

LADYBUGZ

LADYBUGZ

COMPANY

PROFILE

Helping B2B brands connect with the right audience through
organic marketing, LinkedIn strategy, and webinars

From impossible to it's possible

THE PROBLEMS WE SOLVE

YOUR MARKETING TEAM IS SPENDING BUDGET, BUT THE PIPELINE IS NOT GROWING.



Your brand is invisible to decision-makers

You have a great product or service, but the people who sign the cheques do not know you exist. Your competitors are showing up in their LinkedIn feed every day. You are not.



Your sales team is cold-calling into the void

Without a warm audience, every sales conversation starts from zero. Your team wastes hours reaching people who have never heard of your brand.



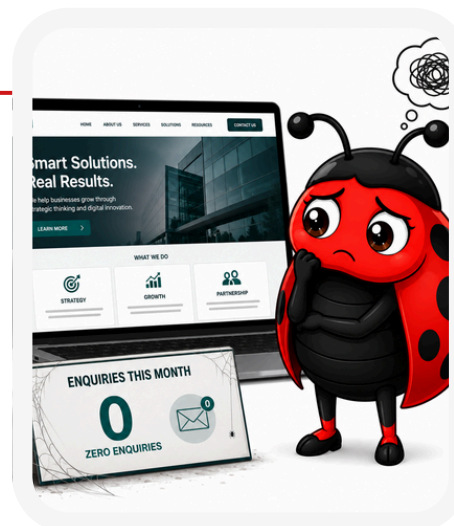
Your webinars get 30 registrations when they should get 300

You know webinars work for B2B, but your events feel underpowered. Low registrations, poor attendance, and no follow-up strategy to convert attendees into leads.



Your LinkedIn presence is a ghost town

Your company page has content from three months ago. Your executives have profiles that read like CVs instead of thought leadership platforms. Meanwhile, your competitors are building audiences of thousands.



Your website looks good but generates zero enquiries

You invested in a website, but it is not ranking on search engines, not appearing in AI answer engines, and not converting visitors into leads.



Your employees do not know how to represent your brand online

You know webinars work for B2B, but your events feel underpowered. Low registrations, poor attendance, and no follow-up strategy to convert attendees into leads.



You are spending on paid ads but seeing diminishing returns

Pay-per-click gets expensive fast. The moment you stop paying, the leads stop coming. You need a sustainable organic strategy.



You are trying to sell to 100 companies and closing none

Broad lead generation burns budget. You need to focus on 20 high-value accounts and go deep, not wide.

If any of these sound familiar, you are not alone. These are the exact problems LadyBugz Marketing solves for B2B brands every day.

WHO WE ARE

LadyBugz Marketing is a specialist B2B marketing agency based in South Africa. Founded by Noleen Thompson, we are your ally in the digital world. We are not just service providers but your committed partners. We dedicate our time and effort to your success. Our focus goes beyond transactions. It is about relationships.

We unlock the full potential of B2B brands through impactful webinars, strategic LinkedIn marketing, and organic growth strategies. We take a holistic approach, covering everything from planning and executing webinars to website design, social media management, and harnessing organic reach.





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OUR APPROACH

Before starting any project, we take the time to understand our clients' needs, unique selling points, and objectives. By challenging them to think outside the box, we help them discover their creative potential and create an authentic brand voice that resonates with their target audience.

Our proven methods, tested through our own brand journey, have made us the go-to B2B marketing agency. We help our clients boost their confidence by creating compelling content and creatives that make them stand out, especially on LinkedIn.



WHAT MAKES US **DIFFERENT**

- **100% Organic:** We prove our strategies work without paid advertising. Every result we deliver is built on organic reach, content quality, and relationship building.
- **We Test on Ourselves First:** Every strategy we recommend to clients has been tested and proven on our own brand. We do not sell theory.
- **B2B Specialists:** We do not try to be everything to everyone. We specialise in B2B marketing and understand the longer sales cycles, multiple decision-makers, and relationship-driven nature of B2B.
- **AI-Powered Content Strategy:** We leverage AI to create content optimised for both traditional search engines and the new generation of AI answer engines (AEO). Your content gets found by Google AND by ChatGPT, Perplexity, and Claude.
- **Partnership, Not Transactions:** Some of our clients have been with us for years because we invest in long-term relationships, not short-term projects.

