

Blink Digital Consulting.

BNI GAINS PROFILE

Smarter referral conversations for leads, visibility, and growth

BUILT FOR MEASURABLE GROWTH

01	02	03	04
ATTRACT	CAPTURE	FOLLOW UP	CONVERT

MEMBER Jacobus Fourie	BUSINESS Blink Digital Consulting
CATEGORY Digital Marketing and Marketing Systems	WEBSITE https://blinkdigitalconsulting.com/

WHAT BLINK DOES

Blink Digital Consulting helps businesses generate qualified leads, improve online visibility, automate follow up, and build connected digital marketing systems that support measurable growth.

YOUR GAINS AT A GLANCE

G	A	I	N	S
GOALS	ACCOMPLISHMENTS	INTERESTS	NETWORKS	SKILLS



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GOALS

What I am working toward and how my network can help

Primary business goal: Grow Blink Digital Consulting through trusted referral relationships with established, service based businesses that need a connected system for visibility, lead generation, follow up, and conversion.

Client impact goal: Help clients replace disconnected marketing activity with an integrated system that attracts the right prospects, captures enquiries, responds faster, and makes performance easier to measure.

BNI goal: Build genuine referral partnerships within BNI Connectors by understanding each member's ideal client, creating useful introductions, and becoming the trusted digital marketing resource for the chapter's networks.

Development goal: Continue building practical expertise in SEO, AI driven visibility, advertising, CRM automation, AI agents, and conversion systems as search and customer behaviour evolve.

**A****ACCOMPLISHMENTS**

Credibility markers that help others introduce me confidently

- Director of Marketing at Blink Digital Consulting since 2019, with more than 20 years of business management and marketing experience, including more than six years focused on digital marketing.
- Built Blink Digital Consulting around connected marketing systems that combine visibility, lead generation, advertising, websites, CRM, automation, reputation, and reporting.
- Blink Digital Consulting received the Clutch Global Award for Digital Marketing Agency in Spring 2024.
- Blink Digital Consulting was recognised by Clutch as a Top Advertising Company in Alberta in 2024 and as a Clutch Champion in Fall 2023.
- Blink Digital Consulting was recognised by Trust Analytica as a Top 10 Advertising Agency in Calgary for 2025 and a Top 10 SEO Company in Calgary for 2026.
- Experience serving and supporting businesses in Canada and South Africa across professional services, healthcare, education, trades, and other service based sectors.

**I****INTERESTS**

Shared interests that make relationships more memorable

- Entrepreneurship, business growth, and practical systems that remove unnecessary work.
- SEO, AI, marketing technology, automation, and how digital discovery is changing.
- Rugby, cricket, and Calgary Flames hockey.
- South African and Canadian business communities.
- The outdoors, wildlife, travel, and hunting.
- Relationship based networking and helping business owners make useful connections.

**N****NETWORKS**

The communities and contact spheres where I can create value

- BNI Connectors in Centurion, with relationships across local professional and business services.
- Business networks in Pretoria, Centurion, Johannesburg, Calgary, and surrounding markets.
- Business owners, founders, consultants, and senior decision makers in service based organisations.
- Marketing, web development, advertising, SEO, CRM, automation, software, and content professionals.
- Professional services contacts, including legal, accounting, financial, healthcare, education, and property related businesses.
- Former BNI relationships in Alberta, Canada, and active business relationships in South Africa.



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SKILLS

The problems I am equipped to solve

CAPABILITY AND REFERRAL GUIDE

Digital strategy: Diagnosing where a business is losing visibility, leads, response speed, or conversion opportunities, then defining a practical improvement plan.

Lead generation: Designing campaigns, landing pages, offers, forms, and conversion paths that attract and capture qualified prospects.

CRM and automation: Connecting lead capture, pipelines, email, SMS, booking, payments, reminders, and follow up so fewer opportunities are lost.

Reputation and reporting: Strengthening review generation and response processes, while giving business owners clearer performance visibility through reporting and dashboards.

