R950 / R4,000 (x5)
Premium Video Post Full video edit, audio, captions, hashtags	R1,200 / R5,000 (x5)
Starter Package · /month 4 posts/month · client posts themselves	R1,200
Growth Package · /month 8 posts/month · client posts themselves	R2,500
Premium Package · /month 12–16 posts/month · client posts themselves	R4,200

SOCIAL MEDIA MARKETING — PAID ADS

Once-Off Campaign Setup Pixel install, campaign build, audience research, creative framework	R1,800
Meta Ads (IG + FB) · /month 2 platforms, campaign management, monthly report	R3,800
TikTok Ads · /month Campaign management, creative, monthly report	R3,200
Meta + TikTok Bundle · /month All 3 platforms, full paid social management	R4,500

GOOGLE ADS

Once-Off Account Setup Account creation, conversion tracking, campaign architecture	R1,800
Starter · /month 1 Search campaign, keyword research, monthly report	R3,200
Standard · /month 2 campaigns + Performance Max, full optimisation, report	R3,800
Premium · /month Full suite — Search, PMax, Local Ads, remarketing	R4,800

WEBSITE & EMAIL PRICING

WEBSITE CREATION — WIX STUDIO

Landing Page / 1-Pager Single scrollable page, contact form, mobile optimised, SEO basics	R3,000
Starter Site Home, About, Services, Contact — mobile & SEO optimised	R5,000
Business Site Up to 10 pages, full SEO, integrations (Maps, WhatsApp, Booking)	R10,000
E-Commerce Site Business site + Wix Store, payment gateway, up to 20 products	R15,000

Add-ons:

Additional Pages R500/page	Domain Setup (Squarespace) R500
Photography Formatting R500	Rush Delivery R2,000

WEBSITE MAINTENANCE — MONTHLY RETAINER

Essential · /month Monthly checks, form testing, domain monitoring, basic report	R1,500
Standard · /month Essential + SEO monitoring, 3 content updates, analytics report	R3,000
Premium · /month Standard + unlimited minor updates, same-day critical response, quarterly audit	R5,500
E-Commerce Add-On · /month Inventory checks, payment flow tests — add to any tier	+R1,500

EMAIL MARKETING

Once-Off Setup MailerLite account, template, domain auth, welcome automation, signup form	R1,800
Basic Monthly · /month 2 campaigns/month, list hygiene, monthly report	R1,200
Premium Monthly · /month 4 campaigns, automations, segmentation, full monthly report	R2,000

LET'S TALK

Your Business Deserves to Be Seen.

Whether you are starting fresh or ready to scale, CAS is here to help you stand out online, attract new customers, and grow your brand.

No pressure. No obligations. Just a quick conversation to see how we can work together.

WHATSAPP

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[@cas_media_marketing](https://www.instagram.com/cas_media_marketing)

TIKTOK

[@cas.media.marketing](https://www.tiktok.com/@cas.media.marketing)

LOCATION

Pretoria, South Africa

**You've got
the business.**

**We've got
the strategy.**

**Let's grow
together.**



Media & Marketing