

////KWETU MARKETING AGENCY

'Kenya and Worldwide Exposed To Us'





As a full-service marketing agency, we aim to be your one-stop shop for an array of marketing services and solutions. Our services are either one-off or renewable periodically (monthly, quarterly or annually) depending on your overall objective. Below is a list of services we offer to both local and international clients.

///DIGITAL

1. CONSULTATION & TRAINING
2. DIGITAL STRATEGY
3. PROGRAMMATIC ADVERTISING
4. SOCIAL MEDIA MARKETING
5. PPC ADVERTISING
6. WORDPRESS WEBSITE DESIGN
7. E-COMMERCE SOLUTIONS
8. SEARCH ENGINE OPTIMIZATION
9. CONVERSION-RATE OPTIMIZATION
10. CONTENT MANAGEMENT & COPYRIGHTING
11. E-MAIL MARKETING
12. REMARKETING
13. CRM MANAGEMENT

///PRINTING & BRANDING

1. PRINTING SERVICES
2. GRAPHIC DESIGN
3. SCRIPTING
4. PHOTOGRAPHY
5. VIDEO PRODUCTION
6. BILLBOARDS PLACEMENTS

///BTL & EXPERIENTIAL

1. BRAND PROMOTIONS
2. BRAND ACTIVATIONS
3. MERCHANDISING
4. CONSUMER PROMOTIONS
5. CORPORATE EVENTS & PARTIES
6. ROADSHOWS
7. ROUTE-TO MARKET CAMPAIGNS
8. TRADE PROMOTIONS & EXPOS
9. RADIO ADVERTISING PLACEMENTS
10. TV ADVERTISING PLACEMENTS

- KWETU Marketing Agency is a full-service marketing agency based in Nairobi, Kenya, with a mission to help businesses succeed by providing top-notch marketing solutions.
- With over 10 years of experience in the industry, KWETU Marketing Agency has established itself as a reputable and reliable partner for businesses of all sizes.
- At KWETU Marketing Agency, we take a 360-degree approach to marketing, which means we focus on providing a full range of services that covers all aspects of a successful marketing strategy.
- Our team of experts specializes in experiential marketing, digital marketing, printing, and branding, and we work closely with our clients to create a customized marketing plan that suits their unique needs.





- I. **Emphasis on client/ agency relationship(s)** – Our team emphasizes the importance of good working relationships between the agency personnel and client’s internal team.
- II. **We Leverage Technology** - We use various professional tools to communicate, assign tasks, meet online and track performances.
- III. **Internship Programme** – With the youth being the key target audiences, we would present selected youth from our internship program to benefit from working on your digital campaigns and selected projects associated.
- IV. **Project experience, Certified personnel & Industry best practices** – Our team values doing things the correct way based on experience and cumulatively learnt practices in the digital industry such as methodology, principles and white hat techniques.
- V. **Professionalism & Ethics** – We are hand-on in advising the client on the best course of action to attain their objectives. Honesty and integrity are key in personality traits of our agents and consultants. We always give it our best!

With our 360-degree approach, personalized attention, and deep expertise, we're confident that we can help your business succeed in today's competitive market. Here are some of the ways our **digital marketing services** can help your business:

- ✓ **Increase Brand Awareness:** Our social media marketing services can help you reach new audiences, engage with existing customers, and increase brand awareness. By developing and executing a targeted social media strategy, we can help you build a strong online presence and increase your brand's visibility.
- ✓ **Drive Website Traffic:** Our pay-per-click (PPC) advertising services can help drive targeted traffic to your website. By leveraging the power of Google Ads, we can create highly targeted campaigns that reach your ideal customers and drive conversions.
- ✓ **Generate Leads and Sales:** Our email marketing services can help you nurture leads and convert them into customers. By creating compelling email campaigns that provide value to your audience, we can help you drive sales and build customer loyalty.
- ✓ **Improve Search Engine Rankings:** Our search engine optimization (SEO) services can help improve your website's visibility in search engines like Google. By optimizing your website for relevant keywords and implementing best practices, we can help you rank higher in search results and attract more organic traffic.
- ✓ **Measure and Optimize:** We believe that data is the key to success in digital marketing. That's why we track and analyze key metrics for all of our campaigns, including website traffic, engagement rates, and conversion rates. By constantly measuring and optimizing our campaigns, we ensure that you get the best possible results from your marketing investment.





