EFS Digital

EFFICIENCY FOR SALES

More leads. More sales. One system.

Websites, lead generation through automated outreach, paid ads, SEO and our own EFS CRM, working together for South African businesses of any size.

Websites | Outreach leads | Paid ads | SEO | EFS CRM

COMPANY PROFILE 2026

WhatsApp / call 061 514 4294 hello@efsdigital.co.za www.efsdigital.co.za

WHO WE ARE

Efficiency For Sales.
That is what EFS stands for.

EFS Digital builds a complete growth system for South African businesses of any size. We find your prospects, contact them, book them in, and track every deal through to final payment.

THE USUAL WAY

Five suppliers, five conversations

- A web designer
- Someone for leads
- Someone for ads
- Someone for SEO
- A separate CRM or spreadsheet

Each piece works on its own, and leads can slip through the gaps between them.

THE EFS WAY

One team, one joined-up system

- Website
- Outreach leads
- Paid ads
- SEO and Google Business Profile
- EFS CRM: every lead tracked to final payment

Website, ads, SEO and CRM work together, so no lead gets lost.

WHY EFS DIGITAL

01

Local and South African

Based in the Western Cape, working with businesses across SA, in English or Afrikaans. Everything is done online and on WhatsApp.

02

Leads, not just likes

Automated outreach finds and contacts the right prospects and books them in with you.

03

One joined-up system

Use one piece or all five. They are built to work together, with one team accountable for all of it.

04

Built for any size

From a one-person business to a sales team with reps in the field. You deal with the founder directly.

WHAT WE DO

A complete growth system for your business.

Everything that brings in customers, handled by one team.

A

Websites

Fast, mobile-first websites built to turn visitors into enquiries.

- WhatsApp, call and quote-request buttons
- Set up for Google from day one
- A free preview before you commit

B

Outreach leads

Automated outreach that finds the right decision-makers and contacts them with a personal message.

- Follow-ups sent for you
- Every reply answered
- Meetings booked in with your team

C

Paid ads

Google and Meta (Facebook and Instagram) campaigns, set up and managed.

- Tracked from click to enquiry
- Tuned so your budget goes to enquiries, not clicks

D

SEO and Google Business Profile

Technical SEO, local search and Google Business Profile work.

- Customers find you when they are ready to buy
- Your listing kept accurate and active

E

EFS CRM

Our own simple sales pipeline and money tracker. Every deal from first contact to final payment.

- Rep targets and commission
- Photo and document uploads from the field
- A client portal for progress and balances

HOW IT WORKS

From first call to leads flowing.

1 — Free strategy call
We learn how you sell today and where leads and sales are leaking.

2 — Written plan and quote
A clear plan and a written quote for the pieces that fit your business.

3 — Build and launch
Website, outreach, ads, SEO and CRM set up and checked with you before going live.

4 — Leads flowing
Prospects are contacted, replies answered and meetings booked in.

5 — Monthly review
We look at what is working with you and keep tuning it.

Pricing: every business is different, so we quote one-on-one after your free strategy call. You get a written quote with the scope before any work starts.

EFS Digital

EFS CRM

Every lead, quote and payment in one place.

Our own CRM, built for businesses with sales reps, field teams and real money moving. A simple sales pipeline and money tracker, from first contact to final payment.

