

COMPANY PROFILE

ALL INN MANAGEMENT

BESPOKE MARKETING AGENCY

*South Africa, brands must resonate now, or risk
becoming irrelevant tomorrow*

Email:
allinn.co.za



ALL-INN MANAGEMENT

COMPANY PROFILE

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THE COMPANY

Founded in 2019 by Neo Nqwakuza, All Inn Management is a bold, 100% Black-owned agency built for brands that want to matter, now. We don't just market, we mobilize. From rising talent to industry giants, we deliver sharp creative consulting, talent partnerships, and culture-led strategies that drive real influence.

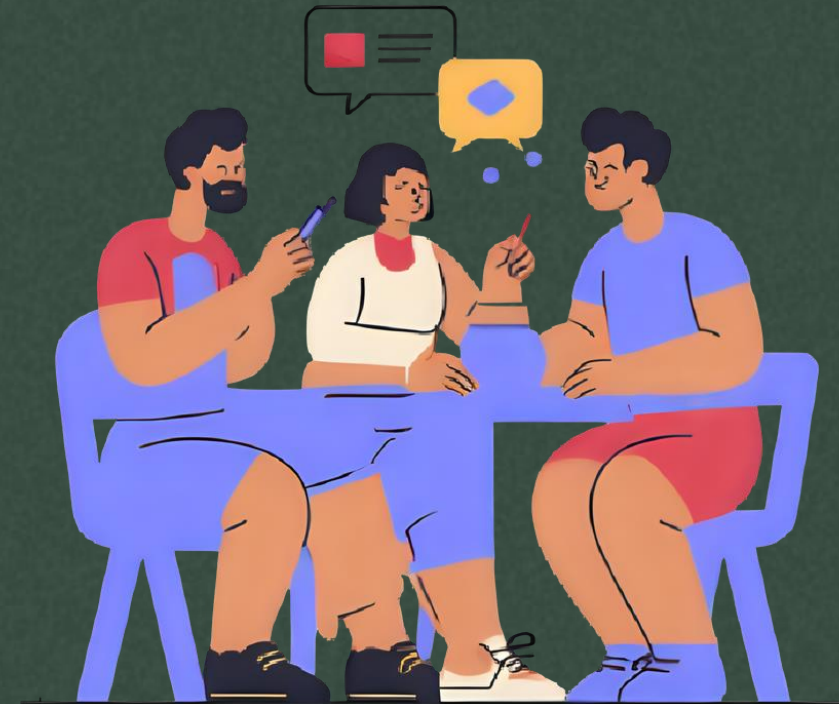
Our expertise spans social media management, community engagement, and crisis communication, ensuring your brand doesn't just show up, but shows up right, even in high-pressure moments.

Rooted in integrity, collaboration, innovation, and respect, we're not in it for the hype, we're in it for the impact.

When we commit, we go All Inn!.

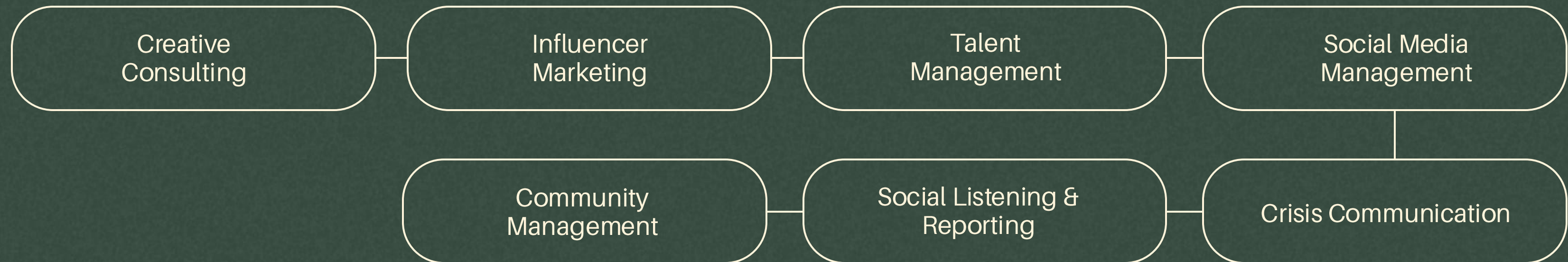


OUR SOLUTIONS



At All Inn Management, we offer integrated, culture-conscious solutions designed to help brands connect with audiences in ways that are relevant, human, and unforgettable.