INDUSTRIES WE SERVE



Finance and Accounting



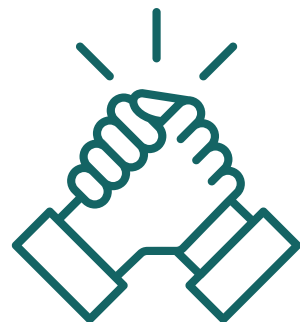
Technology



Cybersecurity



Learning and Development



Professional Services



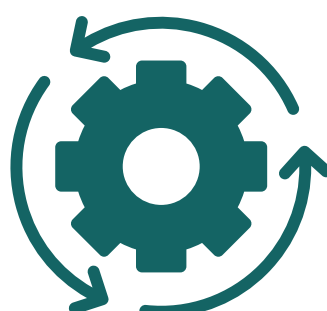
Telecommunications



HR Technology



Property and Real Estate

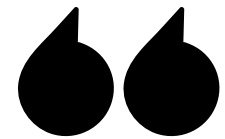


Manufacturing

RESULTS THAT SPEAK

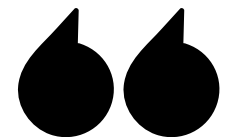
Metric	Result
Webinar registrations (single campaign)	784
Organic follower growth (12 months)	45.5%
Organic LinkedIn impressions (12 months)	102,187
Paid advertising spend	R0 (100% organic)
Webinar attendance rate	Up to 41%
Senior-level webinar attendees	26%
Organic search visitors (6 months)	23,397
New website users increase	55.7%
Newsletter subscriber growth	33.3% growth, 63% lead engagement

CLIENT TESTIMONIALS



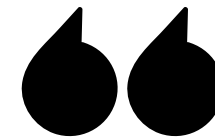
"LadyBugz has been a part of our growing brand for many years now and in that time, they have evolved with us. It goes without saying they go above and beyond what is expected."

- J. Lawlor, Marketing and Inventory Coordinator, SimConnect/SimNet



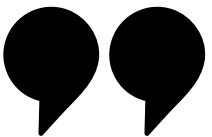
"It is a breath of fresh air to work with Noleen. She is committed to finding insightful and relevant content for my business. Noleen's team is amazing in how they quickly execute and always with a smile! I would highly recommend using her for all your digital content and posting and keeping your business on point and top of mind!"

- Samantha Venter



"Thank you very much for the informative session today! I really learned a lot and realised what a powerful tool this platform could be, if used correctly. I look forward to applying the new skills acquired today. I would happily recommend your services to any client that is looking at building their business, brand, and network."

- Craig Kilian, Partner, BDO South Africa



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OUR SERVICES

LINKEDIN SERVICES

LinkedIn Training

Are you looking to establish your brand's presence and credibility on LinkedIn? Your employees can be powerful advocates for your organisation on this platform.

By strategically engaging them, you can expand your brand's reach and connect with audiences on a human level. LadyBugz customises LinkedIn training for sales teams, executives, and employees at every level.

What we do:

- Profile optimisation: Transform LinkedIn profiles from digital CVs into thought leadership platforms
- Content strategy: What to post, when to post, and how to engage authentically
- Engagement techniques: Build meaningful connections that lead to business conversations
- Sales Navigator training: Help your sales team find and engage decision-makers
- Employee advocacy: Turn your entire team into brand ambassadors

Why it matters:

When employees share their insights, achievements, and industry knowledge, your brand becomes more trustworthy. Their professional profiles show that your organisation knows what it is doing. We provide ad-hoc training for your sales team to help them generate leads and thrive in the digital marketplace.

Result highlight: Craig Kilian, Partner at BDO South Africa, described our training as "informative" and said he "would happily recommend your services to any client looking at building their business, brand, and network."



LinkedIn Profile Management

We manage and optimise LinkedIn profiles for executives and teams who do not have the time to maintain their own presence but understand its importance.

What we do:

- Write and schedule regular content that positions you as a thought leader
- Engage with your network on your behalf (comments, reactions, connection requests)
- Optimise your profile headline, summary, and featured sections
- Monitor analytics and adjust strategy based on performance
- Build your network strategically with the right connections



Result highlight: For one client, we grew LinkedIn connections from 1,850 to 2,077 in just 48 days, generating 15,854 impressions organically.

LinkedIn Marketing and Management

LinkedIn has over 1 billion users in more than 200 countries worldwide. It is the most powerful B2B marketing platform available, and if you are not using it effectively, you are missing a significant opportunity.

