

# KWETU MARKETING AGENCY

*“Kenya & Worldwide Exposed to Us”*



**KM**





# Introduction

With us, you're not just getting services;  
you're getting a partnership that covers  
every facet of marketing.





# History

2016

## AGENCY INCEPTION

Establishment of KWETU Marketing Agency

2019

## AWARD OF EXCELLENCE

Award winner; best e-commerce agency in Kenya

2017

## OFFICIALLY REGISTERED

Officially registered as a consulting company in Kenya

2020

## PRODUCT INTRODUCTION

Introduction of new packages and solutions

2023

## BEST DIGITAL MARKETER

KWETU won best digital marketer at the Digitally Fit Awards





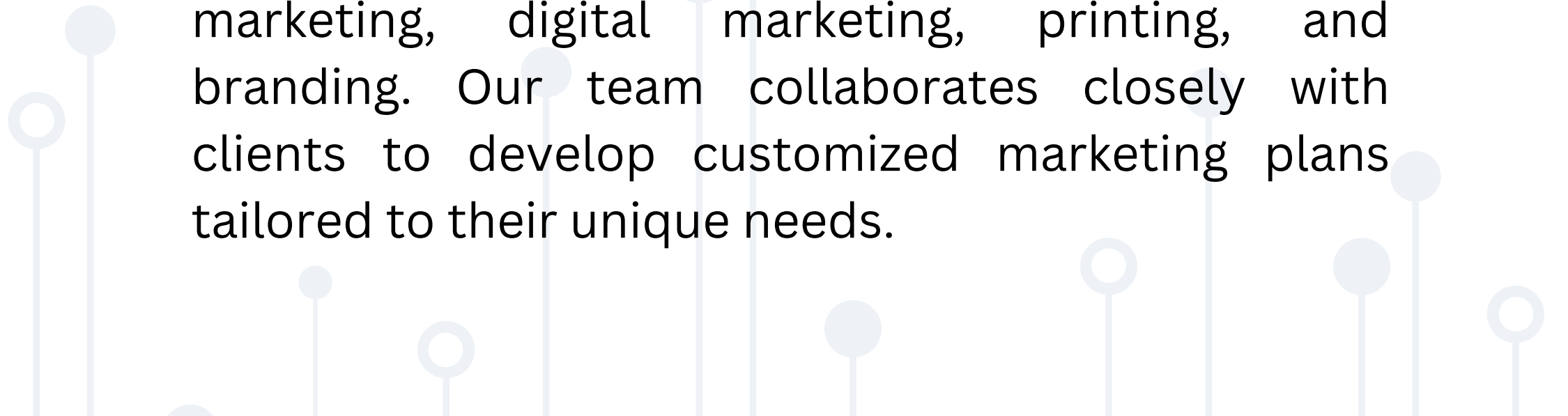


# About Company



KWETU Marketing Agency in Nairobi, Kenya, is a trusted full-service marketing agency with over 10 years of industry experience. Our mission is to help businesses succeed through top-notch marketing solutions.

We adopt a comprehensive 360-degree approach, offering specialized services in experiential marketing, digital marketing, printing, and branding. Our team collaborates closely with clients to develop customized marketing plans tailored to their unique needs.





# Vision & Mission



## Our Vision

Our aspirational vision is to firmly establish ourselves as the unequivocal first choice and preeminent marketing agency renowned for unparalleled excellence in the realms of digital, experiential, and branding services.



## Our Mission

Our overarching mission is to diligently furnish our esteemed clients with highly effective and efficient marketing services, all the while fostering and nurturing enduring relationships with each valued client.



## Why choose us?

We love seeing the client succeed & value passionate business owners/project managers and long-term projects. Continual growth is at the heart of our process.





# Objectives

## Enhance Brand Awareness

Our social media marketing services are designed to connect with new audiences, engage existing customers, and boost overall brand awareness.

## Drive Website Traffic

Capitalise on our pay-per-click (PPC) advertising services to attract targeted traffic to your website.

## Generate Leads and Sales

Leverage our email marketing services to nurture leads and effectively convert them into customers.

## Measure and Optimise

Through continual measurement and optimization of our campaigns, we ensure that your marketing investment yields the best possible results

## Improve Search Engine Rankings

Utilise our search engine optimization (SEO) services to enhance your website's visibility on search engines such as Google.





# Our Services



## Printing & Branding

Our services provide clients with a complete range of solutions, ensuring a strong and consistent brand image through custom designs and high quality printing.



