



COMPANY PROFILE
2026 EDITION

Campaign Performance Q1

Engagement Overview

Engagement Overview

Revenue Q1

Revenue Q1

Revenue Q1

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Revenue Q1

Revenue Q1

FULL-SERVICE MARKETING AGENCY

KWETU

Marketing Agency

EXPERIENCE. PASSION. RESULTS.

BUILDING BRANDS. CREATING VISIBILITY. DRIVING GROWTH.

Digital Marketing

Creative

Performance

Experiential

Branding

Technology

KWETU Marketing Agency is a full-service marketing agency providing strategic, creative, digital, experiential and technology enabled marketing solutions to businesses and organizations.

Nairobi, Kenya

www.kwetumarketingagency.co.ke



WELCOME
One agency.
MULTIPLE
capabilities.

Strategy, creativity, digital, technology, media, experiences and analytics —brought together to help organizations build stronger brands and create measurable business outcomes.

2017
ESTABLISHED

100+
BRANDS SERVED

10+
YEARS DIGITAL EXPERIENCE

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01 ABOUT KWETU

MARKETING THAT IS **TAILORED**, STRATEGIC & RESULTS-ORIENTED.

Established in 2017 in Nairobi, Kenya.

KWETU Marketing Agency was established in 2017 with a vision of helping businesses approach marketing through tailored, strategic and results-oriented solutions.

Today, KWETU operates as a full-service marketing agency, combining strategy, creativity, technology, digital marketing, performance marketing, branding and experiential execution.

We work with businesses and organizations that need more than an isolated marketing service. Our capabilities can be deployed individually or connected into integrated marketing programmes around specific business objectives and customer journeys.

OUR CAPABILITIES SPAN

- Digital Marketing
- Social Media
- SEO
- GEO & AI Search
- Websites
- E- commerce
- Paid Advertising
- Content
- Creative
- Influencer Marketing
- Branding
- Printing
- Experiential
- BTL
- TTL
- OOH
- Media Buying
- Marketing Technology

2017
Yearestablished

100+
Brands across industries

10+
Years of digital marketing experience

4×
Industry awards & recognitions

WE ARE A **FULL-SERVICE** MARKETING PARTNER.

We bring together every discipline a modern brand needs and connect them around your objectives.

Strategy + Creativity + Digital + Technology + Media
Experiences + Analytics

Our objective is to help clients build stronger brands, improve visibility, connect with the right audiences and create measurable business outcomes.



OUR VISION

To become a leading marketing agency in Africa, recognized for excellence across digital, experiential and branding services.



OUR MISSION

To empower businesses with effective, customized marketing solutions while building long-term, trusted partnerships with our clients.

THE PRINCIPLES BEHIND **EVERY** ENGAGEMENT.

Five values shape how we think, collaborate and deliver for every client—from the first conversation to the final report.



01

Teamwork

We believe collaboration produces stronger ideas and better execution.



02

Responsibility & Accountability

We take ownership of our work and remain accountable for agreed deliverables and objectives.



03

Innovation

We continuously explore new technologies, platforms and marketing approaches.



04

Excellence

We strive for high standards in strategy, execution, communication and client service.



05

Data-Driven Thinking

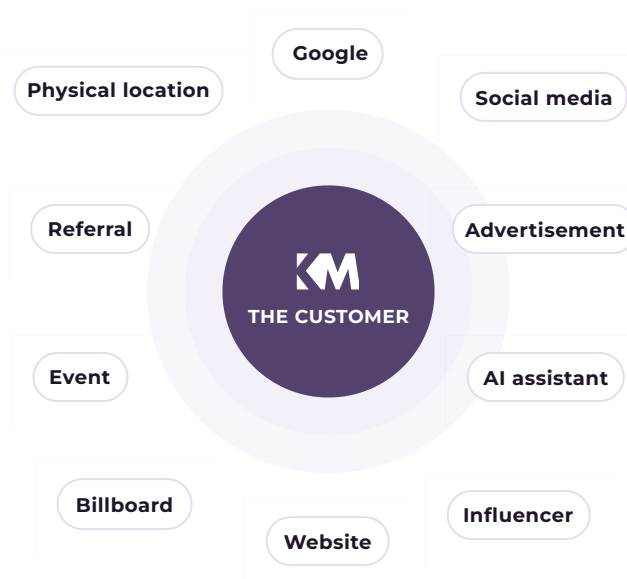
We use available data and insights to inform decisions and improve performance.



