



CAS DIGITAL MARKETING AGENCY

A Subsidiary of CAS Broker Limited

The Digital Growth Engine for Ghana's Freight Forwarders.

Stop losing cargo to self-declarants. Start winning clients with intelligence.

We help freight forwarders across Ghana position their companies online, generate qualified importer leads, access working capital, and move cargo faster — using real port cargo information data and West Africa's largest verified truck driver network.

www.casbroker.com - CEO Direct: 0546 664 009

About CAS Broker Limited — Our Parent Platform



CAS Broker Limited is **The Digital Operating System for West Africa's Logistics**. We connect drivers, freight forwarders, transport companies, shipping lines, and port authorities through one intelligent platform powered by **AI, Blockchain, and real-time data**. We streamline cargo movement, eliminate operational leakages, and deliver full visibility from vessel discharge to final delivery. CAS Broker serves every segment of Ghana's logistics value chain — and **CAS Digital Marketing Agency** is our dedicated arm built exclusively to help freight forwarding companies grow their client base, protect their revenue, and dominate their market.

Industries & Partners We Serve in Ghana's Logistics Ecosystem

◆ Freight Forwarding Companies	◆ Customs House Agents (CHA)	◆ Shipping Lines & Agents
◆ Import / Export Merchants	◆ Warehousing & 3PL Providers	◆ Mining & Natural Resources
◆ Food, Agri & FMCG Importers	◆ Vehicle & Auto Dealers	◆ Banks — Trade Finance Desks
◆ Manufacturing Importers	◆ Port Terminal Operators	◆ Marine Insurance Companies

What CAS Digital Marketing Agency Does for Your Business

Cargo Intelligence & Lead Generation

We analyse 65,000+ monthly Ghana port shipment records to identify active importers by product, volume, and frequency — then target them directly on your behalf. You receive a ready-to-call list of verified importers who need a forwarder right now.

Digital Presence & Brand Building

We build your website, manage your Google Business Profile, run LinkedIn and Meta ads, and produce content that positions your company as the leading forwarder in your niche — whether that is vehicles, food, mining, or general cargo.

Invoice Factoring — Working Capital from Banks

Clear the cargo, issue the invoice, and get paid within 48 hours. Our partner banks and finance institutions advance up to 80% of your verified invoice value. Your cargo records are the collateral. Stop turning down jobs because of cash flow.

**Loadboard — 11,000+
Verified Truck Drivers**

After port clearance, we connect you instantly to over 11,000 GPS-tracked, verified truck drivers across all 16 regions of Ghana. Post your load, get matched, confirm delivery — your importer tracks in real-time. End-to-end service under one platform.

**Client Retention &
Referral Growth**

We design and manage campaigns — monthly newsletters, WhatsApp check-ins, cargo trend reports — that keep your name in front of every importer you have worked with. We have helped several freight companies secure repeat business and generate referrals that doubled their monthly clearance volume.



30%

of all Ghana consignments are now self-declared by importers directly

Your business is shrinking — and most forwarders are doing nothing about it.

Importers who once relied entirely on licensed freight forwarders are now bypassing them using Ghana Customs' ICUMS and GCNet direct submission portals. Based on Ghana port cargo information, nearly **1 in 3 consignments** at Tema and Takoradi is being declared directly — no CHA, no agent fee, no relationship.

This trend is growing 8–12% every year. Without a deliberate marketing strategy, your client base will erode by a third within three years.

CAS Agency exists to reverse this trend for your company.

The 5 Biggest Challenges — Side by Side with the CAS Solution

CHALLENGE 01

No Online Presence — You Are Invisible

When an importer searches 'freight forwarder Tema' on Google, your company does not appear. A competitor with a basic website gets the call and takes the job.

CAS SOLUTION

CAS builds and manages your professional website, Google Business listing, and LinkedIn profile — and runs targeted ads so you appear first when importers are looking for a forwarder in your cargo niche.

CHALLENGE 02

You Are Cold-Calling Blindly

You have no idea which importers are actively clearing cargo at Tema this month, what they are bringing in, or whether they already have a forwarder relationship.

CAS SOLUTION

Our cargo intelligence system analyses 65,000+ shipment records monthly. We identify active importers by product sector, volume, and port — and hand you a verified target list with context so every call you make is a warm lead, not a shot in the dark.

CHALLENGE 03

Cash Flow Gaps Are Killing Your Growth

Your clients pay you 30 to 90 days after clearance, but port charges, duties, and transporters want payment immediately. You are forced to turn down new jobs.

CAS SOLUTION

CAS connects you to our invoice factoring programme. Submit your cleared and invoiced jobs, and receive up to **80% of the invoice value within 48 hours** from our partner banks and finance institutions. Your cargo records serve as collateral — no extra security required. Fee: 2–3.5% of invoice value.

CHALLENGE 04

Transport Delays Are Costing You Clients

After clearance, finding a reliable truck is chaotic — calls to strangers, unreliable contactors, and delays that make you look incompetent to your importer.