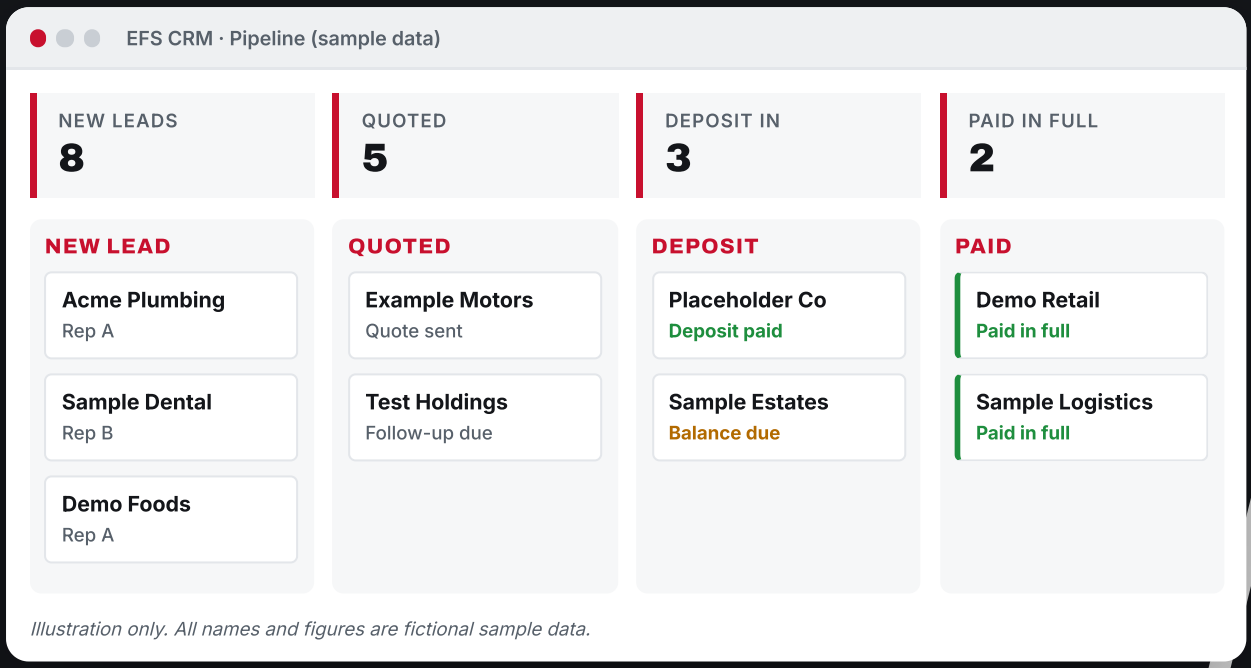
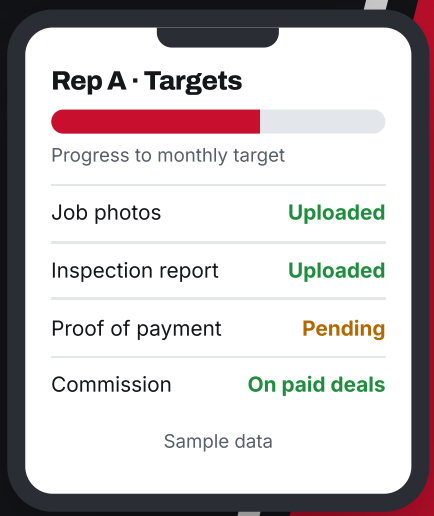


Illustration only. All names and figures are fictional sample data.

- **Sales pipeline:** from new lead to quote, deposit, job and final payment.
- **Quotes, deposits and debtors:** see what is quoted, what is paid and who still owes.
- **Rep targets and commission:** worked out automatically from what is actually paid.
- **Uploads from the field:** photos, inspection reports and proof of payment, straight from a phone.
- **Client portal:** your clients see progress and their balance without phoning you.
- **Works on any phone:** reps sign in with a PIN. No app to install. Nightly backups.



Want to see it working?

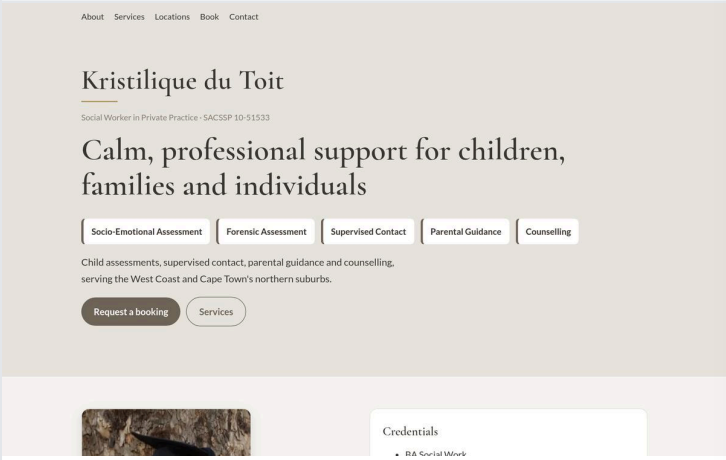
Ask for a CRM demo on WhatsApp: 061 514 4294.

RECENT WORK

Websites we have built.