Experience.
Passion.
Results.

MARKETING HAS BECOME INCREASINGLY FRAGMENTED.

A prospective customer may discover a business through many different touchpoints before eventually making a purchasing decision.



BUSINESS CAN THEREFORE FACE CHALLENGES SUCH AS

- 01 Low brand visibility
- 02 Weak digital presence
- 03 Poor search rankings
- 04 Limited AI- search visibility
- 05 Inconsistent communication
- 06 Ineffective advertising
- 07 Poor lead generation
- 08 Low website conversion
- 09 Fragmented marketing suppliers
- 10 Unclear customer journeys
- 11 Limited performance measurement.
- 12 Difficulty demonstrating marketing ROI
- 13 Marketing activity disconnected from commercial objectives

A **CONNECTED** MARKETING SYSTEM.

KWETU brings relevant marketing disciplines together to create a connected marketing system —five stages working as one.



Our objective is to move organizations from **marketing activity** to meaningful business outcomes.

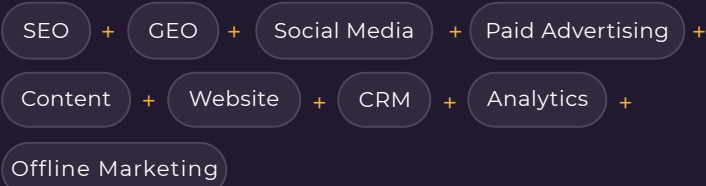
MARKETING AROUND THE CUSTOMER.

Effective marketing recognizes that customers rarely move directly from awareness to purchase. KWETU develops marketing around the different stages of the buyer journey.

STAGE	CUSTOMER QUESTION	MARKETING ROLE
01 Awareness	"Who are you?"	Branding, social media, advertising, SEO, GEO, OOH
02 Discovery	"Can you solve my problem?"	Search, content, websites, AI visibility
03 Consideration	"Why should I consider you?"	Content, campaigns, landing pages, social proof
04 Evaluation	"Can I trust you?"	Reviews, authority content, case studies,UX
05 Conversion	"How do I buy or enquire?"	CRO, landing pages, paid media, e-commerce
06 Retention	"Why should I return?"	CRM, email, remarketing ,content
07 Advocacy	"Would I recommend you?"	Engagement, customer experience, referrals

ONE CONNECTED CUSTOMER JOURNEY

This allows individual channels to work together rather than operate as disconnected activities.



ONE AGENCY. MULTIPLE CAPABILITIES.

Deploy a single capability or connect several into one integrated programme built around your business objectives.



01

Digital Marketing

- Digital marketing strategy
- Social media marketing
- Content marketing
- Email marketing
- Inbound marketing
- Remarketing
- Campaign management
- Digital project management



02

Search & AI Visibility

- Search Engine Optimization
- Technical SEO
- On-page SEO
- Local SEO
- E-commerce SEO
- Generative Engine Optimization
- AI SEO
- AI Search Visibility
- Conversion Rate Optimization



03

Performance Marketing

- Google Ads
- Meta Ads
- LinkedIn Ads
- Search advertising
- Display advertising
- Remarketing
- Media planning
- Media buying
- Campaign optimization



04

Web & E-commerce

- WordPress websites
- Website redesign
- Corporate websites
- E-commerce websites
- WooCommerce
- Landing pages
- Payment gateway integration
- Website maintenance



05

Creative & Brand

- Graphic design
- Content creation
- Photography
- Product photography
- Video content
- Branding
- Printing
- Branded merchandise



06

Influencer Marketing

- Influencer identification
- Campaign strategy
- Creator partnerships
- Content direction
- Campaign execution
- Performance monitoring
- AI-assisted audience and creator analysis

THE FUTURE OF SEARCH.

Search is evolving beyond traditional search engine results.

Customers increasingly use AI-powered platforms and search experiences to discover information, businesses, products and services. KWETU combines traditional SEO with emerging GEO and AI Search Optimization capabilities to help businesses improve their discoverability across modern search environments.