What we do:

- Company page strategy and management
- Content creation and scheduling (articles, posts, carousels, videos)
- Audience targeting and growth
- Performance analytics and monthly reporting
- Event creation and promotion through LinkedIn
- Organic reach strategy (no paid advertising required)

Why it matters:

LinkedIn is where B2B decision-makers spend their time. A well-managed LinkedIn presence builds credibility, generates leads, and establishes your brand as a thought leader in your industry.

Result highlight: 102,187 organic LinkedIn impressions and 45.5% follower growth in 12 months, all without paid advertising.

CONTENT AND STRATEGY

Organic B2B Marketing Strategy

A marketing strategy no longer includes "just marketing" but also sales, HR, and other business units that have touch points with your clients. We develop comprehensive organic marketing strategies that align all your customer-facing teams.

What we do:

- Marketing audit and gap analysis
- Target audience research and persona development
- Content strategy aligned with your sales funnel
- Channel strategy (LinkedIn, email, webinars, website)
- Quarterly planning and execution roadmaps
- Performance tracking and optimisation

Why it matters:

Most B2B companies waste marketing budget because they lack a cohesive strategy. We build strategies that create a sustainable pipeline of qualified leads without dependence on paid advertising.

Organic B2B Marketing Strategy

Professional B2B copywriting that gets your brand found by search engines, AI answer engines, and most importantly, by the decision-makers who matter.

What we do:

- Website copy that converts visitors into enquiries
- Blog articles and thought leadership content
- Case studies that tell your success stories
- Newsletter content that keeps your audience engaged
- AI-optimised content (AEO) that gets cited by ChatGPT, Perplexity, and other AI tools
- Press releases and media content

Why it matters:

Content is the fuel for every marketing channel. Poor copy means poor results, regardless of how much you spend on distribution. We write content with substance, not fluff.

Result highlight: 23,397 organic search visitors in 6 months from strategic copywriting alone.

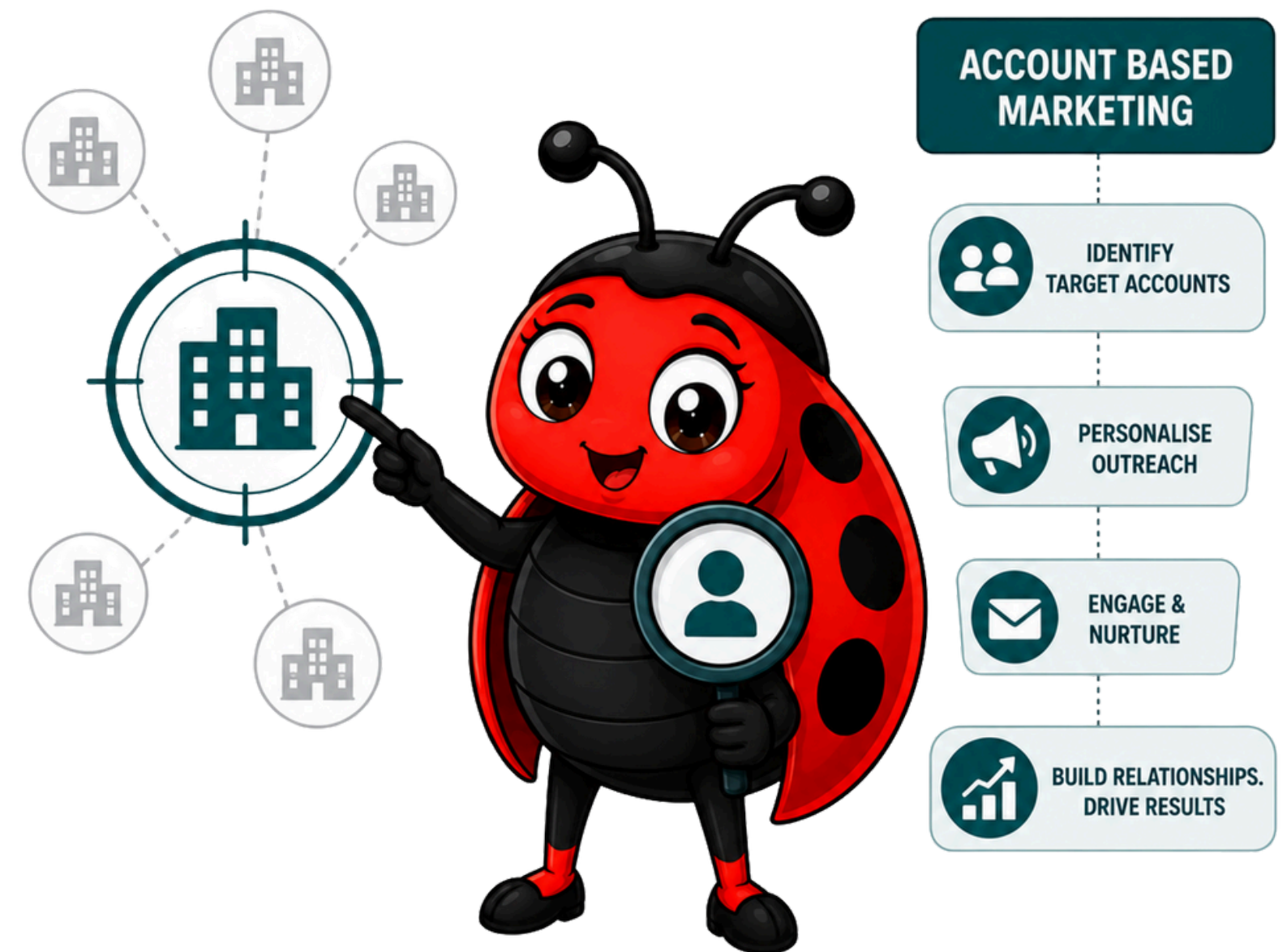
Account-Based Marketing (ABM)