SEO and AI visibility: Improving discoverability across traditional search and emerging AI powered answer environments through sound technical, content, authority, and measurement practices.

Digital advertising: Planning and managing Google, Bing, Meta, and LinkedIn advertising with stronger structure, targeting, tracking, and follow through.

Websites and conversion: Building or improving websites and landing pages so visitors can understand the offer, trust the business, and take the next step.

CONNECTED SYSTEMS

Clearer measurement

Visibility → qualified leads → faster follow up → stronger conversion

**R****REFERRAL RECOGNITION GUIDE**

How to spot a valuable introduction for Blink

A strong referral is an introduction to a business owner or decision maker who says something like:

We are not getting enough qualified enquiries from our website or marketing.

We spend money on advertising, but we cannot clearly see what becomes a customer.

Our leads arrive, but follow up is slow, inconsistent, or manual.

We do not appear strongly enough on Google or in AI generated answers.

Our website looks acceptable, but it does not convert visitors into enquiries.

Our CRM is underused, disconnected, or creating more administration than value.

We need reviews, stronger online credibility, or a reliable reputation process.

We have several agencies or tools, but nothing works together as one system.



IDEAL INTRODUCTION

The people and situations to prioritise

Best fit: An established service based business with a credible offer, capacity to serve more clients, and a decision maker who wants measurable improvement rather than disconnected marketing tasks.

Priority sectors: Law firms, accounting and advisory businesses, healthcare clinics, trades and home services, education and training providers, and other professional service organisations.

Best contact: The owner, managing director, marketing leader, sales leader, practice manager, or operations decision maker.

Simple introduction: Jacobus helps businesses connect their visibility, lead generation, advertising, website, CRM, and follow up into a smarter marketing system. I thought it would be useful for the two of you to have a conversation.

HOW I CAN HELP ANOTHER BNI MEMBER

- Review a website, search presence, advertising path, CRM process, or follow up gap and identify practical next steps.
- Make relevant introductions across business networks in South Africa and Canada where there is a genuine fit.
- Share useful insight on SEO, AI visibility, advertising, automation, content, and conversion systems.
- Help a member describe their ideal online customer journey and identify where prospects are being lost.



REFERRAL ACTION GUIDE

Make the next introduction specific, warm, and easy to act on

BEFORE MAKING AN INTRODUCTION

- Confirm that the business has a genuine marketing, visibility, lead generation, follow up, or conversion need.
- Ask whether the decision maker is open to a short diagnostic conversation with Jacobus.
- Use a warm email, WhatsApp message, or face to face introduction that explains the reason for the connection.
- Share the business challenge in the introduction so the first conversation can begin with useful context.

REFERRAL ACTION AGREED DURING THIS ONE TO ONE

PERSON OR BUSINESS	
REASON FOR THE INTRODUCTION	
WHO WILL ACT AND BY WHEN	

**1:1**

ONE TO ONE CONVERSATION NOTES

Turn the profile into reciprocal action

1

Which one of your current goals could I help advance?

2

What does your best client look like, and what usually happens just before they need you?

3

Which words or situations should I listen for in conversation?

**1:1**

ONE TO ONE CONVERSATION NOTES

Turn the profile into reciprocal action | continued

4

Who are the best people in your contact sphere for me to meet?

5

Which people in my networks would be valuable for you to meet?

6

What is one specific introduction or action we can each complete after this meeting?

SOURCES AND VERIFICATION

BNI, The G.A.I.N.S. Approach, https://www.bni.com/the-latest/blog-news/gains_approach/

BNI, 7 Tips to Get the Most Out of Your One to Ones, <https://www.bni.com/the-latest/blog-news/7-ways-to-get-the-most-out-of-your-one-to-ones/>

BNI, Why 1 to 1s Are Where Relationships Take Shape, <https://www.bni.com/the-latest/blog-news/bni-one-to-one-meetings-relationships/>

Blink Digital Consulting, Home, Services, Awards and Recognition, <https://blinkdigitalconsulting.com/>