SEARCH ENGINE OPTIMIZATION SEO

Our SEO capabilities include:

- ◆ Keyword research
- ◆ Competitor analysis
- ◆ Technical SEO
- ◆ On-page optimization
- ◆ Local SEO
- ◆ E-commerce SEO
- ◆ Internal linking
- ◆ Schema markup
- ◆ Content optimization
- ◆ Google Business Profile optimization
- ◆ Search Console monitoring
- ◆ Ranking analysis
- ◆ Organic traffic monitoring

GENERATIVE ENGINE OPTIMIZATION GEO

GEO focuses on improving how brands, entities and information are understood and surfaced by AI-powered discovery platforms.

- ◆ AI-search visibility audits
- ◆ Entity optimization
- ◆ Semantic SEO
- ◆ Structured content
- ◆ Buyer-intent content
- ◆ AI-readable content
- ◆ Authority optimization
- ◆ Topical authority
- ◆ AI visibility monitoring

FROM BEING FOUND TO BEING CHOSEN.



AI SEO

Intelligence built into every workflow.

We incorporate artificial intelligence into modern search, research, content and optimization workflows.

Search Research Content
Optimization



CONVERSION RATE OPTIMIZATION

Visibility must ultimately support action.

We analyze websites, landing pages, user journeys, calls-to-action and conversion pathways to identify opportunities for improved performance.

Websites Landing pages User journeys
CTAs Conversion pathways

SEO Be found on search engines

GEO Be understood & surfaced by AI platforms

AI SEO Smarter research, content & optimization

CRO Turn visibility into enquiries & sales

DIGITAL PLATFORMS BUILT FOR GROWTH.

A website should function as an active part of the marketing and customer acquisition system.

KWETU develops digital platforms designed around usability, visibility, conversion and scalability.



Website Development

- ◆ Corporate websites
- ◆ Business websites
- ◆ WordPress development
- ◆ Website redesign
- ◆ Landing pages
- ◆ Mobile-responsive websites
- ◆ SEO-ready websites
- ◆ Website maintenance



E-commerce

- ◆ E-commerce websites
- ◆ WooCommerce
- ◆ Product catalogues
- ◆ Online payment integration
- ◆ Product SEO
- ◆ Conversion optimization
- ◆ E-commerce marketing
- ◆ Analytics and tracking



Marketing Technology

- ◆ Google Analytics
- ◆ Google Search Console
- ◆ CRM integration
- ◆ Lead capture
- ◆ Conversion tracking
- ◆ Marketing automation
- ◆ Reporting systems
- ◆ Customer data workflows



Digital Infrastructure

We can also support domain, hosting, website management and ongoing digital project requirements.

OUR PRINCIPLE

Technology should make marketing more **effective**, **measurable** and **scalable**.

COMMUNICATION THAT CONNECTS.

Brands compete for attention, but attention alone is not enough.

KWETU develops content and creative communication designed to build awareness, engagement, credibility and action.



Social Media Marketing

- ◆ Social media strategy
- ◆ Content calendars
- ◆ Creative development
- ◆ Publishing
- ◆ Community management
- ◆ Paid social
- ◆ Campaign management
- ◆ Performance reporting



Content Marketing

- ◆ Website content
- ◆ SEO content
- ◆ Blog articles
- ◆ Educational content
- ◆ Campaign content
- ◆ Email content
- ◆ Social media content
- ◆ Conversion-focused content



Creative Services

- ◆ Graphic design
- ◆ Digital advertising creatives
- ◆ Corporate collateral
- ◆ Photography
- ◆ Product photography
- ◆ Video content
- ◆ Marketing materials



INFLUENCER MARKETING

We support brands with influencer identification, campaign planning, creator coordination, content direction, execution and performance monitoring. AI-assisted workflows can also support audience segmentation, creator analysis, trend analysis, social listening and campaign optimization.

TAKING BRANDS BEYOND THE SCREEN.

Marketing happens wherever customers interact with brands.

KWETU extends its full-service capabilities into physical environments through experiential, BTL, TTL and out-of-home marketing.