Stop chasing 100 leads. Start winning 20 accounts that actually matter.

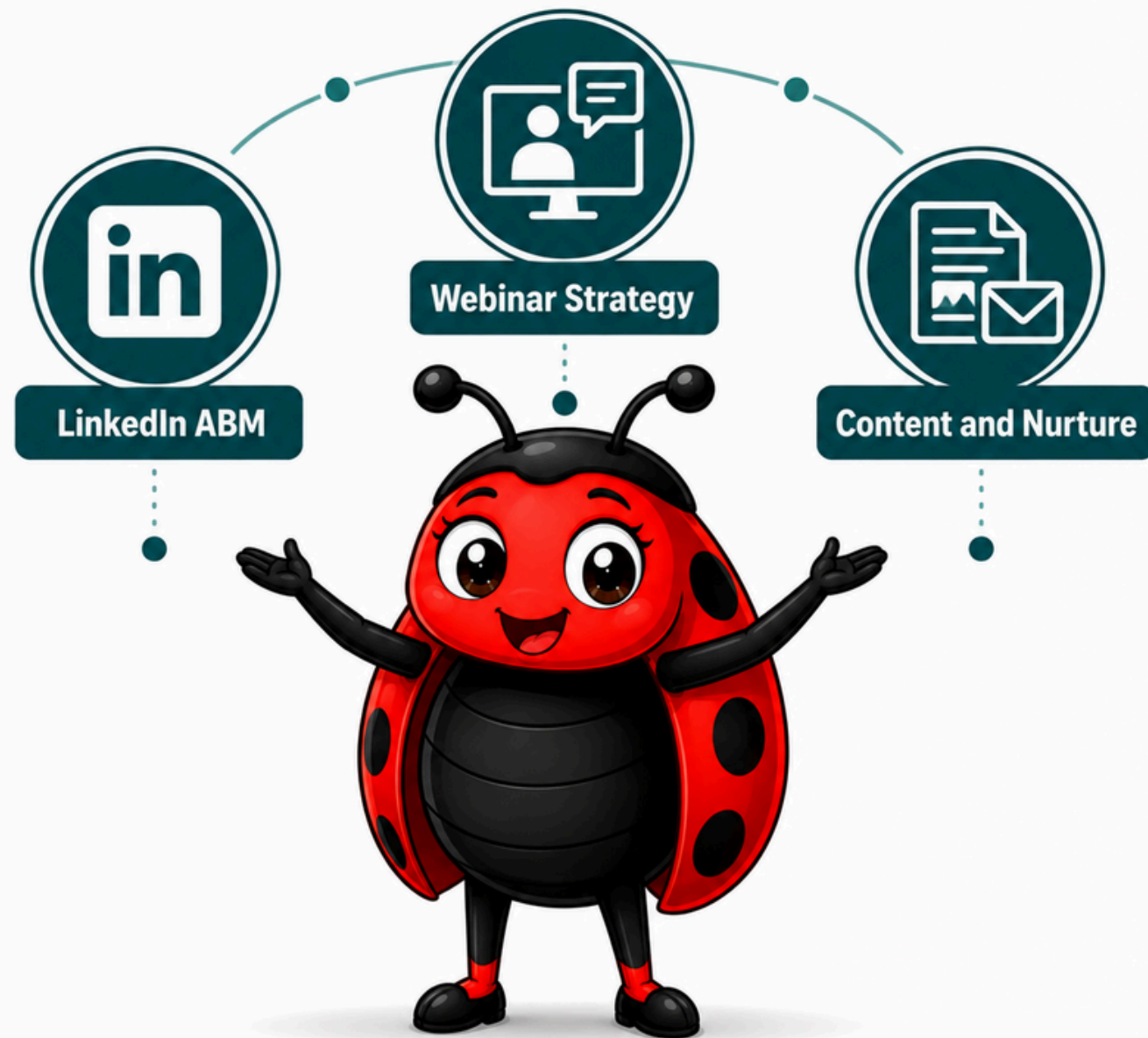
ABM flips traditional B2B marketing. Instead of casting a wide net, you identify your highest-value target accounts and build personalised campaigns around them. According to Gitnux (2026), 97% of marketers report ABM delivers higher ROI than traditional marketing.