## Digital

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



## BTL & Experiential

Our experiential marketing activities involve Below-the-line (BTL) marketing activations known to grab your target audience's attention





# Digital



**Consultation and  
training**



**Digital  
Strategy**



**Programmatic  
Advertising**



**Wordpress  
web Design**



**Social Media  
Marketing**



**E - Commerce**



**SEO**



**Content Management  
System**



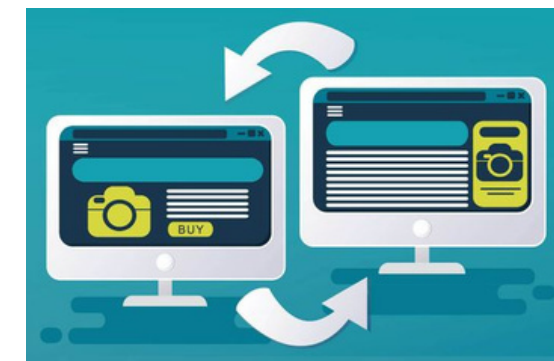
**Pay Per Click  
Advertising**



**Conversion-Rate  
Optimization**



**E-mail  
Marketing**



**Remarketing**



**CRM  
Management**





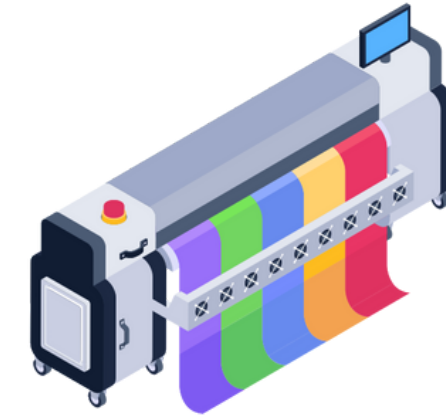
# Printing & Branding



Graphic  
Design



Photography



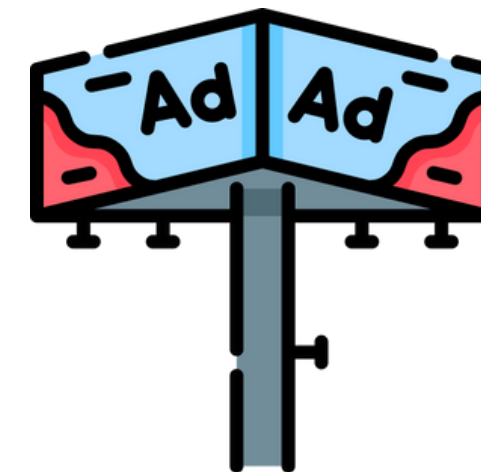
Printing  
Services



Scripting



Video  
Production



Billboard  
Advertising





# BTL & Experiential



**Brand  
promotion**



**Brand  
Activation**



**Merchandising**



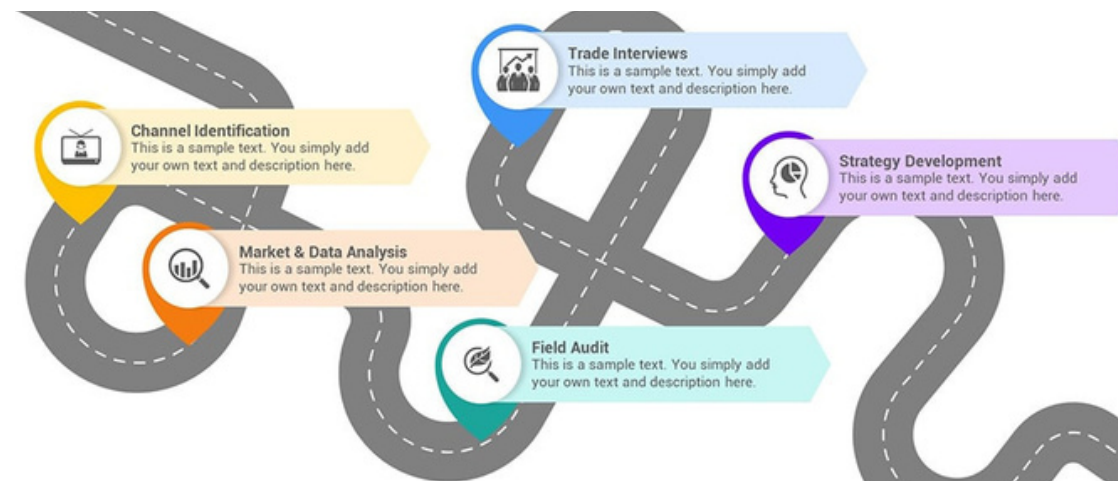
**Consumer  
Promotion**



**Corporate events  
& parties**



**Road  
Shows**



**Route To Market  
Campaigns**



**Radio Advertising  
Placements**



**TV Advertising  
Placements**



**Trade Promotions  
and expos**







## Connection

Recognizing the diverse stages of your potential clients and brand followers in the buyer's journey, we engage effectively by providing tailored content and precise advertising. This approach aims to reach, educate, sell, and enhance their online experience with your business or brand.