Experiential Marketing

- ◆ Brand activations
- ◆ Roadshows
- ◆ Product launches
- ◆ Consumer engagement
- ◆ Event marketing
- ◆ Interactive experiences
- ◆ Brand experiences



BTL & TTL

- ◆ Promotional campaigns
- ◆ Trade activations
- ◆ Consumer promotions
- ◆ Corporate activations
- ◆ Integrated campaigns
- ◆ Field marketing



Events & Event Staffing

- ◆ Brand ambassadors
- ◆ Ushers
- ◆ Hostesses
- ◆ Registration teams
- ◆ Event support teams
- ◆ Guest experience



OOH & Media

- ◆ Billboard advertising
- ◆ Outdoor advertising
- ◆ Digital outdoor
- ◆ Radio
- ◆ Television
- ◆ Print media
- ◆ Media placement
- ◆ Media buying



KWETU's outdoor capabilities include billboard campaigns and support across sectors including real estate, retail, hospitality, healthcare, education, corporate organizations, events, NGOs and technology brands.

FROM DIGITAL IDEAS TO PHYSICAL BRAND EXPERIENCES.

KWETU provides branding and printing solutions that extend marketing campaigns into physical environments.



Printing

- ✓ Businesscards
- ✓ Brochures
- ✓ Flyers
- ✓ Posters
- ✓ Catalogues
- ✓ Reports
- ✓ Company profiles
- ✓ Magazines
- ✓ Calendars
- ✓ Diaries
- ✓ Manuals
- ✓ Promotional materials



Branding

- ✓ Office branding
- ✓ Shop branding
- ✓ Vehicle branding
- ✓ Wall murals
- ✓ Event branding
- ✓ Grounds branding
- ✓ Signage
- ✓ 3D branding



Branded Merchandise

- ✓ T-shirts
- ✓ Polo shirts
- ✓ Caps
- ✓ Uniforms
- ✓ Pens
- ✓ Umbrellas
- ✓ USB drives
- ✓ Key rings
- ✓ Trophies
- ✓ Corporate gifts