What we do:

- Define your Ideal Client Profile (ICP) and target account list
- Map buying committees (the average B2B deal involves 22 stakeholders)
- Create personalised content for each account tier
- Execute multi-channel campaigns via LinkedIn, email, and webinars
- Measure engagement at the account level, not just lead level



OUR THREE PILLAR ABM APPROACH



Why it matters:

The average B2B buying decision now involves 22 people (Forrester 2026). You cannot meaningfully engage 22 people across 100 accounts. You CAN across 20. ABM delivers 87% higher ROI (ITSMA), 58% larger deal sizes (Revenue Memo), and 30 to 40% faster sales cycles (Martal 2026).

Our three-pillar ABM approach:

- 1. LinkedIn ABM:** Targeted outreach, Sales Navigator prospecting, and Matched Audiences advertising
- 2. Webinar Strategy:** Exclusive webinars designed for target accounts and industry clusters
- 3. Content and Nurture:** Personalised email sequences and thought leadership targeting decision-makers

Webinar Hosting and Marketing

LadyBugz offers tailored webinar planning and hosting services to help your B2B brand connect with audiences worldwide. We handle everything from planning to sales training to follow-up on leads.

Important: We host webinars under YOUR brand, not ours.

What we do:

- Webinar strategy and topic development
- Speaker preparation and briefing
- Registration page design and promotion
- Technical hosting and production
- Audience engagement (polls, Q&A, chat management)
- Post-webinar lead follow-up strategy
- Recording editing and on-demand distribution
- Sales team training on lead conversion





Why it matters:

About 30% of webinar attendees can become leads if sales teams follow up correctly. 91% of B2B professionals say webinars are their preferred content format (DemandSage 2026). Vendors who capture buyer attention at the research stage win the deal approximately 80% of the time.

Result highlight: 784 registrations from a single campaign. 621 registrations with 41% attendance rate. 456 registrations with 26% senior-level attendees.

Video Editing

Attract B2B prospects by creating impactful videos online. These videos can influence purchase decisions and help you connect with your audience by showcasing content from online events.

What we do:

- Webinar recording editing and highlight reels
- Social media video content (LinkedIn, Instagram, TikTok)
- Corporate communication videos
- Event recap videos
- Short-form video clips for thought leadership
- Subtitle and caption integration

Why it matters:

Video content generates significantly higher engagement across all platforms. Repurposing webinar content into short video clips extends the life of your events and reaches audiences who did not attend.



DESIGN AND DEVELOPMENT

Website Design

Your website is often the first impression a potential client has of your brand. It needs to look professional, load fast, and convert visitors into enquiries.

What we do:

- Custom website design and development
- SEO-optimised architecture and content
- AI answer engine optimisation (AEO)
- Mobile-responsive design
- Content management system setup (easy for you to update)
- Ongoing maintenance and updates

Why it matters:

A good website is not just about looking pretty. It needs to rank on search engines, appear in AI answer engines, and convert visitors into leads.

Result highlight: 55.7% increase in new users and 36.8% organic traffic increase for client websites.

Marketing Collateral

Professional design and production of branded materials that represent your brand consistently across all touchpoints.