## Conversion

We use data to guide decisions, regularly assessing online ad and website visitor performance. Through analysis, we identify your target audience, assess service/product popularity, gauge sentiment, and determine customer locations.



## Reporting

We provide monthly reports so you can keep tabs on your digital investment. These reports are straightforward and easy to understand, allowing you to track progress around the clock.



## Creation

We turn our conceptualised solutions into reality with our clients' approval. Whether it's creating new marketing campaigns or digital platforms, we get the job done and make it live.



## Research & Strategy

We listen to clients, understanding their goals—be it more sales, better leads, increased visibility, likes, endorsements, or highlighting brand uniqueness. After comprehending your objectives, we develop a winning digital strategy aligned with your goals.

# Our Strategies

01

02

03

04

05



# Our Approach

At KWETU, we take a 360-degree approach to marketing and branding. We work with industry professionals to offer comprehensive solutions. This integrated approach delivers exceptional results.



## Holistic

From research and strategy to design, development, marketing, and analytics, we handle all aspects of your digital brand or online business, streamlining efforts for tangible results.



## Data-Driven

Our team utilizes data analytics and market insights to create targeted campaigns for better conversion rates. We focus on maximizing value within your budget, ensuring a strong return on investment.



## Client-Centric

We prioritize lasting client relationships and satisfaction. Our team offers personalized attention, custom quotes, and expert digital consultations to meet your specific needs and objectives.



