



DEPARTMENT  
**COMMUNICATION  
& MARKETING**

STRATEGY

INFLUENCE

COMMERCIAL PERFORMANCE

Adding value to your brands | Accelerating your growth | Creating a lasting impact



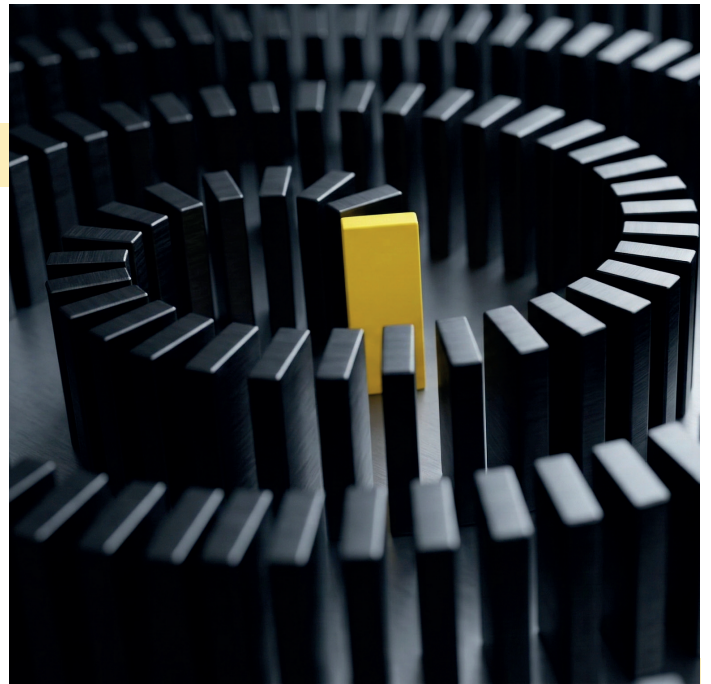
## CORPORATE OVERVIEW

### STRATEGY | INFLUENCE | COMMERCIAL PERFORMANCE

The Communication & Marketing Department of MAISSANE HOLDING is a strategic partner dedicated to the growth, influence, and commercial performance of its clients and partners across national, regional, and international markets.

In a competitive and constantly evolving economic environment, communication and marketing are no longer mere support functions; they are true levers for competitiveness, differentiation, and value creation.

We act as a growth accelerator for our partners, transforming their business and offerings into highly visible, high-performing brands capable of establishing a lasting presence in their target markets.



## OUR STRATEGIC POSITIONING

### A FULLY INTEGRATED STRATEGIC UNIT

The Communication & Marketing Department is designed as an integrated strategic entity at the core of MAISSANE HOLDING's value chain.

Its role goes beyond traditional communication:

- **It structures the corporate image of our partners,**
- **Enhances their commercial appeal,**
- **And supports their expansion on an African and international scale.**





## OUR BUSINESS ROLE IN DRIVING PERFORMANCE

### AN INTEGRATED STRATEGIC ENTITY

We operate cross-functionally to directly support your growth objectives through:

- **Strengthening your corporate image and credibility.**
- **Active support for your commercial performance.**
- **Increasing the visibility of your business offerings and solutions.**
- **Supporting your regional and international expansion.**
- **Designing highly effective sales and marketing collateral.**

At MAISSANE HOLDING, communication is considered a strategic investment that generates opportunities, qualified brand awareness, and measurable results for our partners.



## OUR APPROACH: STRATEGIC, CREATIVE, AND RESULTS-ORIENTED

### AN INTEGRATED STRATEGIC ENTITY

Our approach is based on a balanced combination of strategic vision, performance-oriented creativity, and the use of advanced technological tools.

We design communication and marketing systems that are:

- **Measurable.**
- **High-performing.**
- **Aligned with business objectives.**
- **Tailored to the realities of African and international markets.**

Every action is designed to produce a real impact in terms of visibility, image, and commercial conversion for our clients and partners.



# MARKETING



## OUR MISSION

Our mission is to create sustainable value for our clients and partners by deploying high-impact communication and marketing strategies focused on visibility, influence, and commercial performance.

We design content, campaigns, and experiences capable of:

- **Convincing decision-makers.**
- **Differentiating brands in competitive markets.**
- **Turning visibility into concrete business opportunities.**



## OUR VISION

Our ambition is to make Communication & Marketing a true vector of influence, credibility, and performance for our clients, positioning them as key players in their respective sectors.

We aim for world-class Institutional communication, aligned with the standards of major holdings and pan-African groups, to ensure our partners maintain a strong and consistent image.



## OUR CORPORATE COMMITMENTS

MAISSANE HOLDINGS is committed to deploying communication that is:

- **Professional, ethical, and responsible.**
- **Consistent with your image and values.**
- **Tailored to your various target audiences (institutional, commercial, investors).**
- **Innovative and results-oriented.**
- **Based on continuous strategic monitoring of markets and trends.**

We guarantee clear, structured, and high-value-added messaging to strengthen your credibility and influence.



