



AMAKA

Discover the best *Creatives* for your projects

Get instant access to top creatives, a project lead, and a seamless platform to execute your marketing, content, and design projects—your way.

 Quality guaranteed  Top-rated professionals

Get started

See How It Works



SONY



access>>>

Wavemaker



OUR IMPACT

REACH

60
Countries

Primarily across the US,
Nigeria, the UK and
South Africa.

COMMUNITY

70+
Thousand

Creative talent and
businesses across our
platform, email database
and social media
accounts.

INFLUENCER COLLABORATIONS

Naomi Campbell
Ayra Starr
Yemi Alade
Davido

BRANDS TRUST US



Wavemaker

ETG



access
Bank

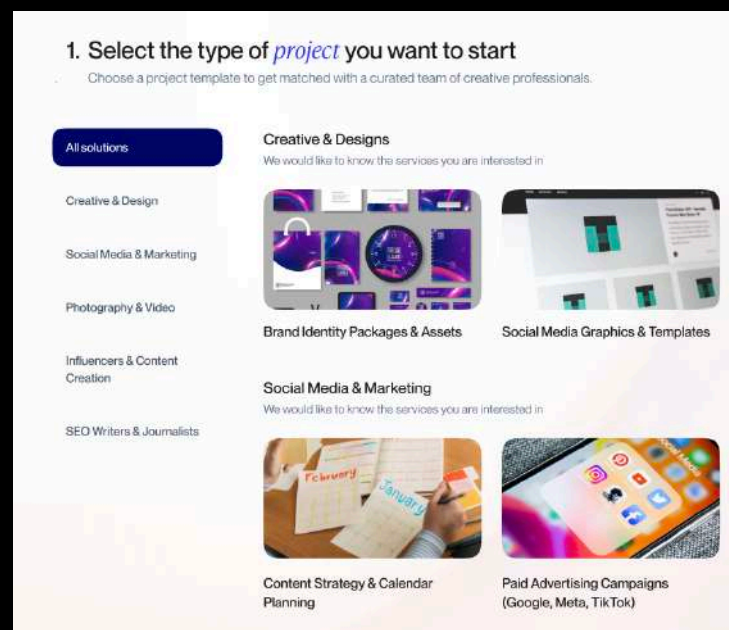
SONY



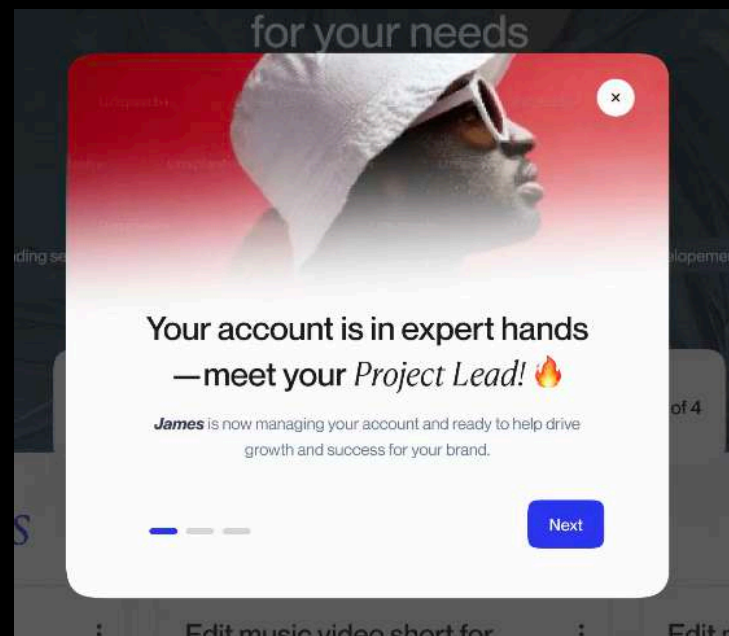
AMAKA FRACTIONAL TEAMS

Through AMAKA Fractional Teams, businesses can access flexible, on-demand creative teams—pairing expert talent with a dedicated project lead and a streamlined management platform to execute, track, and pay for creative projects effortlessly.

