



November 23, 2017

Digital Marketing Trends

Moses Kemibaro

Simon Page

College of Marketing

Leading Quote

“The only thing that's changed is everything”

- Apple



- Founder & CEO @ Dotsavvy since 2002
- Commercial Manager @ Perform Group since 2014
- Africa Sales Director @ InMobi in 2012
- Founder @ Dealfish EA (OLX Kenya) 2010
- TechBlogger @ MosesKemibaro.com

What Is **Digital Disruption**?

Digital Disruption is the change that occurs when **new digital technologies** and **business models** affect the **value proposition of existing goods and services**



3 Drivers Behind **Digital Disruption In Kenya**



CONTENT

Digital business in Kenya requires investment in **mobile-first digital content**



CONSUMERS

Kenyans are **young, mobile, and social**, so engage with them accordingly



CONVERGENCE

Affordable smartphones & broadband is disrupting **everything**

Pop Quiz: **What Is The Name of This Train?**



Answer: **The Lunatic Express**



- The Kenya-Uganda Railway built between 1895 and 1901 by the British Colonial Government in East Africa.
- In today's value cost approximately US\$ 1B to build when books closed in 1902.
- Ultimately drove massive economic development in East Africa, and its still in use to this day.
- **So, what about the Internet in Kenya?**

The Internet In Kenya **Circa 1995**



High Speed Internet In Kenya **Circa 1995**



Kenya's First Undersea Cable **Circa 2009**



The IDEOS & Kenya's Smartphone Revolution



In 2011 the **Huawei IDEOS** Android smartphone was launched in Kenya at an unprecedented **Kes. 8,000.00 (US\$ 80.00) @ 350K units sold**

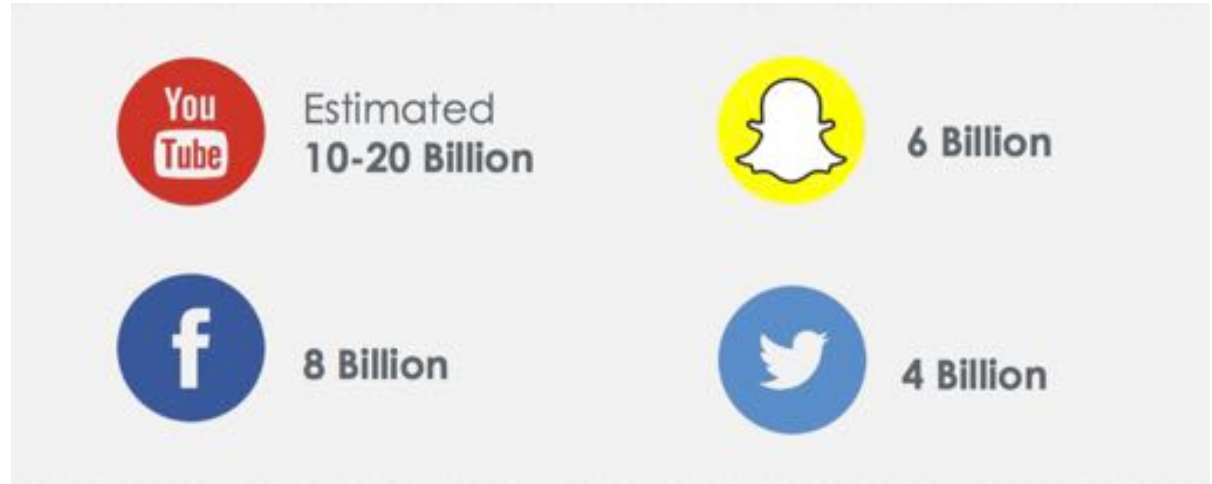
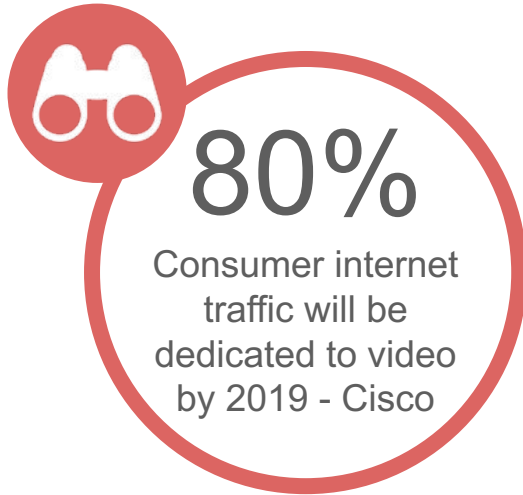
Kenya's Fiber Infrastructure **Circa 2012**



