



We have the most Mining Channel
YouTube **subscribers (26k)** in South
Africa and average over **10000** views
per video

The Ultimate Digital Hub
for showcasing Mining Solutions & Innovations.



“MiningAfrica901 is South Africa’s newest **digital-first platform dedicated to mining.**

We connect  **decision-makers, service providers, and industry leaders through high-impact, results-driven video content.”**



**Some of our
Clients**



The Problem – Traditional Mining Marketing is Outdated



Limited Reach

- Print ads, brochures, and traditional networking fail to reach the right people at the right time.



Low Engagement

- Static ads are easy to ignore, and event-based marketing is short-lived.



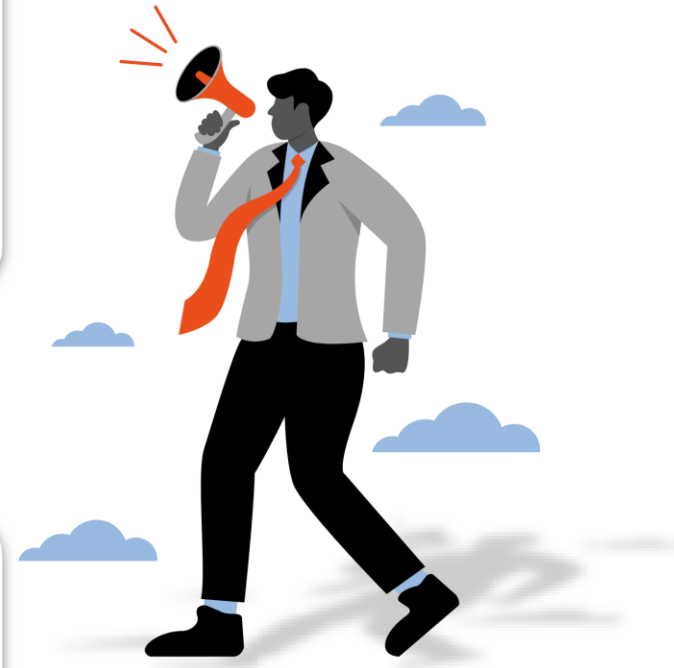
Complexity of Mining Solutions

- Mining solutions require demonstration, storytelling, and credibility—something that traditional marketing can't achieve effectively.



Lack of Measurability

- Companies spend thousands on marketing with no guarantee that the right audience sees it.



The Solution



A Digital-First Video Marketing Platform



MiningAfrica901 solves these problems by offering **high-quality, engaging, and targeted video content** that provides measurable results.

Co-created professional video content featuring your company's brand and solutions in a video form.

Guaranteed industry exposure – We ensure 5,000+ targeted views from mining professionals.

Long-term visibility – Unlike traditional ads, your video continues generating leads into perpetuity.

Pay-for-performance model – You only pay when the video reaches **5,000** views.



Why Video?



- **95% of people retain a message better with video**, compared to just 10% from text.
- Videos are shared **1,200% more** than text & images combined.
- **Mining solutions are technical** – video allows for **visual demonstrations and storytelling** that resonate with industry professionals.



Decision-makers are **75% more likely to buy** after watching a product video.

Competition – How We Compare



vs. Other Mining Media

Feature	Mining901	Mining Weekly	Crown Publications	Mining Review Africa	SAIMM
Video Marketing	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✗ No
Guaranteed Reach	✓ 6,000+ views	✗ No	✗ No	✗ No	✗ No
YouTube Subscribers	+26000	+6640	+1000	+2380	+597
Pay-for-Performance	✓ Yes	✗ No	✗ No	✗ No	✗ No
Targeted B2B Audience	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes

Why **MiningAfrica901** is Better?

Unlike traditional platforms that rely on static articles or limited circulation,



Mining901 guarantees engagement, visibility, and **direct interaction with decision-makers** in the mining sector.



How We Work – Simple & Risk Free



Step
1

We collaborate with you to create a **15-minute professional video** showcasing your product or service featuring your senior staff.

Step
2

Your **branding, logo, and website** are prominently **featured** throughout the video.

Step
3

We promote the video, ensuring that **5,000+ industry professionals see it.**

Step
4

Pay only for results
– Once the video **hits 5,000 views, we invoice R19,800 ex VAT** to cover our admin, production & marketing costs.