CAS SOLUTION

Our Loadboard connects you to over **11,000 GPS-tracked, verified truck drivers** across Ghana. Post the load, drivers bid, you confirm, the importer tracks delivery in real-time. No more logistics nightmares after the port gate.

CHALLENGE 05

No Repeat Business or Referral System

You clear cargo for an importer once and never hear from them again. You have no system to stay top-of-mind and generate the referrals your business needs to grow.

CAS SOLUTION

CAS designs and manages client retention campaigns — monthly newsletters, WhatsApp engagement, market insight reports — that keep your company front of mind for every importer you have ever worked with. We have helped forwarding companies double their repeat business within 6 months of joining our programme.

500+

Cargo Jobs Connected

11,000+

Verified Truck Drivers on
Loadboard

65,000+

Shipment Records Analysed
Monthly

18

Avg. New Clients Per
Forwarder/Year



Monthly Ghana Port Volumes — What Arrives Every Month

Every month Ghana's ports process a predictable, data-rich flow of cargo. CAS Agency analyses the complete cargo information database — 65,000+ shipment records per month — to pinpoint the importers you should be calling right now, before your competition does.

Cargo Type	Monthly Volume	Share	Forwarder Opportunity
Standard Containers (FCL & LCL)	~38,000 units	80%	Core business — every box needs a licensed CHA
Vehicles (RoRo & in Container)	~6,500 units	14%	Auto dealers & private importers — high loyalty value
Bulk Cargo (cement, grain, alumina)	~400,000 MT	3%	Cement & flour mills — high volume, repeat cycles
Loose / Break-Bulk Cargo	~2,500 MT	1%	Industrial & manufacturing importers
Console / Consolidated BLs	~3,254 entries	5%	Consolidators seeking SME cargo owners

Top 10 Products Arriving in Ghana Every Month — and Your Opportunity

#	Product Category	Est. Weight/Month	Units/Containers	Your Opportunity
1	Vehicles & Automobiles	2.1M MT	15,224 units	Auto dealers need dedicated port-clearing partners
2	Food & Agri Commodities	2.14M MT	5,463 containers	Rice, wheat, soymilk, frozen poultry — FDA compliance niche
3	General Merchandise	2.1M MT	15,672 containers	Broadest market — SME traders to large importers
4	Steel & Metal Products	543,000 MT	2,249 containers	Construction boom — rebar, coils, galvanised pipes
5	Fertilizer & Agro Inputs	501,000 MT	607 containers	Ministry of Agriculture programmes — seasonal surges
6	Cement & Clinker	421,000 MT	Bulk (106 vessel calls)	Cement plants need dedicated port agent relationships
7	Chemicals & Mining Reagents	235,000 MT	695 containers	Hazmat specialists earn premium fees — cyanide, xanthate
8	Building Materials	231,000 MT	1,568 containers	Tiles, marble, glass, plywood — housing construction boom
9	Mining Equipment & Machinery	109,000 MT	1,455 containers	Gold & bauxite mines — repeat, high-value, specialist jobs
10	Tyres, Rubber & Petroleum	64,000 MT	845 containers	Transport sector importers need CHA technical expertise

Invoice Factoring — Get Paid in 48 Hours

Clear the cargo. Issue the invoice. Submit via CAS platform. Receive **80% within 48 hours** from our bank partners. Final 20% paid when your client settles.

Your verified cargo clearance records are the collateral — no land, no guarantor, no waiting. Fee: **2–3.5% of invoice value**.

CAS helps you present your clearing track record to banks as proof of business — unlocking working capital and trade finance lines that were previously only available to large logistics companies.

Loadboard — 11,000+ Verified Drivers

After port clearance your importer expects cargo at their door — fast. CAS Broker's Loadboard gives you instant access to over **11,000 GPS-tracked, verified truck drivers** across all 16 regions.

You post the load. Drivers bid in real-time. You select and confirm. Your importer tracks every kilometre on their phone.

No more frantic calls. No more unreliable contractors. No more delivery delays that cost you a client relationship.

End-to-end service — vessel to doorstep — under one platform.



3A MONTHLY RETAINER PACKAGES — Recurring · Min 3–12 months

STARTER GHS 2,500 /month Annual: GHS 27,000 Save 10% · Min 3 months	GROWTH GHS 4,500 /month Annual: GHS 48,600 Save 10% · Min 3 months	PROFESSIONAL GHS 7,500 /month Annual: GHS 81,000 Save 10% · Min 6 months	ENTERPRISE GHS 14,000 /month Annual: GHS 151,200 Save 10% · Min 12 months
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Service	STARTER	GROWTH	PROFESSIONAL	ENTERPRISE
DIGITAL MARKETING				
Website + Google Business	Basic	Full	Full+SEO	Custom
Social media posts/month	4	12	20	Unlimited
Email campaigns/month	1	2	4	8
Google / Meta Ads	—	Included	Included	Included
BUSINESS DEVELOPMENT				
Importer leads/month	10	25	50	100
Outreach campaigns	—	Quarterly	Monthly	Weekly
Proposal / RFQ writing	—	2/month	5/month	Unlimited
CARGO INTELLIGENCE				
Monthly cargo report	—	Summary	Full	Custom+Data
Importer dossiers/month	—	—	5	20
CREATIVE & PR				
Branded content/month	2	6	12	Unlimited
Account manager	—	—	Included	Senior AM
Newsletter	—	—	Monthly	Bi-weekly

* One-off onboarding fee of GHS 500 applies to Starter and Growth. Professional and Enterprise: no onboarding fee. Ad spend (Google, Meta) billed separately at cost and is not included in retainer fees.