We operate at the intersection of creativity, strategy, and digital agility, because in today's landscape, how you show up matters just as much as where you show up.



Website:
allinn.co.za

OUR WORK

#PanteneSuperfood



AWARD: SABRE
GOLD - BEST
INFLUENCER
CAMPAIGN
(FASHION &
BEAUTY)

Challenge:

Pantene struggled to connect with women of color, especially those who wear weaves and wigs.

Solution:

We partnered with MSL to reposition Pantene Superfoods through influencer-led “Superhacks” and UGC that made the product feel relevant and practical for this audience.

Result:

The campaign shifted perception, drove conversion, and trended across platforms, proving the power of culturally targeted marketing.



#TelkomRingaMusic



WINS: DIRECT
IMPACT ON
BUSINESS
REVENUE

Objective:

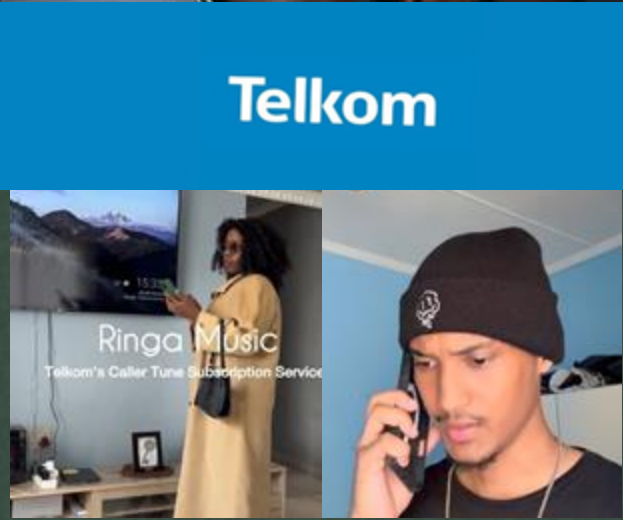
Drive subscriptions for Telkom’s Ringa Music caller tune service.

Solution:

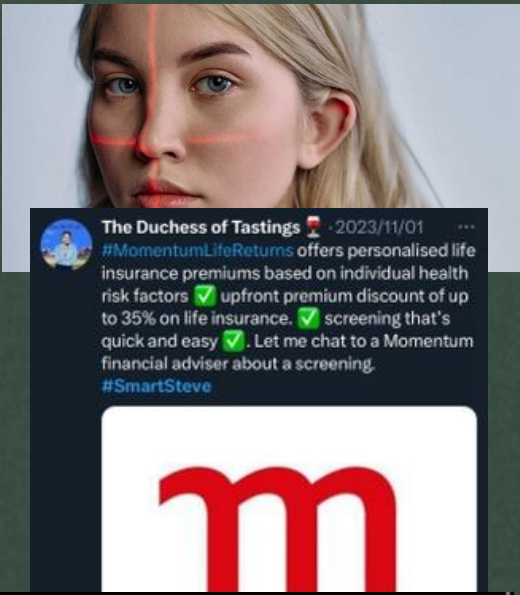
We activated a lineup of humorous, relatable influencers to bring the Ringa Music service to life through culturally relevant, skit-style content. Each piece highlighted how caller tunes could express mood, identity, or simply add fun to the phone experience.

Result:

The campaign sparked laughs and sign-ups, driving a measurable lift in subscriptions and positioning Ringa Music as a fun, expressive feature for everyday users.