BTL EVENTS & EXPERIENTIAL MARKETING

Our Experiential marketing activities involve Below-the-line (BTL) marketing activations are known to grab your prospective target audience's attention quickly and enhance two-way interactions – while building a customer-brand relationship.

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DATA-DRIVEN DIGITAL MARKETING SERVICES

We offer custom certified digital marketing solutions to reach your objective with targeted advertising with

- Social Media Marketing
- Google & PPC Advertising
- Email Marketing
- Content Marketing
- Banner Placements
- Video Advertising

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Facebook_Account



Twitter_Account



Instagram_Account





TARGETED SOCIAL MEDIA MARKETING

We offer one-off & renewable social media marketing services & packages.

Advertise on Facebook, Instagram, YouTube, LinkedIn, Twitter or Tik Tok.

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TARGETED PAY-PER-CLICK ADVERTISING

We offer one-off & renewable PPC advertising services locally & internationally within the Google Network.

Reach prospective clients with:

- Search Ads
- Display or Banner Ads
- Video Ads
- Shopping Ads

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ECOMMERCE SOLUTIONS

From designing and building custom websites and online stores to integrating payment gateways and implementing shipping solutions, we offer a full range of services to ensure that our clients' ecommerce operations run smoothly and efficiently. Additionally, we provide marketing and analytics tools to help our clients reach and engage with their target audiences and optimize their online sales.

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CUSTOM WEBSITE DEVELOPMENT

We design functional & custom WordPress websites such as business websites, ecommerce stores, online magazines, listing & booking websites and other custom platforms.

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EFFECTIVE EMAIL MARKETING SERVICES

Did you know that email marketing has an average ROI of 4,400%? Let us help you achieve high ROI with our email marketing services!

Our email marketing services include email campaign design, list management, and performance tracking.

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WHITE HAT SEARCH ENGINE OPTIMIZATION

We optimize WordPress websites one-off or continually to capture quality leads enhance a great user experience

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PERSONALIZED PRINTING & BRANDING SERVICES

Our printing and branding solutions offer clients a comprehensive range of services that help them create a strong and consistent brand image.

From custom designs to high-quality printing and finishing, we ensure that every aspect of your brand identity is aligned with your vision and goals.

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HOLISTIC CONSULTATION & TRAINING

At KWETU, our mission is to empower people and organizations to improve their performance through learning and digital.

From visualizing your digital future to realizing it. We guide you through the digital transformation process step-by-step.

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3-IN-1 PACKAGE **KWETU STARTER PACKAGE**

A combination of 3 digital solutions that will enable your business to get online and flourish.

- WordPress Website Design
- Search Engine Optimization
- Social Media Marketing

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360+ PACKAGE **ALL-INCLUSIVE DIGITAL PACKAGE**

An all-inclusive digital and online business solution that caters for everything required to develop, market, manage and report monthly based on your objectives.

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OUR PROCESS

1

RESEARCH & STRATEGY



Introduction

We listen to our clients and fully understand their overall objective. Whether- more sales, better leads, more eyeballs, likes & endorsements or even what makes your brand unique at the marketplaces, we take time to understand your goals and develop winning digital strategy

2

CREATION



Bring it to life!

We integrate what we have conceptualized as an appropriate solution with the approval of our clients. Whether in development of renewable marketing campaigns or digital platforms, we get it done and put it live!

3

CONNECTION



Following the buyer's journey

We realize your potential clients and brand followers are at different stages along the buyer's journey and provide useful content and highly targeted advertising to reach them, educate them, sell to them and delight their online experience with your business/ brand.

4

CONVERSION



Leveraging Data

We believe that a data-driven approach is always the best way to go. Periodically, we measure the success online advertising and website visitors. With data, we identify your target audience, best-selling services and products, general sentiment, location of your customers and many more filters.

5

REPORTING



Measuring effectiveness

Monthly reports are available to ensure that you track your digital investment. Our reports are clear & concise enabling you to easily understand & track progress 24/7.