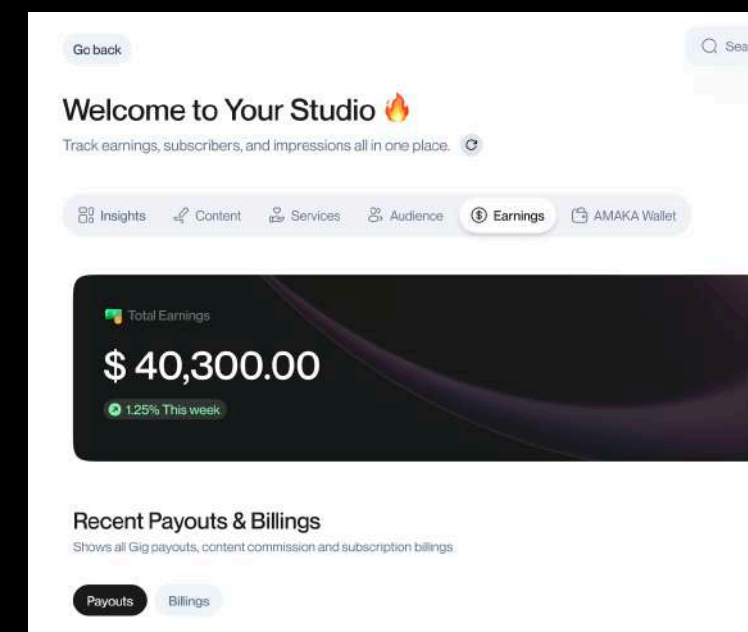
LAUNCH YOUR PROJECT



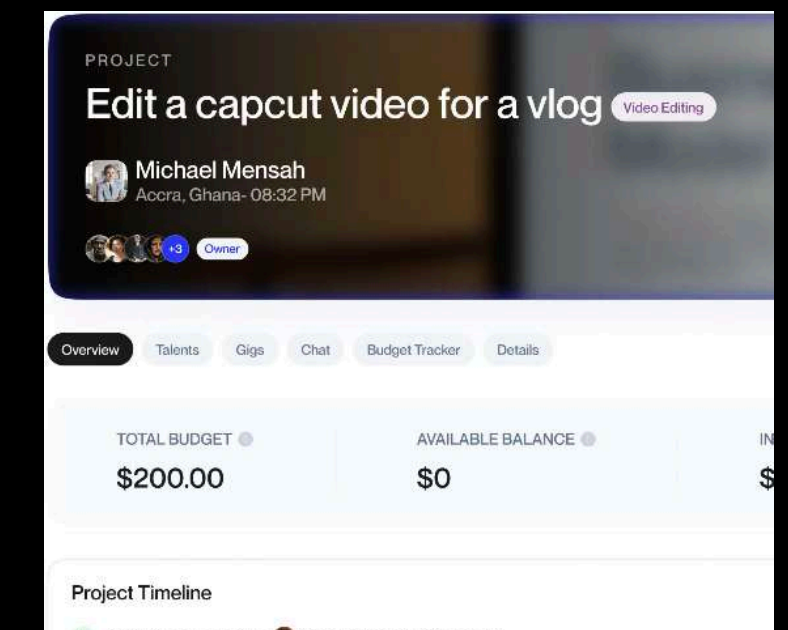
MEET YOUR PROJECT LEAD



SELECT & PAY CREATIVES



ALL-IN-ONE PLATFORM



WHAT WE DO

We connect businesses to diverse creatives, building fractional marketing and creative solutions to drive their business goals.



Herrana



Kevin



AMAKASTUDIO

Commission AMAKA Creatives to Develop & Execute Marketing and Creative Assets Tailored to Your Brief

SOCIAL CREATORS + MARKETERS

Influencers
UGC Creators
Content Strategists
Social Media Managers
Community Managers
Email Marketing Specialists
Paid Ads Specialists

WRITERS/ COPYWRITERS

Content Writers
Technical Writers
SEO Writers
Journalists
Editors

DESIGNERS

Motion Graphics Designers
Graphic Designers
Animators

PHOTOGRAPHERS

Photo Editors
Portrait Photographers
Event Photographers
Photojournalists
Commercial Photographers

VIDEOGRAPHERS

Producers
Camera Operators
Video Editors
Video Content Creators
Cinematographers



OUR FIVE CORE CREATIVE *COMPETENCIES*

VIDEO MOTION GRAPHICS

Branded Motion & Graphics, *Made to Scale*

We match you with expert designers—including AI-assisted creatives—for high-quality, cost-effective visual assets. Whether you're building a brand kit or need standout motion graphics, AMAKA delivers premium design with speed and scale.

[Start free trial](#)

[Book a demo](#)

B2B CONTENT MARKETER

B2B Content Marketing That *Drives Inbound Growth*

We help you turn complex ideas into compelling content—from white papers to webinars—that attracts, educates, and converts the right business audience.

[Start free trial](#)

[Book a demo](#)

FOUNDER-LED CONTENT MARKETING

Transform Your Brand with Authentic *Founder-led content Marketing*

Position your brand through leadership—get video content, visuals, and posts that spotlight your founder's voice.

[Start free trial](#)

[Book a demo](#)

VIDEO & PHOTOGRAPHY PRODUCTION

Brand-Driven Video & Photography, *Done Right*

For brand books, campaigns, investor decks, corporate assets—AMAKA creators offer studio-grade production at scale.