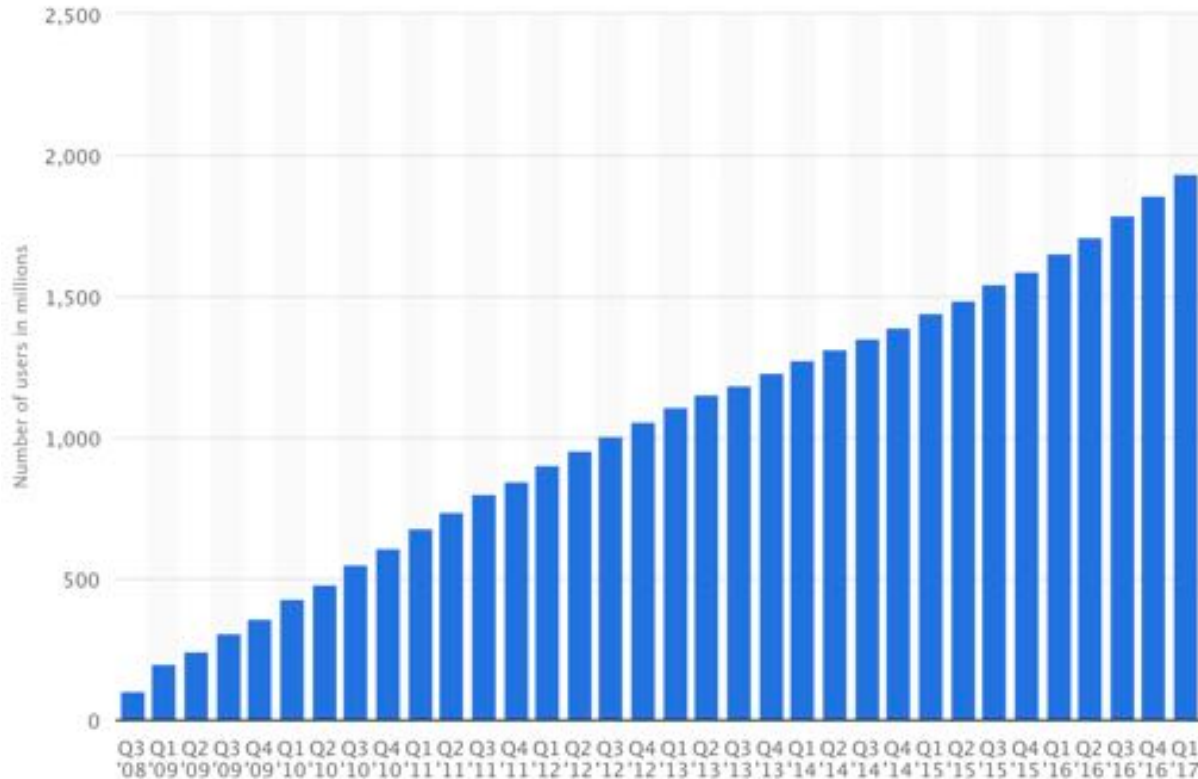
4G Internet In Kenya **Circa 2017**



Video Engagement Dominates **Digital Platforms**

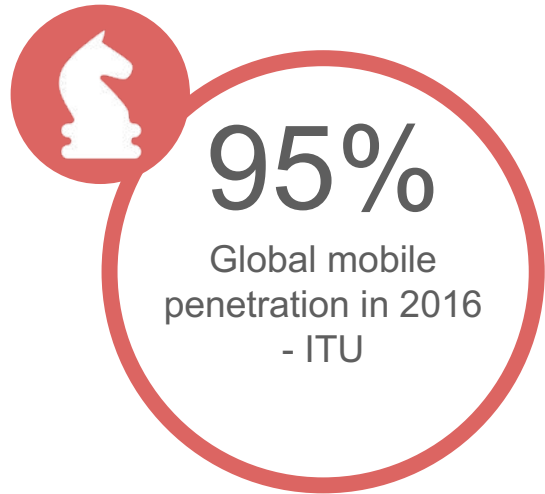


Facebook Is A Digital Behemoth

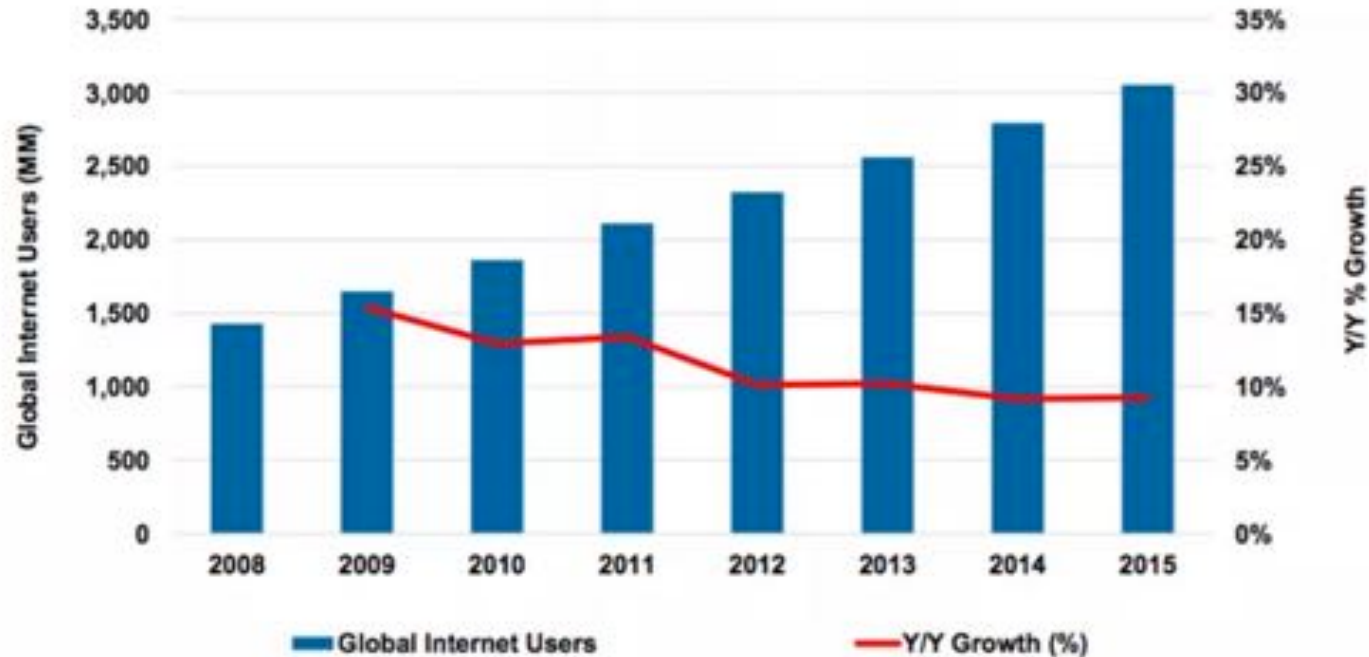


2B

Facebook's
Monthly Active
Users (MAUS) –
June 2017

