

Knock Free Calling: Corporate Sponsorship & Inbound Lead Engine

Empowering Brands to Sponsor Zero-Airtime Calls & Capture High-Intent Leads Across South Africa

Publisher: Aura Group / Knock **Target:** Enterprise CMOs, Heads of Acquisition & Call Centers

Market: South Africa (Telkom, Vodacom, MTN, Cell C)

🎯 1. The Executive Pitch & Commercial Reality

"Over 80% of South Africans run out of mobile airtime weekly. When they need to make a call, they are stuck.

Knock eliminates that barrier by letting them make free calls sponsored by your brand.

In exchange, you get 100% unskippable 6-second attention with their phone pressed directly to their ear—and an instant 1-tap DTMF response (Press 1) that feeds warm, POPIA-compliant sales leads directly into your call center."

❌ The South African Consumer & Ad Problem

- **Airtime Scarcity:** Over 80% of mobile users are prepaid and frequently have zero balance.
- **Digital Ad Blindness:** Social & display ads have <1% CTR and suffer from high fraud.
- **Toll-Free Cost & Inefficiency:** Traditional 0800 numbers cost brands millions with no lead capture.

✅ The Knock Solution

- **100% Zero-Airtime Free Calls:** Guaranteed connection on WebRTC / GSM.
- **100% Unskippable Voice Ads:** 6-second crystal clear audio before connecting.
- **Frictionless Inbound Leads:** 1-tap DTMF keypad response (Press 1 / Press 0).

💡 2. Feature-by-Feature Commercial Breakdown

Feature	How It Works (SA Example)	Why Sponsor Needs It	Sponsor ROI & Economics
👂 1. 6-Second Unskippable Audio Commercial	Before the call rings, caller hears: <i>"This free call is powered by Capitec Bank. Get instant personal loans up to R250k. Press 1 for quick pre-approval!"</i>	Zero Fraud / Avoidance: On phones, users hold the handset to their ear. 4.5x higher recall than digital banners.	Costs R0.68/call . Knock wholesale cost is R0.18/call. Brand reaches 100,000 guaranteed listeners for R68,000.

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 2. 1-Tap DTMF Lead Gen (Press 1)	Caller presses 1 on keypad. Knock captures verified phone number, attaches SHA-256 POPIA consent, and sends JSON webhook to CRM.	Zero Friction: No typing forms or sending SMS keywords. Captures verified buyer intent in 0.5 seconds.	60x ROI : R25/lead. 1,000 leads = R25k spend. 12% insurance close rate = 120 policies @ R12k LTV = R1.44M revenue.
 3. Direct Call Center VIP Pass (Press 0)	Caller presses 0 . Knock immediately bridges the caller into the sponsor's dedicated inbound call center queue with zero waiting.	Captures Buying Urgency: Locks in consumers searching for loans or car insurance before they check competitors.	Eliminates drop-off from long IVR hold times. Billed at standard rate + R0.15/min surcharge.
 4. 2-Tier Hyper-Local Geo-Targeting	Sponsors isolate campaigns by Province (Gauteng, WC, KZN) or Township / Suburb (Soweto, Sandton, Khayelitsha, Umlazi, Cell Towers).	Zero Wasted Budget: A Durban dealership doesn't pay for callers in JHB. Enables vernacular ads (isiZulu in KZN, isiXhosa in EC).	Drives Physical Store Footfall to specific malls or dealerships with localized discount offers.
 5. Instant Post-Call SMS / WhatsApp (Press 2)	Caller presses 2 to receive an instant branded SMS with a deep link, policy quote, or digital shopping voucher.	Audio to Digital Conversion: Leaves a persistent clickable link on the customer's phone long after call ends.	SMS gateway cost is R0.15; Knock bills R1.50–R15.00 per qualified digital link dispatched.
 6. 100% Zero-Debt Escrow Protection	Sponsors deposit a fixed budget (e.g. R50,000). Sub-50ms metering hard-stops billing when quota reaches 100%.	No Bill Shock: Corporate finance demands budget certainty without open-ended per-minute risk.	Prepaid escrow deposits ensure 100% guaranteed payment and positive cash flow.

3. Pitch Scenarios by Target Industry

Enterprise Vertical	Sample Audio Hook Script	Expected Sponsor Return & LTV
 Banking & FinTech Capitec, TymeBank, Nedbank, DirectAxis	"Need quick cash for month-end? Capitec instant loans up to R250,000 approved in minutes. Press 1 for pre-approval right now!"	R25 Cost-Per-Lead → Average loan origination profit of R1,200–R3,500 per customer (20x ROI).
 Insurance & Healthcare Old Mutual, Discovery, Sanlam, 1Life	"Is your family protected? Old Mutual funeral cover from only R49/month with R50,000 payout. Press 1 to get covered today."	R25 Cost-Per-Lead → Policyholder Lifetime Value (LTV) of R5,000–R15,000 (50x ROI).
 Retail & FMCG Shoprite, Boxer, Spar, Coca-Cola	"Shoprite Big Red Friday deals are live in Soweto! Spend R200 and get R50 off your basket. Press 2 for your SMS coupon."	R0.68/call → Directly drives physical foot traffic and R350+ average basket spend.
 Automotive & Tyres Toyota, Tiger Wheel & Tyre, Supa Quick	"Is your car due for a major service? Tiger Wheel & Tyre offers 25% off fitment this week. Press 1 to book."	R35 Cost-Per-Lead → Workshop service invoice of R1,800–R8,000 per booking.
 Telecoms & ISP Vodacom, MTN, Telkom, Openserve	"Tired of buffering? Get uncapped 50Mbps home fiber for R399/month. Press 1 to check coverage in your street."	R35 Cost-Per-Lead → R4,800 annual recurring revenue per fiber subscriber.

4. Enterprise Sales Cold Outreach Email Template

Subject: Re: Zero-Airtime Free Call Sponsorship & Inbound Leads for {{Company_Name}}

Dear {{Executive_Name}},

Over 80% of South Africans regularly experience prepaid airtime depletion. When they need to make an urgent call, they are blocked.

At Knock (knockat.co.za), we allow consumers to make free calls across South Africa, sponsored by premier enterprise brands like {{Company_Name}}.

Here is what {{Company_Name}} gets in return:

1. 100% Unskippable 6-Second Audio Ad: Handset held directly to the ear with verified 100% listen-through rate.
2. Instant DTMF Inbound Leads (Press 1): Callers press '1' to request a callback or '0' to transfer directly to your call center agents in real-time.
3. Hyper-Local Targeting: Target specific provinces, cities, or townships (e.g. Soweto, Khayelitsha, Sandton, Durban).
4. POPIA Affirmative Compliance: Full cryptographic audit trails for every lead delivered directly to your CRM webhook.

We are currently onboarding select tier-1 partners for our Q3/Q4 sponsorship slots. A starter pledge of R50,000 delivers ~73,500 guaranteed audio listens and hundreds of warm sales leads at an estimated 15x–30x ROI.

Can we set up a 10-minute demo this Thursday at 10:00 AM to show you how the interactive DTMF call flow works on a live mobile phone?

Best regards,

Commercial Director

Knock Core Telecom & Ad Network

 <https://knockat.co.za/admin>

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