[Join webinar](#)

[Book a demo](#)

USER GENERATED CONTENTS (UGC)

UGC That Sells: *Real People, Real Impact*

AMAKA turns your brief into scroll-stopping, short-form content created by real people. Our global network of vetted creators produces authentic, high-performing UGC tailored for social media, ads, and product demos—driving real engagement and conversions.

[Start free trial](#)

[Book a demo](#)



From Content to Clients/ Building Funnels That Actually Convert

How Modern Brands Are Turning Content into Qualified Leads



AMAKASTUDIO



THE INSIGHT

Most businesses today are creating content, running ads, and chasing visibility...

but still struggling to turn that activity into qualified leads or sales conversations.

THE PROBLEM

Their funnel is either broken, misaligned, or simply missing key elements.

From attracting the right audience to converting them with content like lead magnets and webinars, the path to pipeline is often disconnected.

THE CHALLENGES

Or

CREATING CONTENT WITHOUT A STRATEGY

Many brands produce content because they "should," not because it's mapped to a **funnel** or aligned with business goals.

This leads to scattered blogs, videos, and campaigns that generate noise, but not results.

Insight: According to Content Marketing Institute (CMI), only 41% of B2B marketers have a documented content strategy, yet those that do are 3x more likely to be effective



NO LEAD MAGNET STRATEGY

Businesses failing to leverage high-value content to capture data. Webinars, whitepapers, trend reports, and toolkits aren't just educational, they're **data capture machines**.

Yet many businesses treat them like one-off marketing assets rather than conversion engines.

Insight: Many teams think they're "doing marketing" by running paid ads, posting daily on social, or speaking at conferences. But if these activities aren't aligned to a content funnel or targeting a well-defined audience, they're just noise.



VANITY METRICS INSTEAD OF PIPELINE IMPACT

Likes, followers, or impressions are nice, but they don't pay the bills. Brands that prioritize impressions over intent often see bloated dashboards and empty sales calendars.

They neglect to measure:

MQL to SQL conversion rate i.e. from lead to sales call

Pipeline contribution

Deal velocity



NO LEAD NURTURE

Capturing a lead is only the beginning. Without a follow-up sequence (emails, retargeting, or even human outreach), your leads go cold fast.

Insight: A Salesforce study found that 79% of marketing leads never convert due to lack of effective nurturing. Automation, personalization, and timing are essential. A lead without a nurture sequence is just a wasted opportunity.



AI CHANGING SEARCH

Creating SEO blog content to optimise for better search results is a declining priority.

Search behavior is changing rapidly due to AI assistants and generative search. Buyers are skipping traditional websites and getting summarized answers or product comparisons directly in AI-powered tools like ChatGPT or Google's Gemini.

Insight: A Gartner 2024 prediction suggests that by 2026, 30% of search queries will be answered without ever clicking a link.



HOW TO DO IT

Or 2

What You'll Learn Today

1. How to create high-converting funnels from TOFU → MOFU → BOFU
2. Real-life case studies (GCC + Arise)
3. Creating Lead Magnets: How to turn webinars & whitepapers into actual leads
4. How we help brands fill their pipeline with content that sells



TACKLING THE STAGES OF THE MARKETING FUNNEL



TOP OF THE FUNNEL (TOFU)

Goal of TOFU: Drive awareness, attract the right audience, and start capturing leads with value-first content.

MIDDLE OF THE FUNNEL (MOFU)

Goal of MOFU: Build trust, educate leads, and guide them through consideration with relevant content..

BOTTOM OF THE FUNNEL (BOFU)

Goal of BOFU: Turn warm leads into real pipeline with optimized, frictionless conversion paths.



THE MODERN FUNNEL IN 2025

SOLUTION-ORIENTED CONTENT

Content-led → audience-first → intent-driven

RETARGETING

Built with trust, value, and multiple conversion points

EXAMPLE

Short-form video → gated PDF → auto-emails → booking



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ADDRESSING YOUR ICP’S PAIN POINTS

High-value content addresses urgent, real problems.

IDEAL CUSTOMER PERSONA(s) - USER?		Creators + Brands	
IDEAL CUSTOMER PERSONA(s) - DECISION MAKER		The Overwhelmed Marketing Manager	
PROBLEM STATE	Overwhelmed trying to execute creative projects either by managing external freelancers directly (time-consuming, inconsistent quality) or hiring expensive agencies (limited control, high costs, slow turnaround).	PROBLEM EFFECTS	Wasted time, wasted investment, no ROI, incomplete projects, lack of company growth
SOLUTION STATE	Seamless access to top-tier creative talent WITH peace of mind through dedicated project management that guarantees successful project completion and predictable costs.	SOLUTION IMPACT	Accelerated growth, reduced costs, consistent and reliable project delivery, and peace of mind with getting the best talent when needed

