ZIGZAG

CONSULTING

STRATEGY • CONNECTION • GROWTH • IMPACT

FREQUENTLY ASKED QUESTIONS

Building Stronger Brands. Enabling Business Growth. Creating Lasting Impact.

One Partner. Multiple Solutions. Lasting Impact.

General Questions

1. What is Zigzag Consulting?

Zigzag Consulting is a multidisciplinary business solutions company that helps businesses and organisations **build stronger brands, connect with their audiences, grow digitally and create meaningful impact**.

We bring creative, digital, marketing, events, business-support and social-impact solutions together under one roof.

2. What services does Zigzag Consulting offer?

Our services are organised into six main areas:

- **Creative & Branding**
- **Digital Solutions**
- **Marketing & Communications**
- **Events & Experiences**
- **Business Solutions**
- **Social Impact**

This allows clients to work with one partner instead of coordinating multiple service providers.

3. Who do you work with?

We work with:

- Small and growing businesses
- Entrepreneurs and startups
- Established businesses
- Organisations and institutions
- Community-focused initiatives
- Brands and professionals

Our solutions can be tailored according to the client's needs, budget, and objectives.

4. Where is Zigzag Consulting based?

Zigzag Consulting is based in **Pretoria, Gauteng, South Africa**, and can work with clients both locally and remotely.

5. Why should I choose Zigzag Consulting?

Our approach combines **strategy, creativity, technology, communication, and business support**.

Instead of providing only one service, we look at how different parts of a business can work together to strengthen its brand, improve communication, and support growth.

Creative & Branding

6. Can you design a logo for my business?

Yes. We can create new logos and visual identities, as well as assist businesses that need to refresh or improve their existing branding.

7. What branding services do you provide?

Depending on the project, branding can include:

- Logo design
- Corporate identity
- Brand guidelines
- Business cards
- Company profiles
- Social media graphics
- Marketing materials
- Signage
- Brochures and flyers
- Presentations
- Digital advertising materials

8. Can you redesign my existing brand?

Yes. We can assess your current branding and develop a refreshed visual direction while maintaining elements that are important to your existing identity.

Digital Solutions

9. Do you design websites?

Yes. We provide website design and development for businesses and organisations.

Depending on the project, websites can include:

- Business websites
- Landing pages
- E-commerce websites
- Mobile-responsive design

- Basic SEO
- Analytics
- WhatsApp and social-media integration
- Hosting and domain support
- Website maintenance

10. Do you offer website maintenance?

Yes. Website maintenance can be provided through one of our digital support plans or as a separately quoted service.

11. Can you help me with my domain and hosting?

Yes. We can assist with the domain and hosting setup and help clients manage their website infrastructure.

12. Can you build an online store?

Yes. E-commerce websites can be developed according to the client's products, payment requirements, catalogues, and business needs.

Marketing & Communications

13. Can Zigzag Consulting manage social media?

Yes. We can assist with social media strategy, content, graphics, campaigns, and ongoing management depending on the agreed scope.

14. Do you create marketing campaigns?

Yes. Campaigns can be developed for product launches, promotions, brand awareness, events, community initiatives, and other business objectives.

15. Can you create content for my business?

Yes. Content services may include social media graphics, promotional copy, campaign concepts, presentations, and other communication materials.

Events & Experiences

16. Does Zigzag Consulting organise events?

Yes. We can assist with planning, coordination, branding and communication for events such as:

- Corporate events
- Product launches
- Networking events
- Conferences
- Workshops
- Awards events
- Community events
- Activations

17. Can you brand my event?

Yes. Event branding can include invitations, promotional graphics, signage, programmes, social media materials, presentations, and other branded event materials.

Business Solutions

18. Can you help me prepare a company profile?

Yes. We can develop professional company profiles that communicate your business, services, value proposition and brand identity.

19. Can you design proposals and pitch decks?

Yes. We can help structure and professionally design proposals, presentations and pitch decks for business development, partnerships, funding and other professional purposes.

20. Can you help with tender support documents?

Yes. We can assist with the **structure, presentation and design** of business and tender-support documentation. The client remains responsible for providing accurate information and meeting the relevant tender requirements.

Social Impact

21. What does your Social Impact service involve?

We help businesses and organisations' develop and communicate initiatives that create positive social or community outcomes.

