



MARASCHINO MARKETING COLLECTIVE

# COMPANY PROFILE

Through our mix of Digital Marketing Services in an on demand world, we reach your audience through every touch point, in a way that's relevant to their lives and your business.





# WE'RE NOT YOUR ORDINARY MARKETERS

We are the architects of innovation and the dream weavers of marketing. Our dynamic, all-women team, led by the exceptional mother-and-daughter duo, Mandy Rootman and Tayla Swanepoel, brings together a symphony of diverse talents and a unique marketing finesse. We harness the power of marketing to shape the world's perception, campaign by campaign, into something extraordinary.

## ABOUT US

Guided by Mandy Rootman, a visionary with over 30 years of experience in the marketing arena, Maraschino Collective has built a reputation for delivering innovative and effective marketing solutions tailored to each client's unique needs. Mandy isn't just a leader—she's a trendsetter who has navigated industries, markets, and challenges with unwavering dedication to innovation. Her wealth of knowledge and strategic insight has been instrumental in driving our team's outstanding success. But the story doesn't end there. Mandy's legacy of excellence continues with Tayla Swanepoel, poised to lead the next generation of marketing brilliance. Together, they don't just shape the present—they forge an exciting and limitless future.

At Maraschino, we value transparency, collaboration, and communication. We build strong relationships with our clients, ensuring their needs are met and their expectations are exceeded. Our approach is not one-size-fits-all; we take the time to understand each business and target audience, crafting tailored strategies that yield real results.

# OUR SERVICES

We offer a comprehensive suite of marketing services designed to elevate brands and create lasting impressions:

## 1. Digital Marketing & Brand Management

- Social Media Management & Strategy
- Content Creation & Curation
- Brand Identity Development
- Marketing Strategy & Implementation
- Customer Engagement & Community Building

## 2. Graphic Design & Creative Services

- Logo Design & Brand Identity
- Print Materials (Brochures, Business Cards, Flyers)
- Social Media Graphics & Templates
- Marketing Collateral Design
- Packaging Design
- Publication Design (Magazines, Newsletters)
- Illustration & Custom Graphics
- Brand Style Guides & Visual Identity Systems



### 3. AI & Technology Solutions

- Generative AI Services
  - Custom AI Workflows for branded content
  - GPT Model Building & Training
  - AI-Powered Development
  - Tailored Creative Assets
- AI Cloud Chat Solutions (Various Plans)
- SaaS Apps using AI

### 4. Web Development & Hosting

- Website Design & Development
- Hosting Solutions (Basic to Master Plans)
- Domain Registration & Management
- WordPress Maintenance & Support
- Cloudflare Security Management

### 5. Product Strategy & Design

- Product Strategy Consulting
- User Experience (UX) Design
- User Interface (UI) Development
- Product Delivery & Implementation
- Quality Assurance & Testing

### 6. Digital Analytics & Optimisation

- Performance Tracking & Measurement
- User Experience Optimisation
- Business Metrics Analysis
- Data-Driven Decision Making

### 7. IT Infrastructure & Support

- VPS Hosting
- IT Consulting Services
- Cloud Architecture
- Security Solutions & Management



# AWARDS & RECOGNITION

- **Best Brand Development Marketing Agency 2025** (Global Business Insight Awards, recognising businesses across all seven continents, presented by GBI Magazine)
- **Best Digital Marketing Team 2024 - South Africa** (Business Resilience Excellence Award, Media Innovator Awards 2024)
- **Most Innovative Digital Marketing Agency 2024** (African Excellence Awards)
- **Best Brand Development Marketing Agency 2024** (African Excellence Awards)
- Mandy Rootman - **North Coast Business Woman of The Year '24**
- Corporate Vision's Small Business Award for **Best Digital Marketing Agency 2023 in KwaZulu-Natal**
- Mandy Rootman - **2023 Wonder Woman Award**
- Mandy Rootman - **2023 KZN Top Business Women Award**



# OUR CLIENTS

Our full client list is available on request





# CLIENT TESTIMONIALS

“We have been dealing with Mandy and her team for over 20 years. I has been absolutely amazing. They are professional, prompt and available on call. Looking forward to another 20 years. Well done Maraschino!!!!”

- Pierre Van Zyl (Owner of Hops Ballito)

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“Maraschino have been phenomenal not only in implementing a marketing strategy for my current business, but also in conceptualizing a marketing and launch strategy for my new business. They took the time to understand what we do and have been 8iinstrumental in driving and growing our brand.”

- Linda Herbst (Chief Talent Acquisition Specialist at Nomin8 & Candid8)

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- Pam Caldeira (Owner of Tigre Solutions)



NPO 257-182  
NPC 2020-808508-08



**Mrs Mandy Rootman**

**Reference: Testimonial**

The Rise Up Movement is a community welfare organisation that is founded on Human Rights Violations and creating Sustainable living.