What we do:

- Presentations and pitch decks
- Brochures and company profiles
- Infographics and data visualisations
- Sales enablement materials
- Event materials (banners, stands, handouts)
- Email templates and newsletter designs



SPECIALISED SERVICES

Coaching Services

Our digital coaching services can help you succeed in the online world. We provide coaching to give you the skills and knowledge to navigate digital marketing, social media, search engine optimisation, and more.

What we do:

- LinkedIn strategy and execution coaching
- Content marketing coaching
- Digital marketing fundamentals
- Social media strategy
- Personal branding development
- One-on-one and group sessions available

Why it matters:

Sometimes you do not need an agency to do everything for you. You need someone to show you how, and then empower you to do it yourself. Our goal is to help you thrive independently online.

White-Label Marketing Services

Are you an agency that needs B2B marketing expertise without hiring in-house? LadyBugz works behind the scenes as your marketing arm.

What we do:

- LinkedIn management under your agency's brand
- Content creation delivered as your own work
- Webinar production and hosting
- Strategy development for your clients
- Complete confidentiality: your clients never know we are involved

Why it matters:

Many agencies win B2B clients but lack specialist B2B marketing capabilities. Instead of turning work away or delivering subpar results, partner with us. We do the work. You take the credit.



ESG and Social Sustainability Solutions

Help your organisation communicate its ESG (Environmental, Social, and Governance) initiatives effectively. Sustainability is not just a reporting requirement. It is a brand differentiator.

What we do:

- ESG communication strategy
- Sustainability content creation
- Stakeholder engagement campaigns
- Annual report content and design support
- LinkedIn thought leadership on ESG topics
- Internal communication for ESG initiatives



B2B Brand Ambassador Programme

Transform your employees into your most powerful marketing channel. A structured programme that turns team members into LinkedIn thought leaders who represent your brand authentically.

What we do:

- Programme design and rollout strategy
- Employee LinkedIn profile optimisation
- Content creation training and support
- Engagement playbooks for each participant
- Monthly performance tracking and coaching
- Executive-level and team-level programmes

Why it matters:

Employee posts get 8x more engagement than company page posts on LinkedIn. When your team is active and visible, your brand reaches audiences that company marketing alone cannot touch.



A photograph of two Black women in professional attire. The woman on the left is holding a tablet and looking at it, while the woman on the right is looking down at the tablet. They are in an office environment with large windows in the background. The image has a dark, teal-colored overlay.

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THE LADYBUGZ TEAM

At LadyBugz, we invest in our team's well-being, prioritising their mental and physical health. We partner with wellness centres to provide comprehensive support, fostering a culture that values holistic development. By prioritising our team's mental health, we create an environment where creativity flourishes and we dedicate our collective energy to producing quality work.



Noleen Thompson

Founder and CEO

Passionate about guiding individuals beyond their comfort zones to elevate their branding and lead the company towards future growth.

With over 28 years of experience in B2B marketing, Noleen is recognised as one of South Africa's leading organic LinkedIn marketing strategists. She has trained executives and teams at organisations including BDO South Africa, and regularly hosts webinars and speaks on B2B marketing strategy.



Mpho Mogorosi

Operations Manager

Ensures efficient production processes aligned with customer demands, with a passion for transforming clients' words into impactful content. Mpho brings operational excellence to every project, managing workflows and client deliverables with precision.



Clare Terblanche

Multi-Media Designer

Clare dedicates time to crafting beautiful and professional websites, graphics, and logos that effectively represent our clients' brands.

From pitch decks to infographics to full website designs, Clare brings visual creativity to every brief.



Nessah Muller

Digital Administrative Support

Enthusiastic about fostering an organised atmosphere to enhance the team's overall productivity and success. Nessah ensures that every project runs on time and every client receives consistent, professional communication.



Julian Muller

Video Editor and Producer

Julian brings creative vision to every project, producing compelling video content that captures brand stories and engages audiences. From webinar recordings to social media clips, Julian transforms raw footage into polished, professional content.

PARTNER WITH LADYBUGZ

LadyBugz Marketing is your dedicated partner in navigating the digital landscape. Elevate your brand, build credibility, and stay ahead of the competition with our comprehensive B2B marketing solutions.

Phone

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Email

noleen@ladybugz.co.za

Website

www.ladybugz.co.za

Ready to stop being invisible and start winning the accounts that matter?