AWARENESS	CONSIDERATION	CONVERSION
Focus on real pain points—draw from FAQs, complaints, and search trends.	Share value-packed content like webinars, guides, playbooks, or quizzes.	Create simple, high-converting landing pages with clear pricing info.
Pick 2+ content types your audience engages with (e.g., videos + blogs, carousels + podcasts).	Segment leads by interest, industry, behavior, or location to personalize engagement.	Use strong CTAs with action words and clear outcomes.
Promote content using SEO, social ads, creators, and strategic partnerships.	Use tools like Mailchimp, ConvertKit, or Customer.io to automate and tailor follow-ups	Add urgency with limited-time bonuses or offers.
Add lead magnets by turning content into downloadable PDFs or templates.	Build trust with consistent educational content, testimonials, stats, and brand logos.	Pre-qualify leads using short, targeted forms.
Include clear CTAs that guide users to take the next step (read more, download, sign up)	Include soft CTAs that invite learning before any hard sell.	Track and optimize using CTRs, conversion rates, and drop-off data.

Loyalty is key

Foster long-term participation and advocacy.

Use personalized newsletters, follow-ups, and networking to strengthen engagement through exclusive content, resources, and video guides.

PUTTING IT IN
ACTION

OR

CREATIVE THOUGHT LEADERS & ESTABLISHED CREATORS

PSYCHOGRAPHICS

- o Looking to scale their impact, build global partnerships, and monetize their brand sustainably
- o Values industry visibility, business collaborations, and cross-border expansion opportunities
- o Engages with industry summits, thought leadership platforms, and creative business networks

PAIN POINTS & NEEDS

- o Struggles with brand monetization, securing large-scale deals, and global industry recognition
- o Needs business partnerships, intellectual property protection, and trade expansion support
- o Interested in IATF’s B2B networking, investment showcases, and thought leadership panels

CONVERSION STRATEGY

- o **Content:** Industry trends, success stories, brand monetization strategies, and partnership case studies
- o **Lead Magnets:** Exclusive networking events, investment opportunities, and speaker engagements
- o **CTA:** Register for IATF to connect with global partners, investors, and industry leaders



AGE: 25-45

INDUSTRY
Fashion, Music, Film, Content Creation, Digital Media, Publishing, Art, Photography

BUSINESS STAGE
Mid-career to established creatives, influencers, agency owners, and creative consultants

WHITE PAPER LEAD MAGNET EXAMPLE

ROUTE 1

One People, United in Culture: Q&A with 6 Creative Innovators

Interview series featuring six high-profile former CANEX speakers discussing brand growth, international markets, and collaborations across Africa.

- High-production video shorts + written Q&A highlights.
- CTA: “Meet these leaders from CANEX WKND —register now!”

Lead-generation Tactic

- **Industry Leader Blueprint PDF Download:** Playbook featuring insights from Q&A speakers on scaling a creative business and international expansion.
- **Gated behind email sign-up:** “Get insights from Africa’s top creative minds—Download now!”

ROUTE 2

Is it Possible to Thrive in Africa’s Creative Economy?

- Creator-led video series discussing Africa’s growing creative economy and the opportunities that exist for SMEs and start-ups.

Lead-generation Tactic

- **Exclusive Market Report Download:** “The Future of Africa’s Creative Economy” (CANEX-funded research on trade trends & B2B growth).
- **Gated behind a sign-up page:** “Unlock key insights and scale your business today.”