This is to confirm that the person namely Mandy Rootman has been a crucial role model in our various community welfare initiatives. Her zeal and enthusiasm have brought a positive insight into the lifecycles of many residents within the Dolphin Coast.

This phenomenal being is a hard worker, community orientated, self-motivated and a beacon of sunshine in the most difficult times. Mrs Rootman personality warrants others to view her as a person to resonate with, her character reflects the compassion, ethics and morale values that inspires a trend in her personal and public existence.

Mrs Rootman, business services have been a support to many entrepreneurs, her knowledge and experience is focused on aiding entities on networking and empowerment.

As a community influencer Mrs Mandy Rootman identity has been a cornerstone to many, her vast network and uprising on a variety of subjects licenses support and participation. This series from community charity projects, guidance, planning and executing. Mrs Rootman role within The Rise Up Movement escalates from Gender Based violence, Human Trafficking, Child Abuse and creating Sustainable Living.

The Rise Up Movement is privileged to be affiliated to Mrs Mandy Rootman, her wealth of knowledge, experience and effervescent personality only reflects value for excelling. Mrs Mandy Rootman is viewed as a conqueror irrespective of circumstances and challenges.

Regards,

*Joshua Daniel*



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Visit us at [www.riseupmovement.org.za](http://www.riseupmovement.org.za)

To whom it may concern,

Anyone who is considering consulting with Mandy Rootman, being privy to her vast experience in business, knowledge of people, marketing, brand awareness and practical visionary skills, need to count themselves fortunate. I have known her for 20 years and seen her bring a high level of integrity, practical wisdom, leadership, candour, brilliant insight and foresight into all her relationships, be they friendships, family dynamics, networking or business partnerships.

I am known for my brutal honesty so I gain nothing from expressing to you, the reader, exactly what I know to be true. She is unique. Her courage in the face of challenge has brought hard won wisdom, making her a formidable ally and certainly someone I would always want in my corner. She brings responsibility and accountability to every table she sits at. She brings humour and a professional flair with a twist of informality to everything she touches; this being refreshing in our current age of disingenuous and fake facades. That is why she is a brilliant networker, communicator, speaker and teacher. People trust her and are inspired when she imparts facts, details, game plans or a strategy in a clear concise manner. It is easy to learn from her and people *want* to work with her.

Mandy will benefit your bottom line make no mistake. Listen carefully, work hard and follow through with her instruction as there is well thought out, experienced methodology in all her advice. She is loyal, discerning and discreet. Lastly she has what so many people in business don't have i.e. - compassion, kindness and an exceptionally healthy emotional intelligence. This ultimately is what guides us all and the choices we make. Mandy will bring you the results you're wanting effectively and efficiently. She is a master of her craft.

*Barbara*



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“When my client has learned to answer their own questions my job is done.”

Barbara Scogings

INSPIRING SELF-AWARENESS

“Maraschino Collective is the go-to company for your marketing and social media needs! Efficient, on-the-ball, creative, quirky and fun, they will give your business a stand-out identity and make sure your presence is always kept fresh, up-to-date and consistent in the fast-paced, ever-changing world of social media. It's also just such a relief to have this aspect taken care of, placed in the very capable hands of an excellent company that are experts in their field. Thank you so much, Maraschino Collective! From hands-on service directly from the owner, to the amazing work and service from her phenomenal team, you can't go wrong!”

**- Alexandra Laubscher (The Hair Shack)**

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“I have worked closely with Mandy and her Team for almost 2 years now and can safely say that choosing to work with Maraschino was the best decision ever. They have a dedicated team who treat your business like it was their own. They are passionate about what they do, and nothing is ever too much to ask no matter which day of the week it is or time of day.”

**- Shamini Pather (General Manager of La Montagne Resort)**

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“I have been working with Maraschino the past 2 years, they are prompt and on time and always plan content ahead. They are always ready to put in extra work. I do get a lot of complements about my social media pages. I can recommend them as a marketing team!!”

**- Elsbeth Terblanche (Owner of Utopia Holidays)**

# WHY CHOOSE MARASCHINO?

In a world where marketing is constantly evolving, we stay ahead of trends, ensuring our clients receive cutting-edge, impactful strategies. Our passion, expertise, and dedication to innovation set us apart—because at Maraschino, we don't just market; we create unforgettable experiences.

— WE LOVE WHAT WE DO AND WE DO WHAT WE LOVE! —

## GET IN TOUCH

Let's craft something extraordinary together.  
Contact Mandy or Tayla to learn more about how we can help your business grow.

**Mandy Rootman**

Tel: 082 493 8646

Email: [mandy@maraschino.co.za](mailto:mandy@maraschino.co.za)

**Tayla Swanepoel**

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