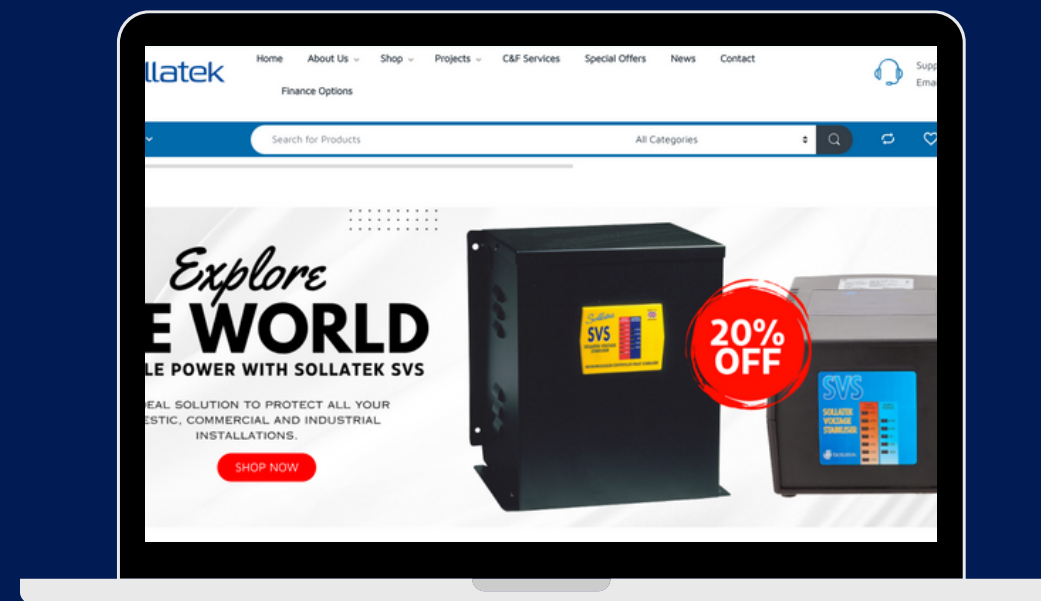
# Our Previous Web Development Projects

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## Sollatek

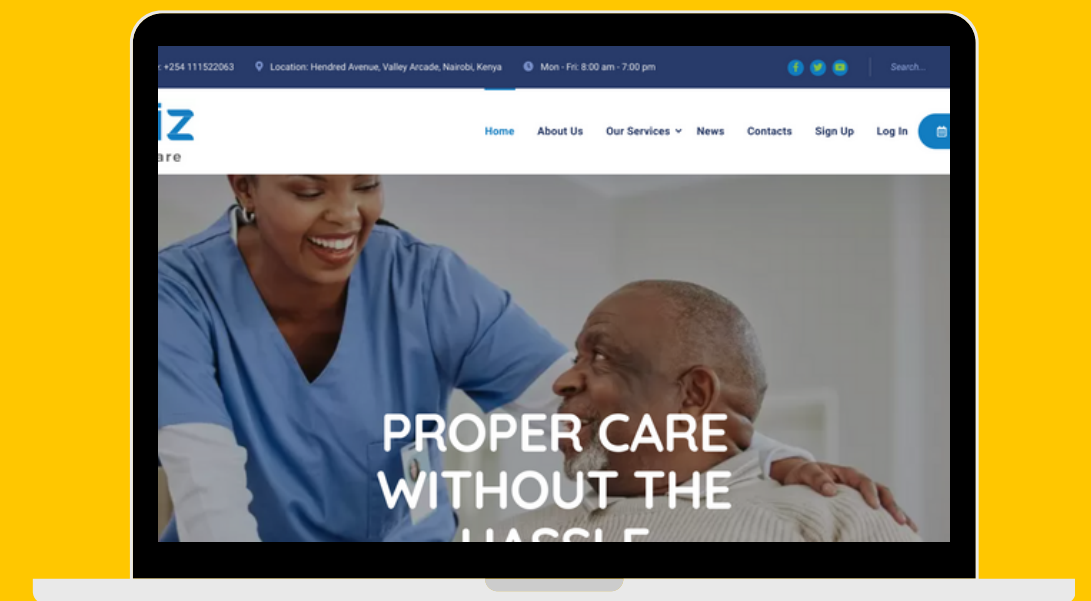
Sollatek Kenya, a key player in power and energy solutions, serves both businesses and individuals. To enhance their reach and customer experience, they enlisted our team to create a new ecommerce website.

The site is a major success, fully optimized for search engines and showing significant increases in traffic and online sales.



## Feliz

We were thrilled to collaborate with Feliz Healthcare to revamp their online presence. Feliz Healthcare is a distinguished healthcare provider dedicated to offering high-quality medical services to the Kenyan community. The challenge was to modernize their existing website, making it more user-friendly, visually appealing, and informative.





# Our Previous Social Media Projects

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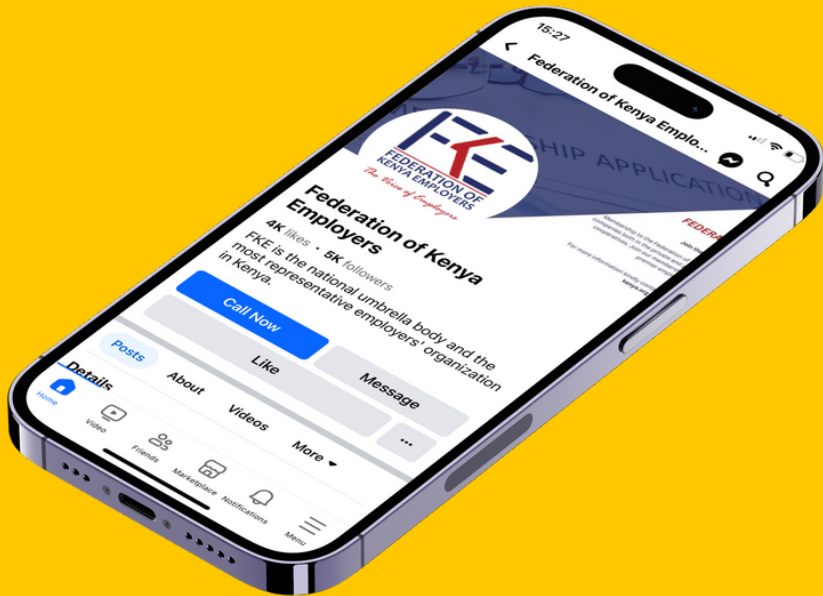
## AIHT

Amboseli Institute of Hospitality & Technology is your gateway to excellence in hospitality and tourism education. They enlisted out team to run Instagram and YouTube ads, to recreate their website and to create flyers. The team had major success in all departments.



## FKE

The Federation of Kenya Employers (FKE) is the national umbrella body and the voice of employers in Kenya. The team was tasked with management and daily posting on FKE social media pages and promotion of LinkedIn ads. At the end of the campaign all objectives were not only met but surpassed.





# Our Clientele





# Contact Us

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