CANEX

Target: Creative Thought Leaders & Established Creators

KPIs: Event registration & conference attendance

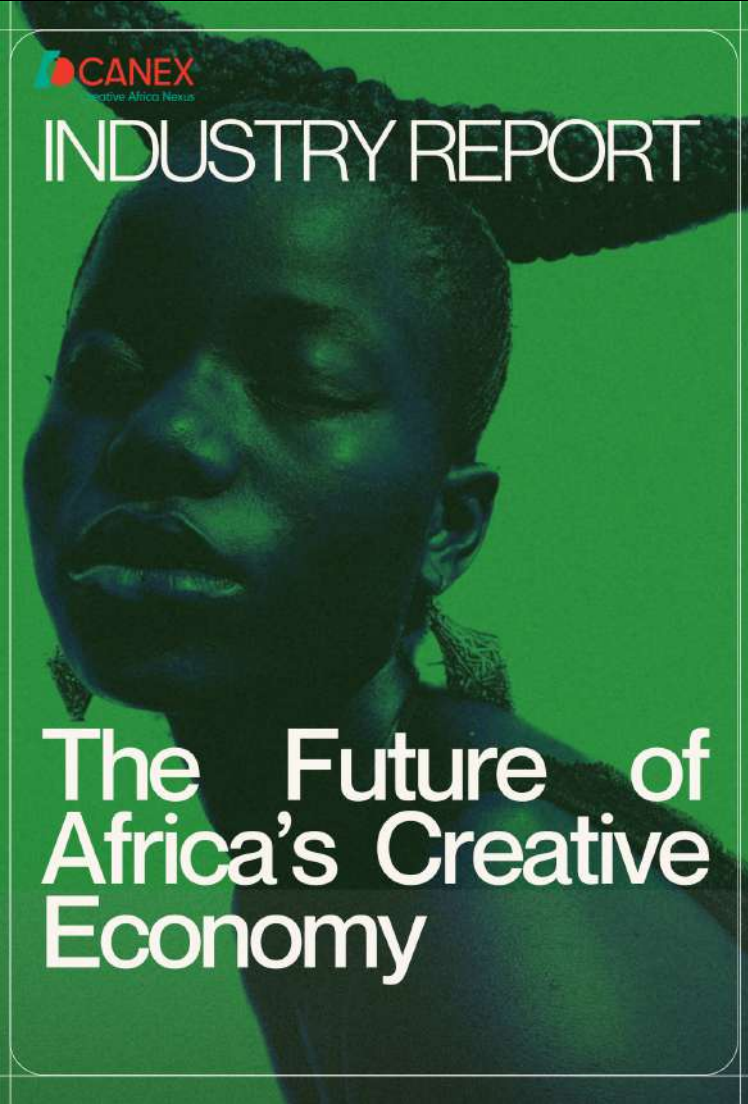


WHITE PAPER LEAD MAGNET EXAMPLE

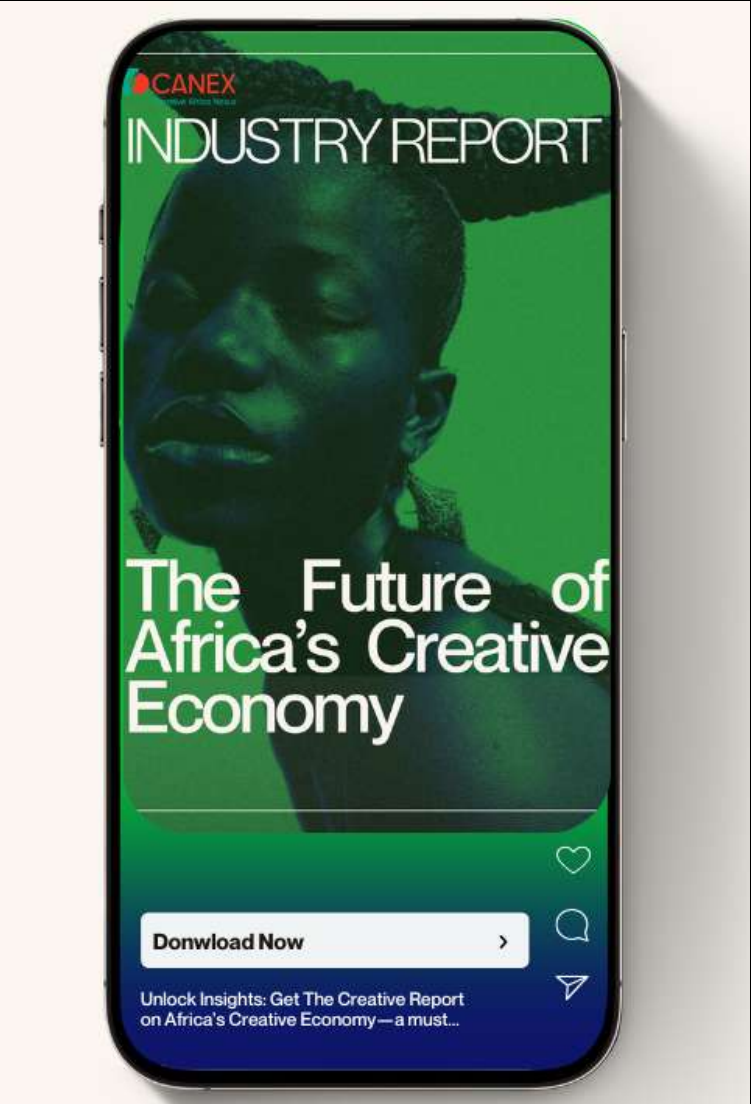
CREATOR-LED CONTENT



THE LEAD MAGNET



ADS RETARGETING + EMAIL SEQUENCES



THE REGISTRATION

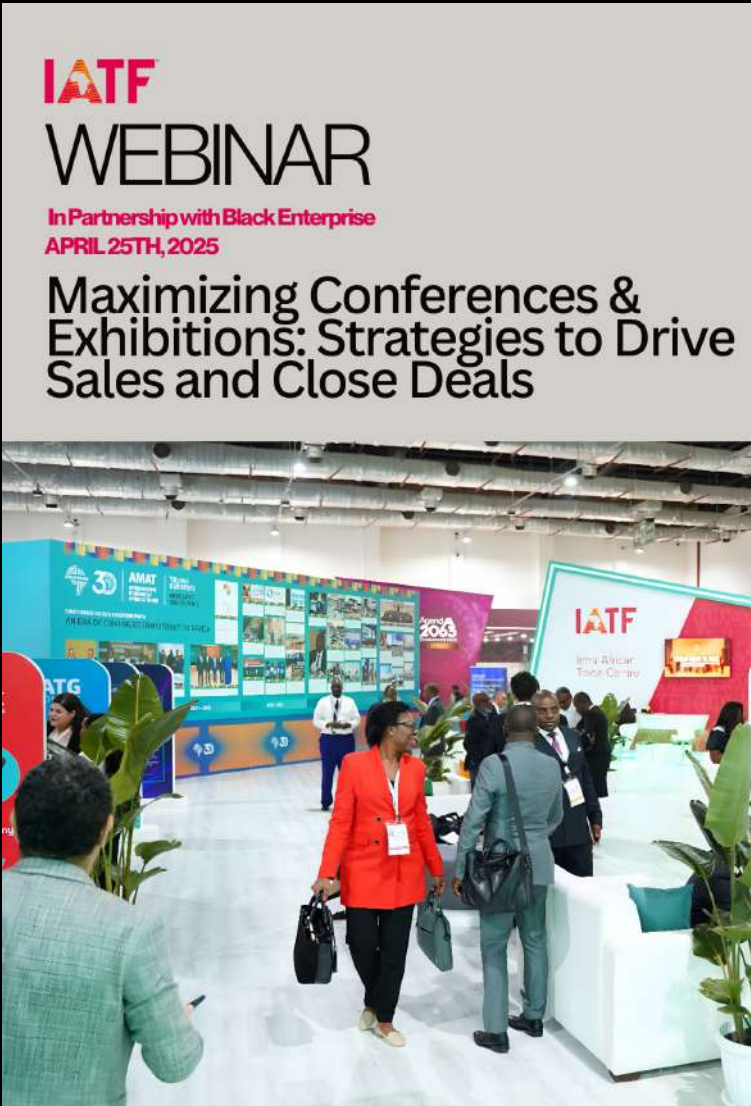
A registration form for IATF 2025 The AfCFTA Marketplace. The form has a red header bar. Below the header, there are several input fields: "Gender" with a dropdown menu, "Activity categories" with a dropdown menu, "Interest categories" with a dropdown menu, "Email" with a text input field, and "Tel." with a dropdown menu for country code and a text input field for the number. The form is styled with a clean, modern aesthetic.