#MomentumLifeReturns



WINS: NUMBER
ONE TREND SPOT
ON X

Objective:

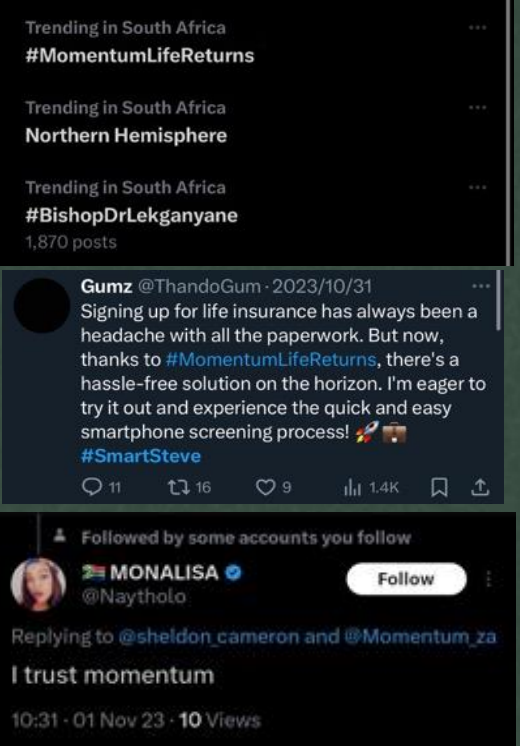
Relaunch the iconic “Steve” character as Smart Steve and introduce an AI-powered life insurance product that uses selfies instead of medical tests.

Solution:

We activated 40 diverse influencers, from students to professionals, across X to amplify the radio campaign, spark conversation, and educate audiences on the selfie-based life insurance process.

Result:

The campaign delivered over **234 million** impressions, reached **17 million+** users, and generated **5,421+ engagements**. Positive sentiment surged as users embraced the tech innovation and fresh take on life insurance, reshaping perceptions of the brand and the category.



OUR TALENT

Mapaseka
Koetle



Mpumi
Mophatlane



Mohale
Motaung



Sithelo
Shozi



Yolanda
Mukondeleli



Moshe
Ndiki



Kamo
Modisakeng



Cindy
Mahlangu



Mich
Mazibuko



Petunia
Katane



Kay
Bikitsha



Tshwanelo
Lekhuleni



We also manage a dynamic database of over 500 vetted influencers across lifestyle, beauty, fashion, youth, parenting, finance, and entertainment, ready to activate at any scale.

COMPANY PROFILE

ALL INN MANAGEMENT

DIGITAL ADVOCATES



Success isn't just about visibility, it's about being talked about. We build platform-specific armies of creators and digital natives who spark conversations, drive peer-to-peer engagement, and turn brand moments into cultural relevance.

These aren't just influencers, they're storytellers who trend, shift perceptions, and build lasting affinity.