INTEGRATED ACTIVATION

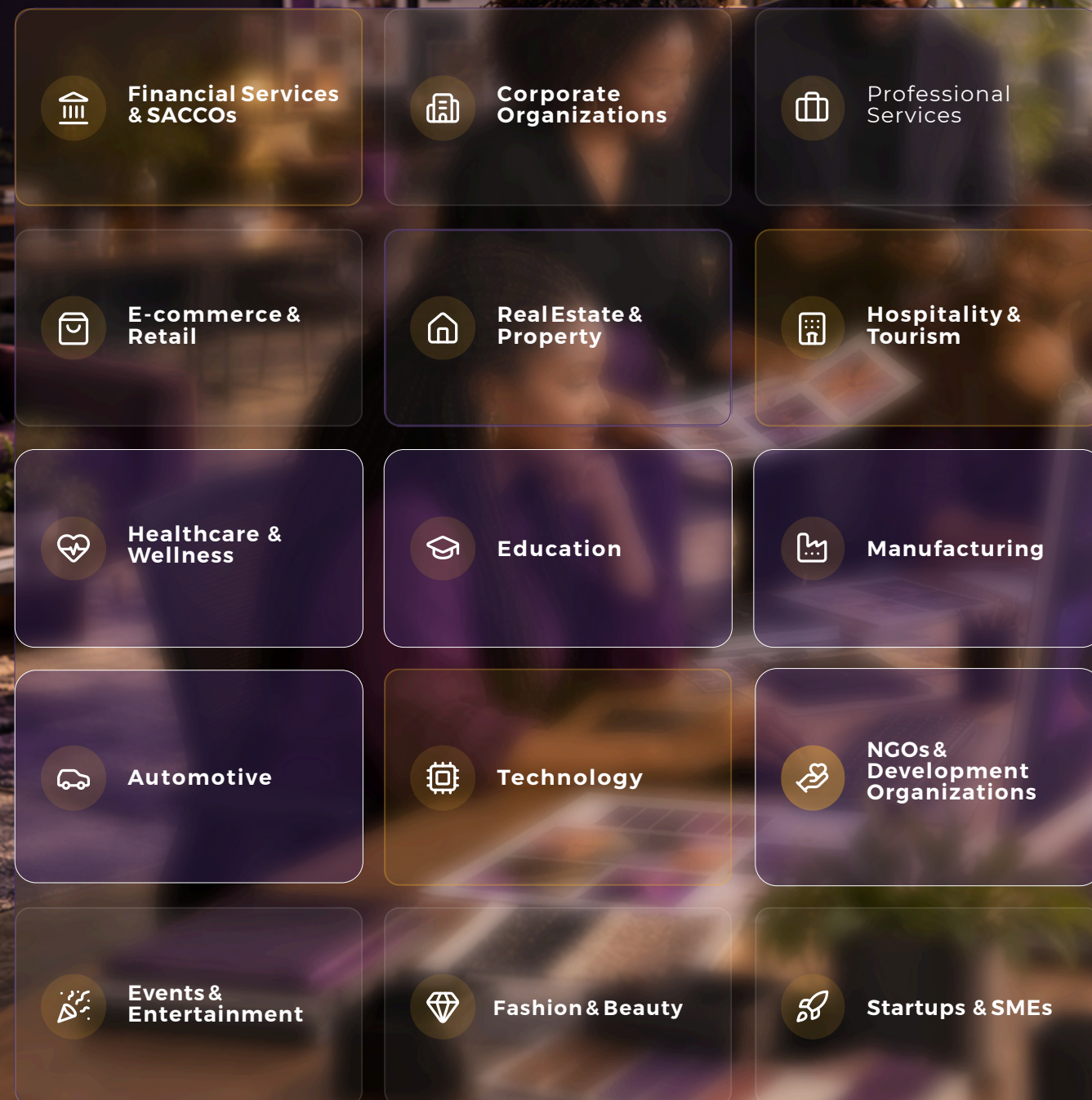
One consistent brand experience

Digital campaign can be combined with physical branding, promotional materials, events, media and experiential activities to create a consistent brand experience across multiple touchpoints.

SECTOR INSIGHT. TAILORED SOLUTIONS.

KWETU works across multiple industries and adapt sits marketing solutions to the specific objectives, audiences and competitive environments of each organization.

KEY SECTORS INCLUDE



STRATEGY. CREATIVITY. TECHNOLOGY. ANALYTICS.

🎯 We begin with the business objective—not the marketing channel.

- DISCOVER**
Understand the organization, audience, market, competitors, existing marketing activity and commercial objectives.
- DIAGNOSE**
Identify visibility gaps, customer acquisition challenges, conversion barriers and opportunities.
- STRATEGIZE**
Determine the appropriate channels, messaging, customer journey, content and KPIs.
- CREATE**
Develop the required content, creative assets, websites, campaigns and marketing infrastructure.
- EXECUTE**
Deploy and manage the agreed marketing activities.
- MEASURE**
Track agreed performance indicators and assess campaign performance.
- OPTIMIZE**
Use data and insights to improve marketing activity and resource allocation.

OUR WORKING MODEL



A STRUCTURED ENGAGEMENT PROCESS.

We aim to make the process from initial enquiry to project execution clear and structured.



MARKETING SOLUTIONS DESIGNED AROUND GROWTH.

KWETU provides structured bundles for businesses that want multiple marketing capabilities working together.

BUNDLE 01
STARTUP IGNITE
Build, Launch & Scale Your Digital Presence
Designed for startups and growing businesses establishing visibility and building a consistent marketing engine.
CORE CAPABILITIES INCLUDE

- ✓ Social media management
- ✓ Google Ads
- ✓ Email marketing
- ✓ SEO
- ✓ Content creation
- ✓ Performance reporting
- ✓ Strategic consultation

BUNDLE 02
BUSINESS BOOSTER
Generate Consistent Leads
Designed for growing businesses seeking a more comprehensive customer acquisition programme.
CORE CAPABILITIES INCLUDE

- ✓ Multi-platform social media
- ✓ Google Ads
- ✓ Google Shopping
- ✓ SEO
- ✓ Content creation
- ✓ Email automation
- ✓ Conversion rate optimization
- ✓ Performance reviews

BUNDLE 03
GROWTH SCALE
Build a Full Revenue Growth System
Designed for established businesses seeking structured, measurable and scalable customer acquisition.
CORE CAPABILITIES INCLUDE

- ✓ Full-funnel marketing strategy
- ✓ Google Ads
- ✓ Meta Ads
- ✓ SEO
- ✓ Landing pages
- ✓ Funnel optimization
- ✓ Conversion tracking
- ✓ Analytics
- ✓ Retargeting
- ✓ Performance optimization
- ✓ Strategic growth management

Custom Solutions
Our bundles provide structured starting points. KWETU also develops customized marketing solutions based on an organization's objectives, industry, audience, growth stage and marketing requirements —along side structured packages and renewable marketing programmes.