WEBINAR LEAD MAGNET EXAMPLE

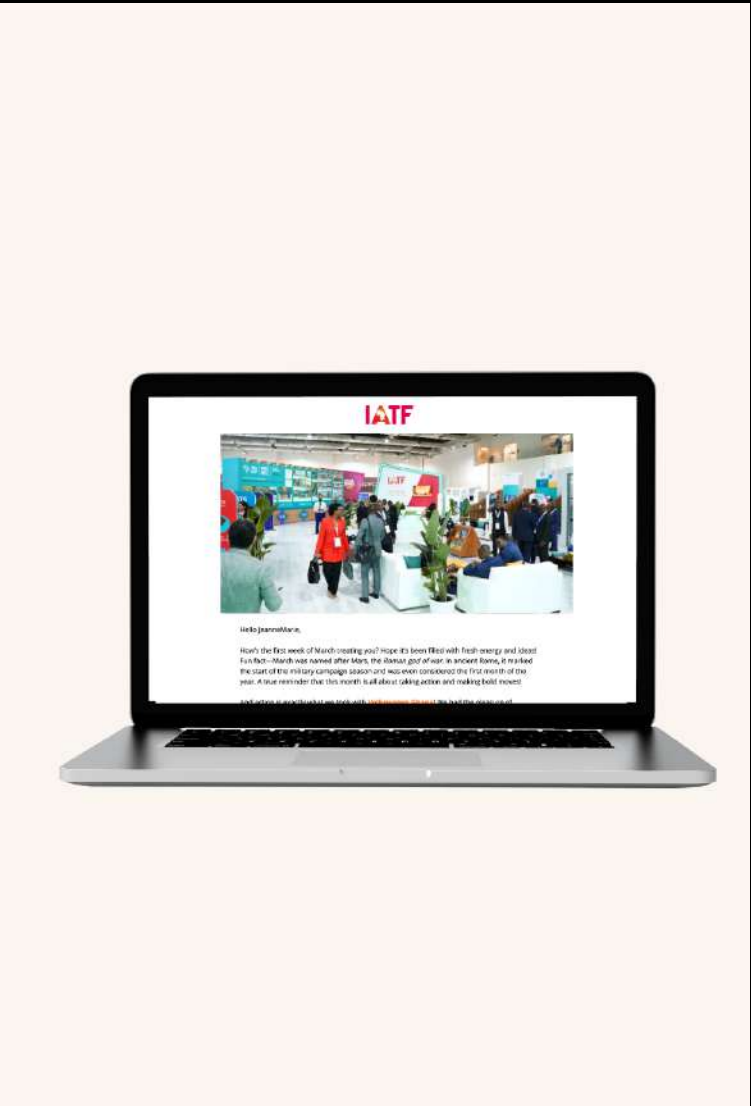
CREATOR PROMOTION OF WEBINARS



WEBINARS: THE LEAD MAGNET



EMAIL RETARGETING + POST-WEBINAR SEQUENCES



THE REGISTRATION

IATF²⁰²⁵
The AfCFTA Marketplace

PROVIDED BY: [Logos] | COLLABORATING WITH: [Logos] | HOSTED BY: [Logos]

Gender *

Please select your Gender

Activity categories

Interest categories

Email *

Tel. *

+20 100 123 4567

CASE STUDIES

04

ARISE IIP (LINK)

We produced three high-quality videos for Arise, an agribusiness sustainability company, filming on location in Gabon, Togo, and Benin.

The campaign was amplified by content creators to learn more about Arise's business impact.

The campaign generated over **5.6 million** impressions and nearly **half a million views**, delivering more than **4,000 business leads** and exceeding campaign targets by over **100%**.



CASE STUDY: GLOBAL CAREER COMPANY

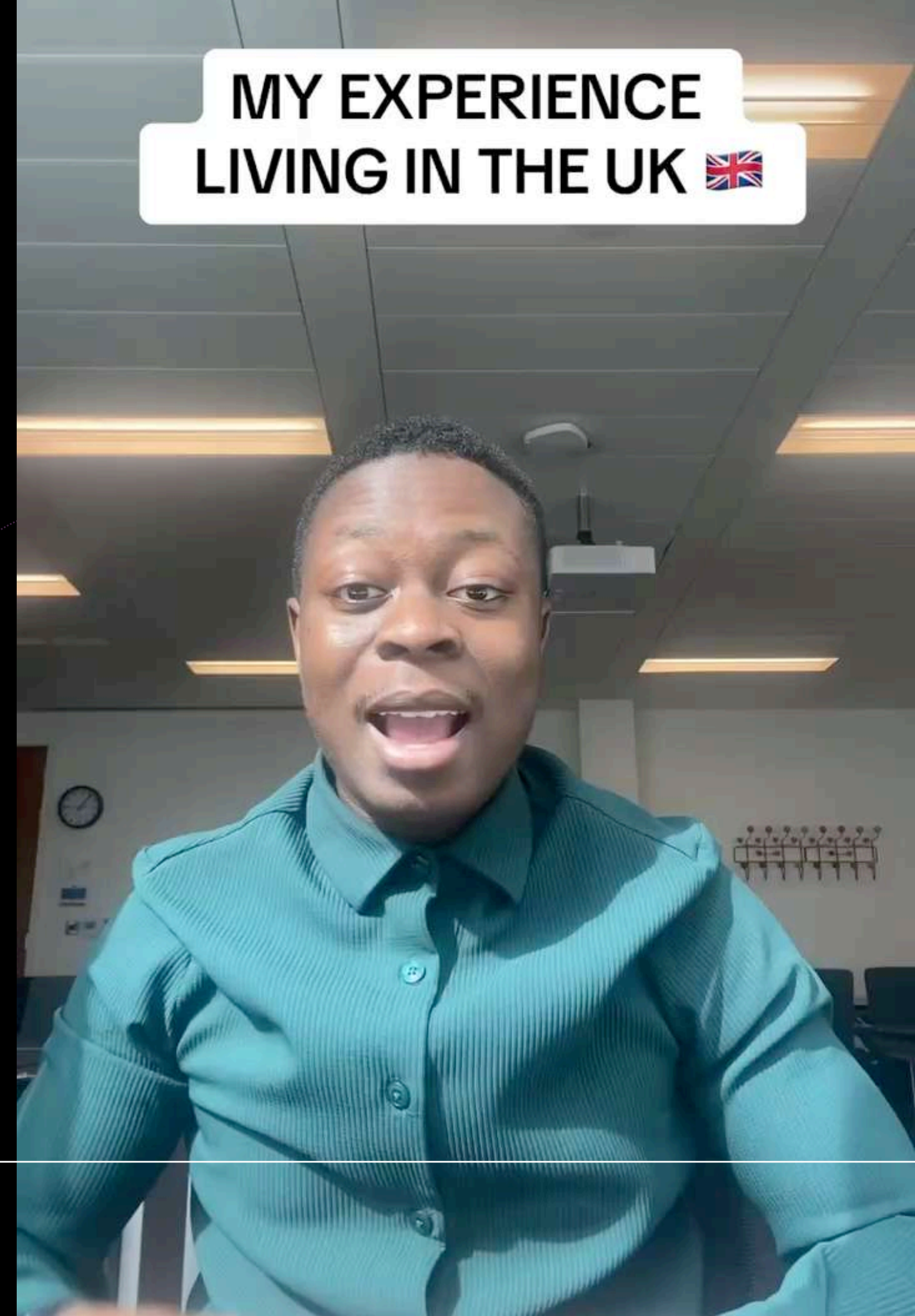
Global Career Company (GCC), a recruitment platform connecting Global brands such as Biersdorf with African talent on the continent and across the diaspora, engaged us to attract young applicants to attend their London 2024 recruitment summit.