Trend organically
across platforms

Grow share of voice in
key conversations

Connect with hard-to-
reach audiences

Turn buzz into
long-term loyalty

Drive peer-to-
peer storytelling

Humanize the
brand

Build community

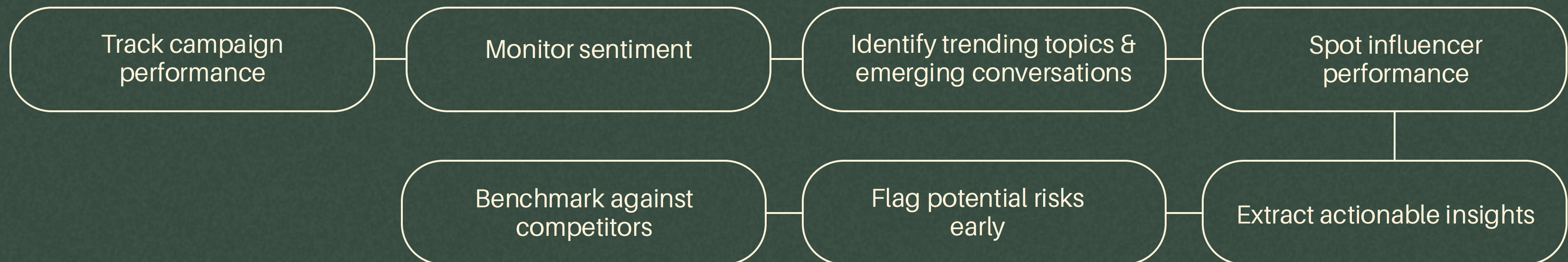
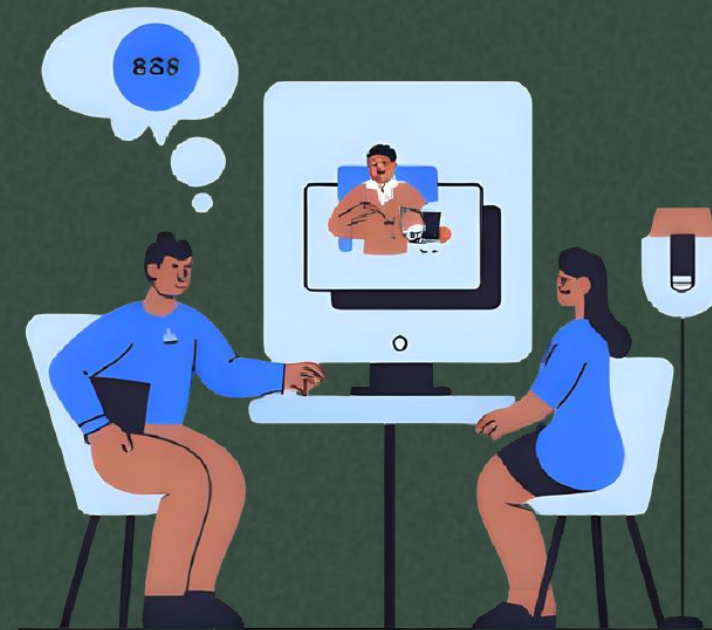
We've successfully implemented this model across major campaigns, consistently trending, driving authentic engagement, and converting awareness into measurable action.

COMPANY PROFILE

REPORTING & REAL-TIME SOCIAL LISTENING

ALL INN MANAGEMENT

We leverage advanced tools like Klear and Keyhole to track influencer and social media performance, monitor brand sentiment, and analyse real-time digital conversations. These tools give brands a 360° view of how they're showing up across platforms, helping them move with the culture, not behind it.

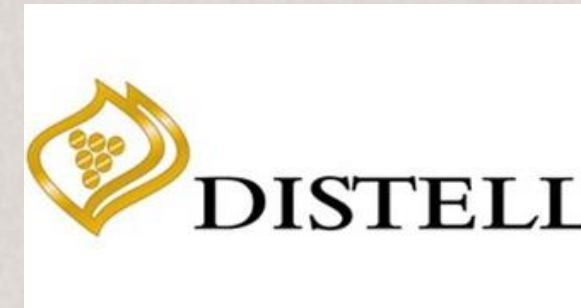


Great brands don't guess, they listen, adapt, and lead with insight.

COMPANY PROFILE

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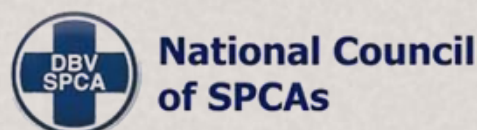
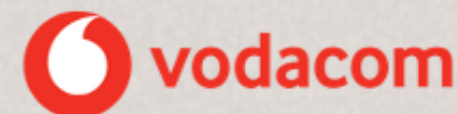
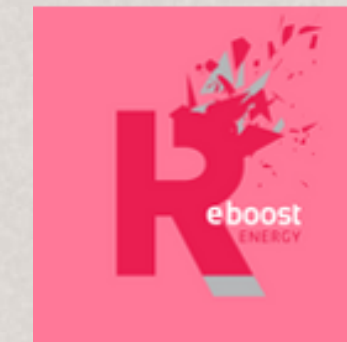
OUR PARTNERS