3B ONE-TIME / PROJECT SERVICES · Available standalone or with any retainer

Retainer clients (Growth and above) receive 10% discount on all one-time services.

Service	Description	Time	Fee (GHS, excl. VAT)
Website Design — Basic	5-page responsive freight site	3 wks	GHS 3,500
Website Design — Full	10+ pages, SEO, lead forms, analytics	5 wks	GHS 7,000
SEO Audit & Setup	Keywords, on-page optimisation, Google setup	2 wks	GHS 2,500
Brand Identity Package	Logo, brand guide, colour palette, typography	2 wks	GHS 4,200
Company Profile Design	12-page print-ready PDF, freight-focused	1 wk	GHS 1,800
Rate Card / Brochure	2–4 page professional rate card (print + digital)	5 days	GHS 900

Cargo Intelligence Report	Full monthly analysis — one issue	3 days	GHS 2,200
Importer Dossier (x5)	Deep profile: cargo type, frequency, agent used	5 days	GHS 3,500
Lead Generation Campaign	Reach 50 targeted importers per sector	2 wks	GHS 4,500
Google Ads Campaign Setup	Strategy, copy, keyword targeting, launch	1 wk	GHS 2,800
Press Release Package (x3)	3 releases + distribution to freight media	1 mo	GHS 2,500
Video Production (1 min)	Testimonial or explainer — port or office shoot	1 wk	GHS 5,000

* 50% deposit on project start. Balance on delivery. Rush delivery (50% faster) at +30% surcharge. Out-of-pocket expenses (printing, ad spend, travel) billed at cost.



3C CARGO INTELLIGENCE DATA SUBSCRIPTIONS — Monthly or Annual

Built from 65,000+ Ghana port shipment records every month. Know which importers are active, what they are clearing, and where your next client is — before your competition picks up the phone.

DATA BASIC

GHS 800/month

Annual GHS 8,640 (10% off)

Best for: Small freight forwarder

- ✓ Top 20 importers (weight & containers)
- ✓ Cargo category split — 12 product groups
- ✓ Tema vs Takoradi port breakdown
- ✓ Monthly PDF — 4 pages, emailed on the 5th

DATA STANDARD

GHS 1,800/month

Annual GHS 19,440 (10% off)

Best for: Mid-size forwarder / broker

- ✓ Everything in Basic, plus:
- ✓ Top 50 importers ranked by volume & frequency
- ✓ 3 sector deep-dives/month
- ✓ Consolidation opportunity report
- ✓ Top 10 source countries (port-of-loading)
- ✓ 12-page report + WhatsApp delivery

DATA PRO

GHS 3,500/month

Annual GHS 37,800 (10% off)

Best for: Established forwarder / insurer

- ✓ Everything in Standard, plus:
- ✓ Full 65,000-record cargo analysis
- ✓ 5 importer dossiers/month
- ✓ Hazmat & regulated cargo register
- ✓ Raw data extract (Excel/CSV, custom filters)
- ✓ 25-page report + data file + phone support

DATA ENTERPRISE

GHS 7,000/month

Annual GHS 75,600 (10% off)

Best for: Banks · Large forwarders · Mining

- ✓ Everything in Pro, plus:
- ✓ 20 importer dossiers/month
- ✓ Custom query service — any data cut
- ✓ Structured data feed (Excel / JSON)
- ✓ Dedicated analyst — 4 hrs/month
- ✓ Cargo alert service included (GHS 400 value)

ADD-ON: CARGO ALERT SERVICE — GHS 400/month

Real-time SMS & WhatsApp alerts when your nominated target importers clear cargo at port — up to 20 importers monitored continuously. Available standalone or with any plan.

Ready to Stop Losing Cargo? Call Us Today.

Join the freight forwarders who are already using CAS to win new clients, access working capital through invoice factoring, connect to 11,000+ verified truck drivers, and grow their business with confidence backed by real cargo data.

WhatsApp / Call CEO directly:

0546 664 009

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What You Get When You Sign Up Today

- ✓ Free cargo intelligence audit of your sector
- ✓ First importer target list — 20 verified contacts
- ✓ Free company profile design (Starter plan+)
- ✓ Loadboard access — 11,000+ truck drivers
- ✓ Invoice factoring onboarding support
- ✓ Personal onboarding call with the CEO

SIGN UP THIS MONTH:

1 MONTH FREE

on any annual retainer plan