A live client site, a free preview build, and example designs in the style we build.

kristiliquedutoit.co.za

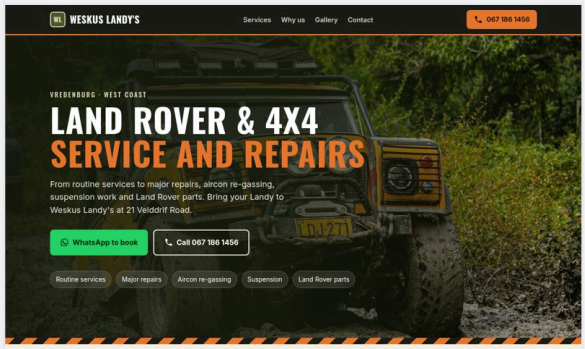


LIVE CLIENT SITE

Kristilique du Toit, forensic social worker

Practice website: services, consulting locations, booking requests and one-tap WhatsApp. Fast on a phone and set up for Google.

Weskus Landy's (preview)



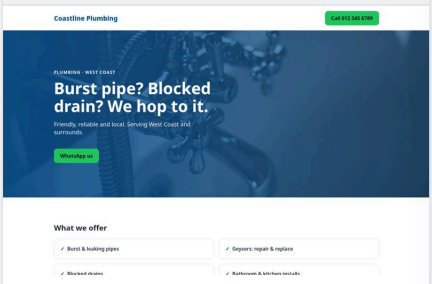
SAMPLE BUILD

Weskus Landy's, Vredenburg

A free preview homepage with their services, area and a WhatsApp button. This is what you get before paying anything.

SAMPLE DESIGNS

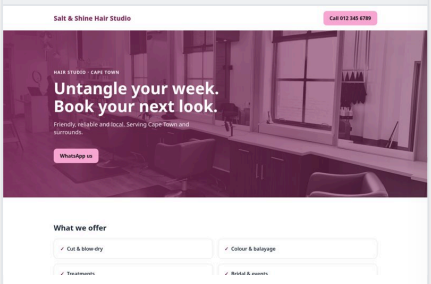
coastline-plumbing.co.za



SAMPLE DESIGN

Coastline Plumbing, West Coast

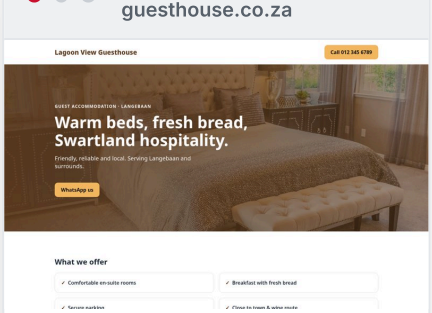
salt-and-shine.co.za



SAMPLE DESIGN

Salt & Shine Hair Studio

lagoon-view-guesthouse.co.za



SAMPLE DESIGN

Lagoon View Guesthouse

Sample designs are examples, not client sites. Yours could be next: ask for a free preview of your own site.

Free website preview. We build it from your public business details. Don't like it? You owe nothing.

CASE STUDY

A South African waterproofing company: outreach that turns into quotes.

We built this system for our own sales first. Here is what it delivered.

A waterproofing company

Commercial roofing and waterproofing, South Africa

What we did

- Cold email outreach to commercial property decision-makers, with follow-ups every day.
- Every reply answered, so no lead went cold.
- Interested leads handed to the right rep in a custom CRM that tracks quotes, deposits and commission.

RESULT

R38.5M

in quotes from 41 outreach deals in four weeks.

excl VAT, 4 to 31 Oct 2026

Want the same for your business? Book a free strategy call and we will map out your outreach.

ABOUT US

The EFS Digital team.

EFS Digital

EFFICIENCY FOR SALES

EFS Digital, short for Efficiency For Sales, helps South African businesses win more sales: a website that converts, a steady flow of leads, and a CRM that tracks every deal to the last payment.

When you work with EFS Digital, you deal with one small, accountable team on WhatsApp, in English or Afrikaans. We plan your growth system with you, build and run it, and we are still the team you message when you need something later.

061 514 4294 | hello@efsdigital.co.za

What we bring

EXPERIENCE

Operations
Years of hands-on experience running multi-site operations.

Sales and outreach systems
Sales pipelines and outreach systems built for working sales teams.

Commercial management
Tenders, contracts, estimating and procurement on large projects.

LET'S GROW YOUR SALES

Book a free strategy call.

EFS Digital
Efficiency For Sales

The fastest way is WhatsApp. Send your business name and what you want to grow, and we will set up a call. No cost, no obligation. Want to see the CRM? Ask for a demo.

WHATSAPP / PHONE	**061 514 4294**
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Drexopoint (Pty) Ltd t/a EFS Digital