COMPANY PROFILE

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OUR BRANDS

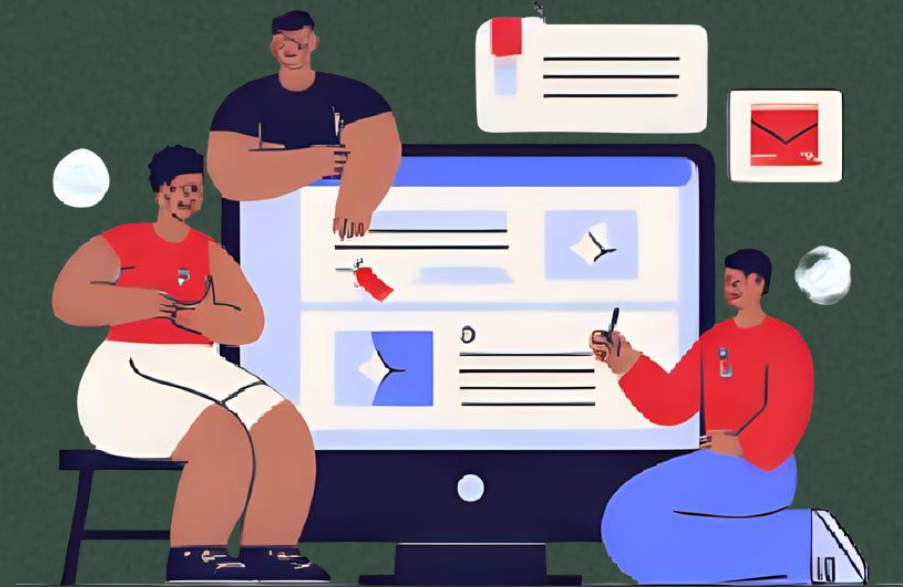


‘We’ve just got to earn permission to spend time with people. To do that we can’t sell them things, we’ve got to entertain them, move them or give them something instead

COMPANY PROFILE

ALL INN MANAGEMENT

AGAPE SOLUTION



Agape is our specialized team within All Inn Management, built to deliver best-in-class Social Media, Community Management, and Crisis Communication. Backed by 10+ years of experience managing high-stakes portfolios, Agape has successfully stewarded some of Africa's biggest brands across industries



BRANDS: Heineken, Windhoek, Strongbow, English Blazer, Yardley London, Philips, Twinsaver & Glencore

SAMPLE CONTENT PLAN

Week	Theme	Content Type	Platform	Cultural Hook	Purpose
	1 Start Strong	Influencer Reel or Skit: “My week vs. my plan”	Instagram Reels, TikTok	Work hustle, Sunday blues, relatable chaos	Drive connection through humour
	2 What’s in Your Bag / Cart/Basket?	UGC + Creator Post: What SA shoppers *really* buy	Instagram, X	Budget culture, Smart Shopper life	Promote authenticity & audience participation
	3 Weekend Starter Pack	Carousel Post: Braai, chillas, club, homebody	Instagram, Facebook	Local lifestyle & weekend rituals	Celebrate culture, invite commentary
	4 Side Hustle Diaries	Creator Threads / Story Takeovers	Twitter, Instagram Stories	Hustle economy, township innovation	Uplift voices & align brand with ambition
	5 Mznsi Soundtrack	Trending audio challenge or curated playlist	TikTok, Instagram Reels	Amapiano, Gqom, nostalgic hits	Encourage UGC & tap into music culture
	6 Let’s Talk About It	Vox pop series / Story polls & Qs	YouTube Shorts, IG Stories	Real conversations: money, love, purpose	Drive engagement & insight-led content
	7 Soft Life Moments	Static Post: Relatable ‘treat yourself’ energy	Facebook, Instagram	Soft life vs survival mode contrast	Showcase brand as an enabler of ease
	8 Comment Section Gold	Screenshot of funny fan comment or response	X, Instagram	Social proof, humour	Humanise the brand & celebrate the audience

Objective: Drive awareness, engagement, and brand affinity by tapping into relatable local truths, digital behaviour, and platform-specific trends.