Sponsorship packages – Lead the Industry Conversation

Platinum & Gold

Tier	Platinum Sponsor	Gold Sponsor
Price	R120,000/month	R60,000/month
Ideal for	Brands wanting to dominate the conversation	Brands seeking consistent visibility
Inclusions	- 2 premium co-created videos (5,000+ views each) - Logo on intros, outros & thumbnails - 2x LinkedIn carousel posts - 2x newsletter features - Inclusion in all Mining901 banners - Priority access to masterclasses & events- Analytics report	- 1 co-created video (5,000+ views) - Logo in thumbnail & outro - 1x LinkedIn branded post - 1x newsletter feature - Basic performance report & lead prompts

Sponsorship packages – Lead the Industry Conversation

Performance & Community

Tier	Performance Sponsor	Community Sponsor
Price	R30,000/video	R5,000/month
Ideal for	Pay-per-results approach	Ecosystem supporters
Inclusions	- 1 pro video (10 mins, animated) - 2x LinkedIn promos - Newsletter feature - Custom thumbnail- 5,000+ guaranteed views - Pay only upon hitting 5,000 views	- Logo on website & supporter list - Monthly newsletter shoutout - "Supporter" badge - Event networking priority access

Sponsorship packages – Lead the Industry Conversation

Add-ons (Optional for Any Tier)

Add-on	Price
Expert Interview Feature	R10,000
Animated Explainer Clip (3 mins)	R15,000
Newsletter Campaign (1 week run)	R7,000
Sponsor a 3-part “Mining101” Masterclass	R25,000
Insight Video Based on Your Data	R12,000



Mr. Host of MiningAfrica901



Ms. Jane Doe (Your Technical Expert)

If co-creating a tailored video sounds tedious..



We also offer video sponsorship options



Video Sponsorship

You can sponsor a Mining901 video by featuring **your brand** in a 15-minute industry-focused episode, where your expertise and solutions are highlighted within the discussion for **R19,800**, ensuring targeted exposure to mining professionals and decision-makers. The amount is only invoice once your sponsored video reaches 5,000 views

We regularly create educational videos covering essential topics for our subscribers, including on **critical minerals**, resource estimation, **climate change**, **AI**, **mine planning**, **sustainability**, etc.

 with Bernard Swanepoel 24:43	 11:00	 15:02	 12:00	 12:52
The Future of Platinum Group Metals with Mr. Bernard...	Social License to Operate Made Simple Build Trust,...	Technology, Innovation and Leadership Insights with...	Unlocking the Power of Geological Data with B&S...	Unlocking Africa's Mineral Wealth for a Sustainable...
3.4K views • 1 day ago	1.5K views • 3 days ago	29K views • 2 weeks ago	16K views • 3 weeks ago	22K views • 1 month ago



Target Market – Who watches Mining901?

Mining Executives & Decision-Makers

- CEOs, COOs, and Directors looking for new solutions.

Operational Leaders

- Production managers, geologists, and engineers responsible for implementing new technologies.

Service Providers & Consultants

- Companies offering products, software, and services to the mining industry.

Technical Experts & Researchers

- Professionals seeking innovation, insights, and emerging trends in mining.

Our Shared Value Model

Pay-for-Performance



Mining901 is **not a traditional pay-and-pray marketing service**. We ensure results before invoicing:



R19,800 per video – but only after reaching 5,000 targeted views.



Free add-ons: Our LinkedIn ad placements via a Newsletter with 5000 subscribers, extended campaigns, and featured sponsorships.



Clients receive full content rights, allowing them to repurpose videos for internal and external marketing.

The Opportunity – Why Now?



Mining is shifting to a Digital first world

The industry is rapidly moving towards AI, automation, and digital tools.



Traditional marketing is losing effectiveness

Companies need **more engaging, visual content** to stand out.



Africa's mining sector is growing

The continent holds **30% of the world's mineral resources** – companies must leverage digital platforms to **stay competitive**.

Mining901 is positioned **at the forefront** of this shift.



And, you can be part of it.



Connecting Leaders, Insights,
and Innovation in Mining

Next Steps



Let's Get Started.

1. Schedule a 15-minute call to discuss how we can co-create an amazing campaign together.
2. Reply to this email - bd@mining901.com.
3. Join the future of mining marketing today!

 bd@mining901.com

 0820820873



We would love an opportunity to demonstrate how video first indirect marketing can generate sales **for your business like never before!**



www.youtube.com/@Mining901