TURNING STRATEGY INTO MEASURABLE OUTCOMES.

Work across digital, content, SEO, websites, e-commerce, experiential, advertising and integrated campaigns.

DIGITAL AWARENESS · LINKEDIN & X

KNCCI – Skills for Youth Awareness Campaign

169K+

PEOPLE REACHED

KWETU led a digital awareness campaign across LinkedIn and X through strategic communications and performance-led campaign management.

OOH · NATIONAL BILLBOARDS

Efferalgaan – “ChapChap” Billboard Campaign

22M+

IMPRESSION

3.5–4.8M

ESTIMATED REACH

5

KENYAN CITIES

A national billboard campaign delivered across five Kenyan cities.

MULTI-PLATFORM DIGITAL

African Employers Summit 2025

699K+ 365K+ 42K+

IMPRESSIONS

REACH

ENGAGEMENTS

A multi-platform digital campaign delivering strong visibility and engagement.

SOCIAL · INSTAGRAM & FACEBOOK

Zuri Blooms — Valentine Campaign

+2,100%

FACEBOOK LINK
CLICKS

+365%

INSTAGRAM LINK
CLICKS

Measurable growth in reach, interactions, link clicks and followers during the campaign period.

© Our approach to results. We recognize that performance varies by objective, industry, market, budget and campaign conditions. Our role is to establish appropriate objectives, implement strategically, monitor performance and continuously identify opportunities for improvement.

WHAT OUR CLIENTS SAY.

DD

★★★★★

“They have excellent communication and delivered more than we expected.”

DW

Dennis Wagako

CEO / Founder

DD

★★★★★

“Clear and efficient communication and their willingness to help in any situation.”

DL

Daphne Letason

Marketing Specialist

DD

★★★★★

“We can consistently see an increase in leads.”

KK

Kitavi Kelson

Marketing Manager

DD

★★★★★

“They were extremely professional and delivered a high quality website.”

JW

Joy W

CEO

Our client feedback reflects recurring themes across different service areas:

Communication

Responsiveness

Technical capability

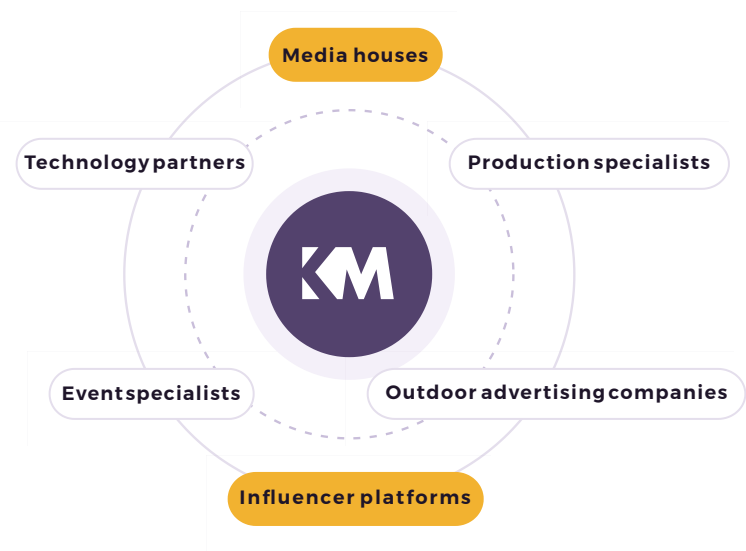
Professionalism

Delivery

EXTENDING OUR CAPABILITIES THROUGH COLLABORATION.

Full-service marketing often requires specialist capabilities, media access, production resources and technical expertise.

KWETU works with a network of media houses, production specialists, outdoor advertising companies, influencer platforms, event specialists and technology partners to extend its execution capabilities.



THESE PARTNERSHIPS ENABLE KWETU TO SUPPORT CAMPAIGNS ACROSS

Broadcast

Radio

Television

Outdoor advertising

Digital media

Influencer marketing

Events

Production

Experiential marketing

Our Partnership Model

Built around collaboration, specialist capability and coordinated execution.