COMMUNITY MANAGEMENT GUIDE

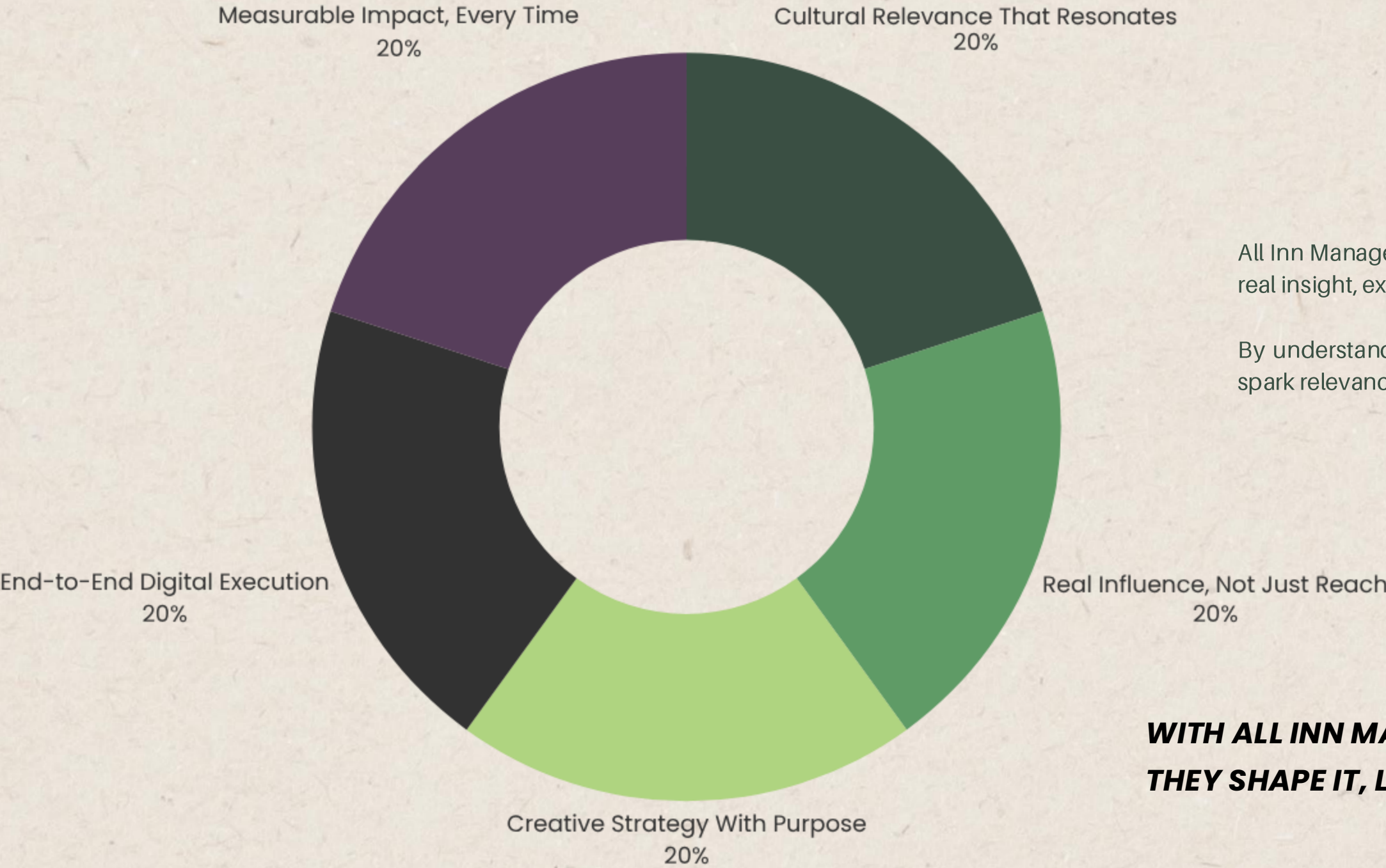
Focus Area	Description	Frequency
Real-Time Monitoring	Track all brand mentions, comments, DMs, and hashtags across platforms	Daily (9am–9pm)
Comment Moderation	Hide/remove harmful content (e.g. hate speech, misinformation), respond to FAQs and feedback	Ongoing
Engagement & Amplification	Proactively comment on brand-tagged posts, retweet UGC, use vernac/slang where appropriate	Minimum 20 engagements/day
Community Voice Building	Use a locally fluent tone – warm, humorous, sometimes cheeky – aligned to each brand	Always-on
Escalation Protocol	Flag product complaints, sensitive topics, or misinformation to client within 30 mins	As Needed
Weekly Reporting	Track sentiment, top comments, community trends, unanswered queries	Every Friday