## A HIGH-VALUE-ADDED TEAM

The Communication & Marketing Department relies on a multidisciplinary team of experts in:

- **Institutional communication & public relations.**
- **Strategic and operational marketing.**
- **Digital marketing & social media management.**
- **Branding, visual identity & audiovisual production.**
- **Corporate and institutional events.**

This synergy of skills allows us to offer a 360° approach integrating strategy, creativity, and performance in service of your objectives.





## OUR CORE EXPERTISE



### INSTITUTIONAL COMMUNICATION

Strengthening your image, credibility, and influence with partners, institutions, and investors.



### STRATEGIC MARKETING

Positioning your offerings, segmenting your markets, and developing results-oriented marketing plans.



### DIGITAL MARKETING & VISIBILITY

Developing your digital presence, acquiring a qualified audience, and engaging your strategic targets.



### BRANDING & VISUAL IDENTITY

Creating and structuring strong, consistent, and differentiating brands in their markets.



### EVENTS & STRATEGIC RELATIONS

Organizing corporate, institutional, and commercial events to increase your visibility and network of influence.



### REPORTING & PERFORMANCE

Rigorous tracking of key performance indicators (KPIs, ROI, Dashboards) to ensure concrete and measurable results.



## PERFORMANCE & RESULTS-ORIENTED MARKETING

Our marketing approach is based on an analytical and strategic logic that includes:

- **Market and competitive analysis.**
- **Precise targeting of strategic audiences.**
- **The design of structured marketing plans.**
- **Rigorous monitoring of performance indicators.**

Our objective is clear: to generate tangible, measurable results aligned with your commercial ambitions.



## GLOBAL COMMUNICATION & IMAGE MANAGEMENT

We deploy global communication strategies integrating:

- **Internal and external communication.**
- **Corporate, commercial, and institutional content.**
- **Consistent multi-channel campaigns.**
- **Proactive management of reputation and e-reputation.**

This approach strengthens the consistency of your image across all communication channels.

## DIGITAL COMMUNICATION & INNOVATION

Digital is a major driver of visibility and performance. Our interventions specifically cover:

- **Creation of websites and digital platforms.**
- **Community management and social media strategy.**
- **E-mail campaigns and marketing automation.**
- **SEO / SEA and UX/UI optimization.**
- **Production of high-value multimedia content (video, motion design, podcasts).**

We use modern technologies to amplify the impact and reach of your communication efforts.



## CORPORATE RELATIONS & PUBLIC RELATIONS

We develop structured Institutional communication aimed at strengthening your influence and credibility among public, private, and media stakeholders.

Our actions include:

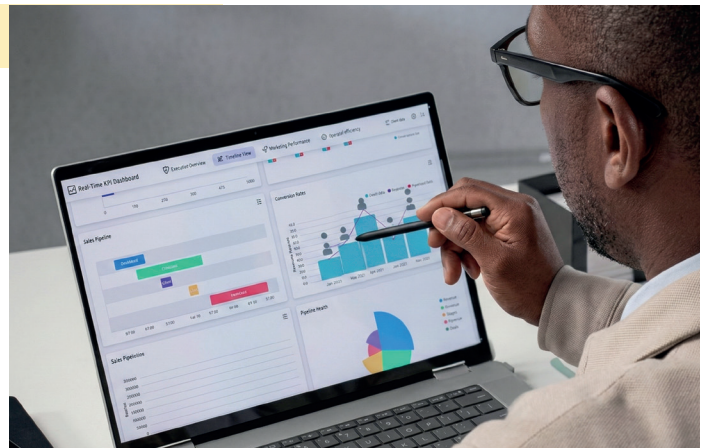
- **Press and media relations.**
- **Public and Institutional communication.**
- **Organizing corporate and institutional events.**
- **Crisis communication and strategic image management.**

## SUPPORT & STRUCTURAL PROJECTS

We also support:

- **Your strategic projects.**
- **Your subsidiaries and partners.**
- **NGOs, institutions, and major structural projects.**
- **Your sales teams (tools, collateral, sales pitches).**

We contribute to the upskilling of your teams and the strengthening of your sales force through high-performing marketing tools.



## OUR COMPETITIVE ADVANTAGES

### STRATEGY | INFLUENCE | COMMERCIAL PERFORMANCE

Choosing MAISSANE HOLDING means benefiting from:

- **A tailor-made approach, aligned with your business objectives.**
- **A 360° Communication & Marketing vision integrating strategy, creativity, digital, and performance.**
- **Innovative, high-performing, and measurable campaigns.**
- **Local roots combined with an international reach.**





**INFLUENCE**  
IS NOT A COINCIDENCE.  
**IT IS A**  
**STRATEGY.**



**MAISSANE**  
**HOLDING**

Scan the  
QR code  
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