White- Label & Strategic Partnerships

KWETU also works with selected agencies, consultants and other professional partners where there is an opportunity to extend service capability through structured collaboration and white-label delivery.

BUILT ON EXPERIENCE. RECOGNIZED FOR EXCELLENCE.

KWETU brings together practical marketing experience, digital expertise, technology capabilities and specialist partnerships.

Google

Certified specialists

10+ Years

Digital marketing experience

Transparent

Analytics & reporting

OUR EXPERTISE

- ✓ Google Certified Specialists
- ✓ Digital marketing expertise
- ✓ WordPress & Woo Commerce
- ✓ SEO & AI Search Optimization
- ✓ Google Ads management
- ✓ Analytics and reporting
- ✓ Social media marketing
- ✓ Websites and e-commerce
- ✓ Branding and experiential marketing

SELECTED RECOGNITION

2019

Best E-commerce Agency

Excellence Awards

2023

Best Digital Marketing Agency

DigitallyFit Awards

2024

Best Digital Marketing Agency

DigitallyFit Awards

2025

Industry Recognition

DigitallyFit Awards

DEVELOPING THE NEXT GENERATION OF DIGITAL MARKETING PROFESSIONALS.

KWETU Academy extends the agency's practical marketing experience into professional training and skills development.

Launched as part of KWETU's broader commitment to developing digital talent, the Academy provides practical learning opportunities focused on the changing digital marketing environment.

SPECIALIST COURSE AREAS

SEO

Search Engine Optimization

Practical training covering:

- ◆ Keyword research
- ◆ On-page SEO
- ◆ Technical SEO
- ◆ Local SEO
- ◆ Content optimization
- ◆ Search performance
- ◆ SEO analytics

GEO

Generative Engine Optimization

Optimizing digital content and business information for AI- powered discovery:

- ◆ AI search
- ◆ Entity optimization
- ◆ Semantic content
- ◆ Structured information
- ◆ Topical authority
- ◆ AI visibility
- ◆ AI-readable content

AI SEO

Applied Artificial Intelligence

Practical application of artificial intelligence to modern SEO, content strategy, research and digital marketing workflows.

PRACTICAL EXPERIENCE. MENTORSHIP. REAL-WORLD EXPOSURE.

KWETU's internship programme provides emerging professionals with practical exposure to the workings of a full- service marketing agency.



Annual Internships

Opportunities offered every year



Mentorship

Guidance from practising marketers



Real-World Projects

Hands-on agency client work



Networking

Professional connections for the digital economy



INTERNS CAN GAIN EXPERIENCE ACROSS

- | | |
|-----------------------|----------------------|
| ✓ Digital marketing | ✓ Social media |
| ✓ Content creation | ✓ SEO |
| ✓ GEO | ✓ AI SEO |
| ✓ Website development | ✓ Graphic design |
| ✓ Paid advertising | ✓ Analytics |
| ✓ Client servicing | ✓ Campaign execution |

The programme combines practical learning, mentorship, real-world projects and professional networking to help emerging professionals develop skills relevant to the digital economy.

TRUSTED BY BUSINESSES & ORGANIZATIONS.

KWETU has worked with businesses and organizations across different sectors and marketing requirements.

OUR EXPERIENCE SPANS

Digital Marketing SEO Websites E-commerce Advertising Social Media Branding
Experiential Marketing Events Media Creative

SELECTED CLIENTS



100+ brands. Multiple industries. **One** full-service marketing partner.

LET'S BUILD SOMETHING THAT PERFORMS.

Whether you need a single marketing solution, a campaign or a full-service marketing partner, KWETU is ready to understand your objectives and develop the right solution.

kwetumarketingagency.co.ke

FACEBOOK · INSTAGRAM · LINKEDIN · X



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FULL-SERVICE MARKETING AGENCY
EXPERIENCE. PASSION. RESULTS.



KWETU MARKETING AGENCY

Experience . Passion . Results.

YOUR FULL-SERVICE MARKETING PARTNER

Digital Marketing · SEO · GEO · AI Search · Social Media ·
Websites · E-commerce · Paid Advertising · Content · Creative ·
Branding · Experiential · BTL · TTL · OOH · MediaBuying ·
Printing · Marketing Technology