Objective: Ensure meaningful, real-time engagement with audiences, amplify brand trust, and manage sentiment through every conversation, from product questions to social listening.

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THE MARKET OPPORTUNITY



All Inn Management gives brands the edge to move at the speed of culture, with strategies rooted in real insight, executed with influence, and designed for measurable impact.

By understanding what makes people feel, share, and buy, All Inn helps brands shift perception, spark relevance, and build loyalty where it counts most: in the hearts and timelines of real audiences.

WITH ALL INN MANAGEMENT, BRANDS DON'T JUST PARTICIPATE IN CULTURE, THEY SHAPE IT, LEAD IT, AND LEAVE A LASTING MARK.

CRISIS ESCALATION MATRIX

Level	Definition	Examples	Response Time	Action Steps	Tone & Messaging	Internal Protocol
Low: Minor issue, no reputational risk	Non-viral, correctable issues	Typos Broken links Delayed responses Repeated queries	Within 2 hours	Acknowledge Correct Update FAQs	Friendly, human, light tone Thanks for spotting that! All fixed 😊	Log in daily community report No client escalation unless recurring
Medium: Moderate risk, customer-facing	Issues that may frustrate customers or spread if ignored	Spoiled product Stock complaint Misleading comment Content backlash	Within 1 hour	Respond publicly Take to DMs Resolve or offer next steps Notify client if unresolved	Empathetic and quick-to-solve Sorry about that! Let's get it sorted right away.	Add to issue tracker Share in daily update Flag for weekly sentiment wrap
High: Viral risk, brand integrity threat	High-sensitivity issues with reputation damage potential	Influencer scandal Fake brand pages Cultural insensitivity Community backlash	Acknowledge in 30 min Full response in 1–4 hrs	Escalate immediately Draft holding statement Pause campaign/content Monitor sentiment hourly	Direct and brand-safe "We're aware and working to resolve it. Thank you for your patience."	Notify crisis lead Live monitor mentions Create incident log
Critical: Legal, media, or life-threatening crisis	Major incident with real-world harm or widespread media attention	Health/safety risk Offensive partner behaviour Data leak Media queries	Acknowledge within 15–30 mins Activate response team within 1 hr	Notify execs Publish holding statement Brief legal/PR teams Prepare press protocols Hourly updates	Calm, factual, coordinated We are urgently investigating and will update shortly.	Full crisis team activated War room (virtual/live) Hourly sentiment + media scans



GET IN TOUCH

FOR MORE INFORMATION OR TO SCHEDULE A MEETING, PLEASE CONTACT US.

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