



# Blueline Digital Company Profile

2025

Our Services, Your Peace of Mind

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# About Blueline Digital

In the fast-paced world of business development and growth, standing out isn't just an advantage, it's a necessity. Founded on the principles of innovation, creativity, and data-driven results, we help businesses amplify their business growth, attract the right audience and convert engagement into growth.

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With decades of industry experience and an extensive network across the continent, particularly in Africa, Blueline Digital is a trusted partner for organisations seeking to grow, collaborate, and scale.

Our deep regional insight and proven track record make us the ideal ally for businesses looking to navigate complex markets and unlock new opportunities across borders. Whether you're a startup looking to make your mark or an established brand aiming to scale, we tailor solutions that unlock new opportunities and drive measurable results.

In the era of Digital Transformation and AI, digital marketing has become key to every business or institution.

At Blueline Digital we have evolved and assisted a number of companies and partners in creating aligned social media and website content in order to promote their businesses.



# Ceo Message



At Blueline Digital, we believe that connection is the new currency of business.

In today's world, success isn't just about who you know – it's about how you collaborate.

Our vision is to build a new kind of business ecosystem in Africa: one built on trust, innovation, and opportunity.”

**CEO**  
**Johan Meyer**

[www.bluelinedigital.net](http://www.bluelinedigital.net)

# Vision & Mission

## Vision

To lead business collaboration across Africa, uniting industries through strategic partnerships that catalyse innovation, inclusive economic growth, and enduring value, grounded in deep local insight and amplified by global networks.

## Mission

Focusing and leveraging on our experience, our vision is to empower African businesses by facilitating high-value partnerships, driving sustainable growth, and creating a connected ecosystem through strategic collaboration and trusted B2B networking.

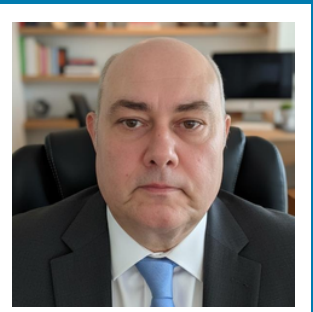
# Our Core Team



**Johan Meyer**

*CEO Of Company*

Co-Founder & CEO - Blueline Digital | Experienced Business Development Manager with a demonstrated history of working in the Information Technology & Services industry, Transport Information Systems and Health Informatics & logistics.



**Gavin Donson**

*Digital Content Manager  
and AI Prompt Engineer*

Co-Founder of Blueline Digital, a B2B growth platform built to help African and global businesses connect, collaborate, and scale.

“Blueline Digital isn’t just another digital marketing agency – it’s a strategic connector.”



**Shahram Zandi**

*Regional Business Development  
Manager & Partner*

Regional Business Development Manager and Partner with vast business experience in various industries and focusing on Zambia, Kenya, Tanzania, Burundi and Ghana.

# Our Approach



Discovery &  
Strategy



Design &  
Development



Bus Dev, &  
Marketing



Monitoring &  
Optimization

## Step 1

We begin with a deep understanding of your goals, industry, and growth potential – then develop a bespoke strategy aligned with your vision and market realities.

## Step 2

We craft strategic introductions, partnership models, and tailored collateral to position your brand for high-value collaboration and long-term business alignment.

## Step 3

Your business is promoted through our trusted network, social platforms, and curated visibility campaigns – putting you in front of the right decision-makers and audiences.

## Step 4

We track outcomes, refine strategies, and adapt approaches to ensure your partnerships remain productive, your brand stays visible, and your business continues to grow.

# Our Focus Areas



## Our Key Focus Countries:

- Namibia
- Botswana
- South Africa
- Mozambique
- Tanzania
- Zambia
- Kenya
- Uganda
- Ghana

Although our project focus is Africa, our partner network spans many global companies, including local companies and companies from Germany, UK, Kazakhstan, Slovakia etc.

From a product and services point of view, our key focus areas include:

- Formation of Strategic Partnerships (B2B) – bringing product and services providers into contact with clients
- Renewable Energy
- Technology Solutions
- Agriculture
- Digital Marketing
- Value-added commodities
- and many more




# Get In Touch

Please feel free to contact us, send us a mail or visit our Website for further information.



Scan to Visit  
our Website

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