We created a content strategy featuring diaspora Africans sharing their return-to-home career stories, selecting creators with career-focused content aligned with GCC's mission of empowering Pan-African talent.

Surpassed event registration target

200% ↑

MY EXPERIENCE
LIVING IN THE UK 



WHAT TO
DO NEXT

05

LEAD MAGNET QUALITY CHECKLIST

Assess your business: Funnel building worksheet check list

CRITERIA	DESCRIPTION	WHY IT MATTERS
Clear Value Proposition	Is it obvious what the person will get and why it matters?	If unclear, people won't convert, even if it's free.
Instant Delivery	Is the asset delivered immediately (via email or download)?	Delays reduce trust and engagement. Speed = credibility.
Strategic Follow-Up	Is there a structured follow-up (email sequences, retargeting, etc.)?	Follow-up is where conversion actually happens. Don't leave leads cold.
Real Buyer Pain Solved	Does the lead magnet address a true pain point or challenge of your ICP?	High-value content addresses urgent, real problems. Not generic topics.
Actionable, Not Fluff	Can the person use it <i>immediately</i> to make a decision or take a next step?	Practical, actionable content builds trust and authority.
Aligned With Funnel Stage	Is this lead magnet aligned with the lead's current awareness/intent level?	TOFU = education, MOFU = case studies, BOFU = tools or pricing.
Leads to Logical CTA	Does the lead magnet flow naturally into a soft or hard call to action?	Each lead magnet should point toward a CLEAR next step: book a call, download more, etc.



METRICS OF SUCCESS

STAGE	KEY METRICS	TARGET BENCHMARK
TOFU	Traffic-to-Lead Rate	3–5%+
MOFU	Lead-to-Marketing Qualified Lead (MQL) Rate	20–30%+
BOFU	MQL-to-Call Booked	10–20%+

BUILDING A LEAN TEAM FOR EXECUTION

ROLE	TITLE	RESPONSIBILITES	EXAMPLE DELIVERABLES
1. Project Lead / Campaign Manager	Funnel Owner & Team Coordinator	<ul style="list-style-type: none">- Define funnel objectives and timeline- Manage cross-functional workflow between strategy, content, and automation- Ensure deadlines are met and KPIs are tracked- Coordinate performance reviews and optimization sprints	Campaign launch plan & calendar Sourcing and briefing creatives team Post-campaign report Weekly check-ins + roadmap updates
2. Content Writer / Campaign Producer	Lead Magnet + Promotion Asset Creator	<ul style="list-style-type: none">- Create PDF lead magnets, webinars, toolkits- Develop landing page and ad copy- Script and produce video or webinar content- Collaborate with designer if needed	PDF: “How to Convert Leads in 5 Steps” Webinar: “The Funnel Fix” Social/email promotion assets SEO blog linked to landing page
3. Email & Automation Manager	CRM + Lead Nurture Specialist	<ul style="list-style-type: none">- Build and automate email flows- Set up segmentation and tracking- Launch webinar/email sequences- Monitor performance and iterate	7-part nurture email flow Webinar reminder + replay automation Engagement dashboard A/B test reports



A



Struggling to turn views into pipeline?

Let's chat! We'll review your funnel
and share real tactics that work.

Grab 15 mins with us [here](#)

A woman with long, dark braids is sitting on a grey metal stool. She is wearing a white short-sleeved top and a light-colored skirt. She has a necklace with red and orange beads. The background is a plain, light-colored wall.

A

Brand Awareness & Community in the AI Age

Date: Thursday, July 17th

Time: 7PM BST | 8PM WAT | 2PM ET (New York)

Location: Online ([Register here](#))

A practical session on building lean, high-impact brand awareness strategies in a world where traditional SEO is in decline and new discovery platforms are taking over.

We'll cover:

The AI shift: Why search behavior is changing and what it means for marketing

New discovery channels: How TikTok, YouTube Shorts, and UGC are replacing Google

What to ditch: Big-budget influencer campaigns & overproduced brand content

Every brand will receive a Lean Brand Awareness Toolkit PDF with actionable steps to apply immediately.

THANK YOU!

AMAKA
OUR WORLD TOGETHER

Want to Chat?
[Book a Call Here.](#)