Projects may include:

- CSI campaigns
- Community events
- School-support initiatives
- Youth-development programmes
- Entrepreneur-development initiatives
- Donation drives
- Sponsorship coordination
- Impact reporting
- Campaign branding and communication

22. Can you help a company plan a CSI campaign?

Yes. We can assist with developing the campaign concept, branding, communication, coordination, and documentation around an agreed initiative.

Pricing & Projects

23. How much do your services cost?

Pricing depends on the **scope, complexity, deliverables, timeline, and resources required**.

We provide indicative starting prices for selected services, but each project receives a quotation based on its specific requirements.

24. Do you offer packages?

Yes. We can structure projects into packages where appropriate, particularly for branding, digital solutions, marketing, and ongoing support.

25. Do you offer monthly services?

Yes. Monthly arrangements are available for selected services such as website maintenance, digital support, marketing, and ongoing creative work.

26. Do you require a deposit?

Project payment terms depend on the type and size of the project. Where a deposit is required, work will generally begin after the agreed deposit has been received.

The exact payment schedule will be stated in the quotation or proposal.

27. How long does a project take?

There is no single timeframe for every project.

A logo project may take considerably less time than a complete website, marketing campaign, or event. The expected timeline will be communicated during the quotation and project planning stage.

28. How many revisions do I get?

The number of revisions included depends on the project and quotation.

Additional revisions or changes outside the agreed scope may result in additional charges.

Working With Zigzag

29. How do I start a project?

The process is simple:

Enquiry → Discovery → Brief → Quote/Proposal → Approval → Deposit → Production → Review → Final Approval → Handover

You can start by contacting us with information about what you need.

30. What information do you need from me?

We normally need information such as:

- Your business name
- What you need
- Your objectives
- Your target audience
- Desired deliverables
- Your preferred timeline
- Existing brand materials

- Relevant content or information
- Your budget, where applicable

The more information you provide, the more accurately we can understand your requirements.

31. Can I combine different services into one project?

Absolutely. This is one of the advantages of working with Zigzag Consulting.

For example, a new business launch could combine:

Branding + Website + Social Media + Marketing Materials + Launch Event

We can coordinate these services as one integrated project where appropriate.

32. Can you work with my existing suppliers or team?

Yes. Where appropriate, Zigzag Consulting can collaborate with your internal team, existing suppliers, developers, printers, event providers or other professionals.

33. Do you work remotely?

Yes. Many aspects of our services can be delivered remotely through digital communication, online meetings and electronic file delivery.

After the Project

34. What happens when my project is completed?

We complete a final review, obtain approval, settle any outstanding payment, and provide the agreed final files, credentials or project materials.

35. Will I receive the source files?

This depends on the project and what is included in the agreed quotation.

Where applicable, final deliverables and editable/source files will be clearly specified in the project agreement.

36. Do you provide support after completion?

Yes. Post-project support may be available depending on the service and agreement.

For websites and digital services, ongoing support can also be provided through a monthly or annual support plan.

37. Can I become a long-term client?

Yes. Zigzag Consulting is designed to support businesses beyond individual projects.

A client may start with one service and later use us for branding, digital, marketing, events or business support needs as the business grows.

Short Website FAQ Version

What is Zigzag Consulting?
A multidisciplinary business solutions company providing creative, digital, marketing, events, business-support and social-impact solutions.

Who do you work with?
We work with businesses, entrepreneurs, organisations, institutions, and community-focused initiatives.

What services do you offer?
Our services cover Creative & Branding, Digital Solutions, Marketing & Communications, Events & Experiences, Business Solutions, and Social Impact.

How much do your services cost?
Pricing depends on the project's scope and requirements. We provide tailored quotations based on each client's needs.

How do I start a project?
Contact us with your requirements. We'll discuss your objectives, develop a brief, and provide a quotation or proposal.

Can I combine multiple services?
Yes. We can combine different services into an integrated solution—for example, branding, website development, marketing, and launch support.

Do you offer ongoing support?
Yes. Selected services are available through monthly or annual support arrangements.

Where do you operate?
We are based in Pretoria, South Africa, and can work with clients locally and remotely.

Contact

38. How can I contact Zigzag Consulting?

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