At KWETU Marketing Agency, we take a holistic approach to marketing that goes beyond just creating eye-catching ads or executing campaigns. Our 360-degree approach is tailored to each client's unique needs and business goals, ensuring that we develop a comprehensive strategy that drives growth and success. We take a collaborative, results-driven approach that focuses on driving real business outcomes, from increasing brand awareness to generating leads and sales. Here's how our approach helps our clients:

- **Personalization:** We believe that every client is different and requires a personalized approach. Our team takes the time to understand each client's unique needs, goals, and audience, ensuring that we develop a tailored strategy that resonates with their target market.
- **Data-Driven Insights:** We use data to drive decision-making and optimize campaigns for maximum ROI. Our team leverages the latest tools and technology to gather insights about our clients' customers and industry trends, ensuring that we make informed decisions that drive results.
- **Collaboration:** We believe in working closely with our clients to ensure that we develop a strategy that aligns with their vision and goals. We encourage open communication and collaboration throughout the process, ensuring that our clients are involved every step of the way.





- **Innovation:** Our team is passionate about staying up-to-date with the latest trends, technologies, and marketing strategies. We bring fresh ideas and innovative approaches to each project, ensuring that our clients stand out in the market and stay ahead of the competition.
- **Results-Driven:** Our ultimate goal is to help our clients achieve their business goals and drive growth. We use a variety of metrics and analytics to track progress and optimize campaigns for maximum impact, ensuring that our clients see real results.

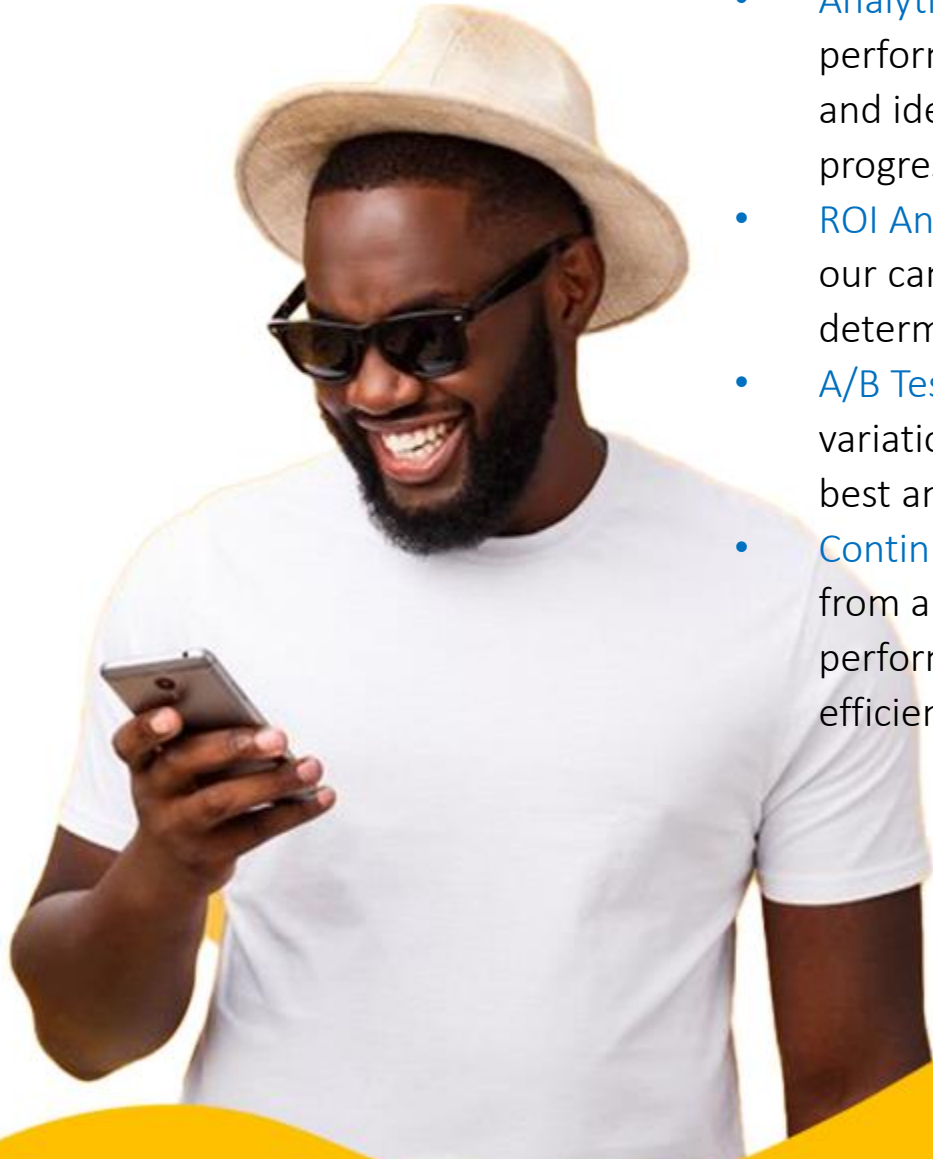
Our 360-degree approach encompasses a wide range of marketing services, including experiential marketing, digital marketing, printing, and branding. We work with clients across a variety of industries, from small startups to large corporations, to develop customized solutions that drive growth and success. At KWETU Marketing Agency, we're committed to helping our clients succeed.



At KWETU Marketing Agency, we understand the importance of measuring success in marketing projects. By tracking and analyzing key performance metrics, we can determine the effectiveness of our campaigns and make data-driven decisions to optimize future efforts. Here are some of the ways we measure success in marketing projects:

- **Goal Setting:** We work with our clients to set clear and measurable goals at the outset of each project. These goals may include increasing website traffic, generating leads, boosting sales, improving brand awareness, or enhancing customer engagement. By defining these goals upfront, we can track progress and adjust our strategies as needed to achieve them.
- **KPI Tracking:** We establish key performance indicators (KPIs) to track progress towards our clients' goals. These KPIs may include metrics such as website traffic, conversion rates, social media engagement, email open rates, and more. By regularly monitoring these KPIs, we can identify areas for improvement and optimize our campaigns accordingly.





- **Analytics and Reporting:** We utilize various analytics tools to track website and campaign performance. These tools allow us to gain insights into visitor behavior, track conversion paths, and identify areas for improvement. We also provide regular reports to our clients, outlining progress towards goals and key metrics.
- **ROI Analysis:** We analyze return on investment (ROI) to determine the overall effectiveness of our campaigns. By comparing the cost of the campaign to the revenue generated, we can determine the ROI and optimize our efforts to maximize profitability.
- **A/B Testing:** We conduct A/B testing to optimize campaign performance. By testing different variations of ads, landing pages, or email subject lines, we can identify which versions perform best and make data-driven decisions to optimize future campaigns.
- **Continuous Improvement:** We believe in continuous improvement and use the insights we gain from analytics and customer feedback to optimize our campaigns. By regularly evaluating our performance and making data-driven decisions, we can ensure that our campaigns are effective, efficient, and impactful.

The Kazi Kwetu Network (KKN) is a business partnership network and marketplace for different businesses, suppliers, agencies and vendors offering various services, products and solutions locally & internationally.

- Partners come in all shapes and sizes in various industries and with technology, we make it convenient, easier and simplified for business and brand owners to find what they need. The KKN offers you the opportunity to engage and impress clients with your active listing in our website, with a showcase of your services, products and a variety of projects that display your best work.
- KWETU Marketing Agency further offers our partners with promotional messaging and advertising, discounted pricing on selected digital services, as well as white-label services that help you earn with our internal team & network expertise.



///OUR OFFICES



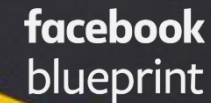
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SAT Center Building (Next to Parkside Towers,
Suite 312, Mombasa Road, Nairobi, Kenya.



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KWETU Marketing Agency is a Kenyan – based digital marketing agency incorporated and registered under the Companies Act (Cap 486) Laws of Kenya certified to offer custom online solutions.





///PROJECT EXPERIENCE





FULL - SERVICE **MARKETING** **AGENCY**

DIGITAL | EXPERIENTIAL | PRINTING & BRANDING

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