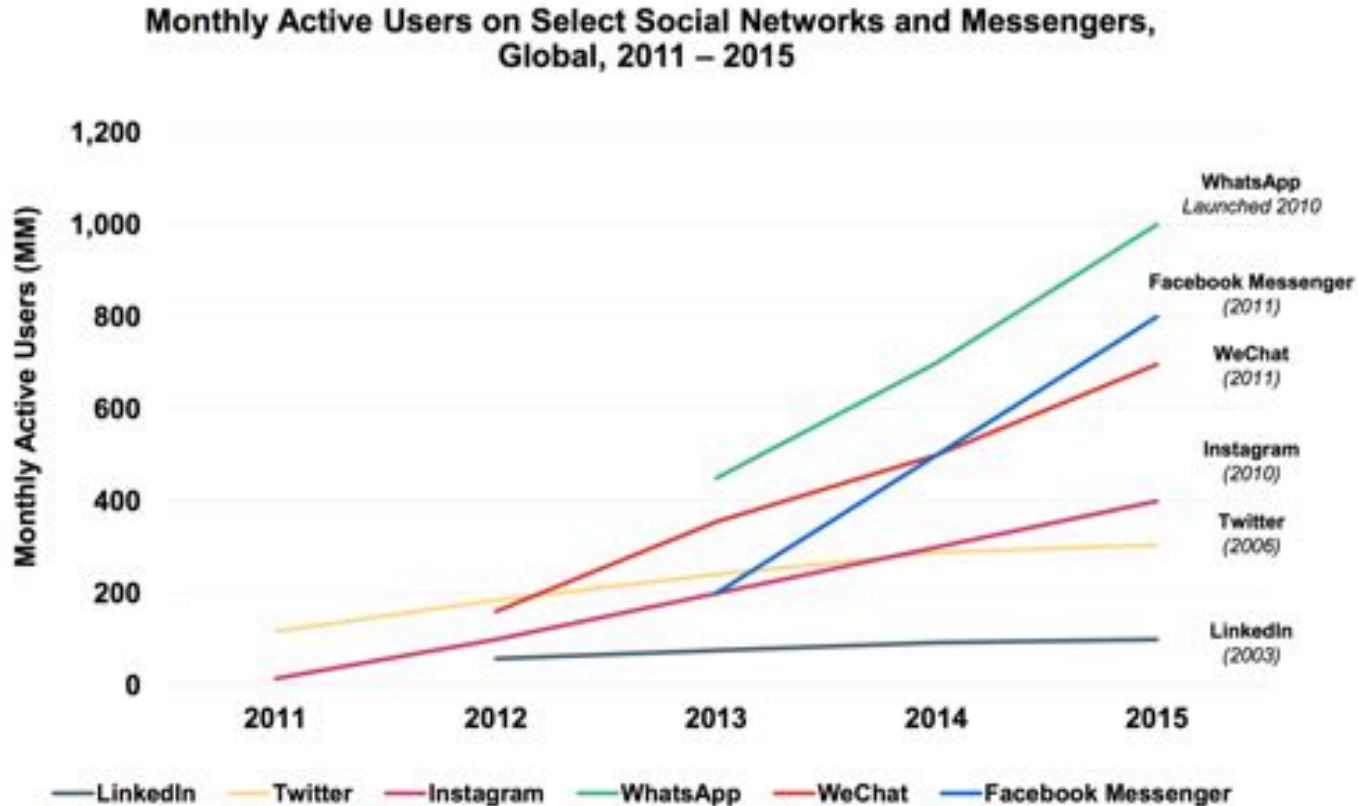


Global Internet Growth / **Slowing Down...**



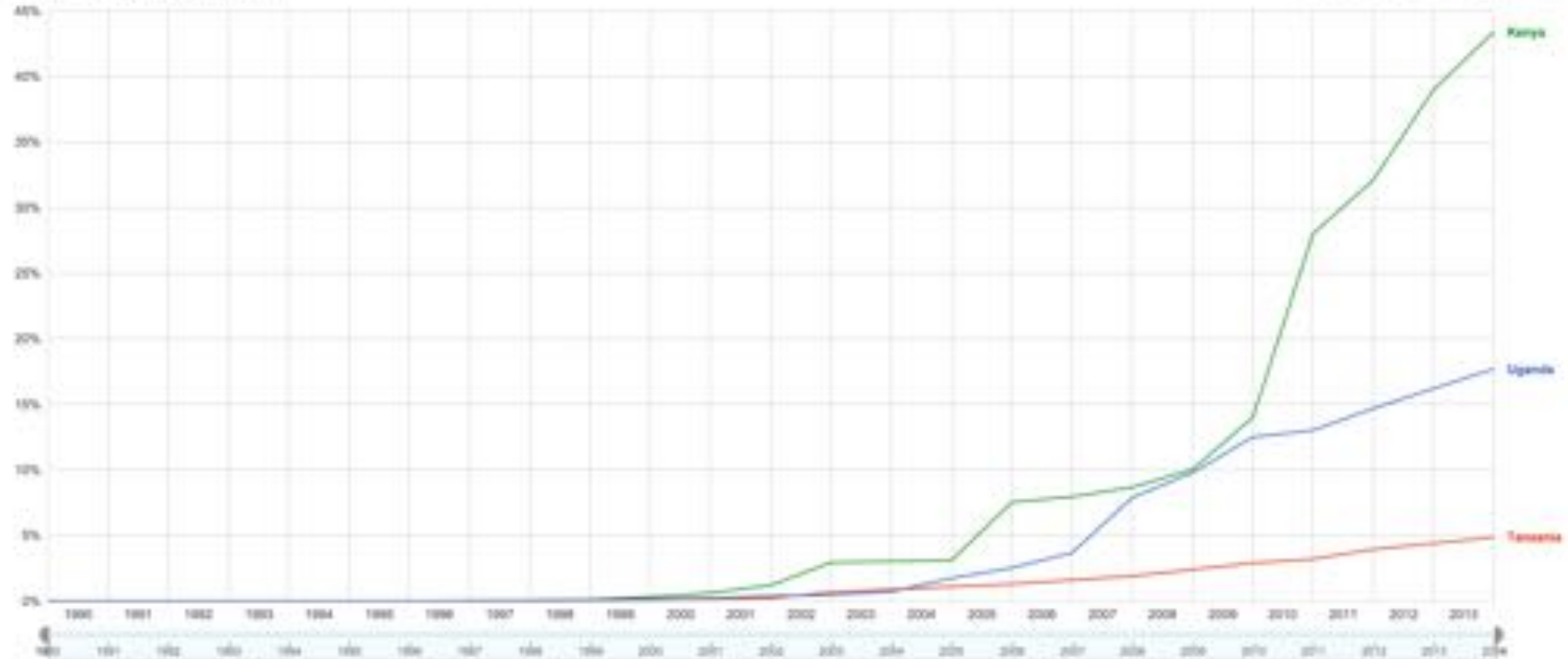
KPCB

...Instant Messaging Is Blowing Up!



20 Years Internet Growth In Kenya

Internet users as percentage of population



Data from World Bank. Last updated: Oct 16, 2015

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80%
smartphone
sales in kenya as
a percentage of
all new phones

inexpensive
androids
driving
trend



GFK Kenya Research 2016



**39M mobile
subscriptions** for
88.2% penetration



**27M Internet
subscriptions** for
89.7% penetration



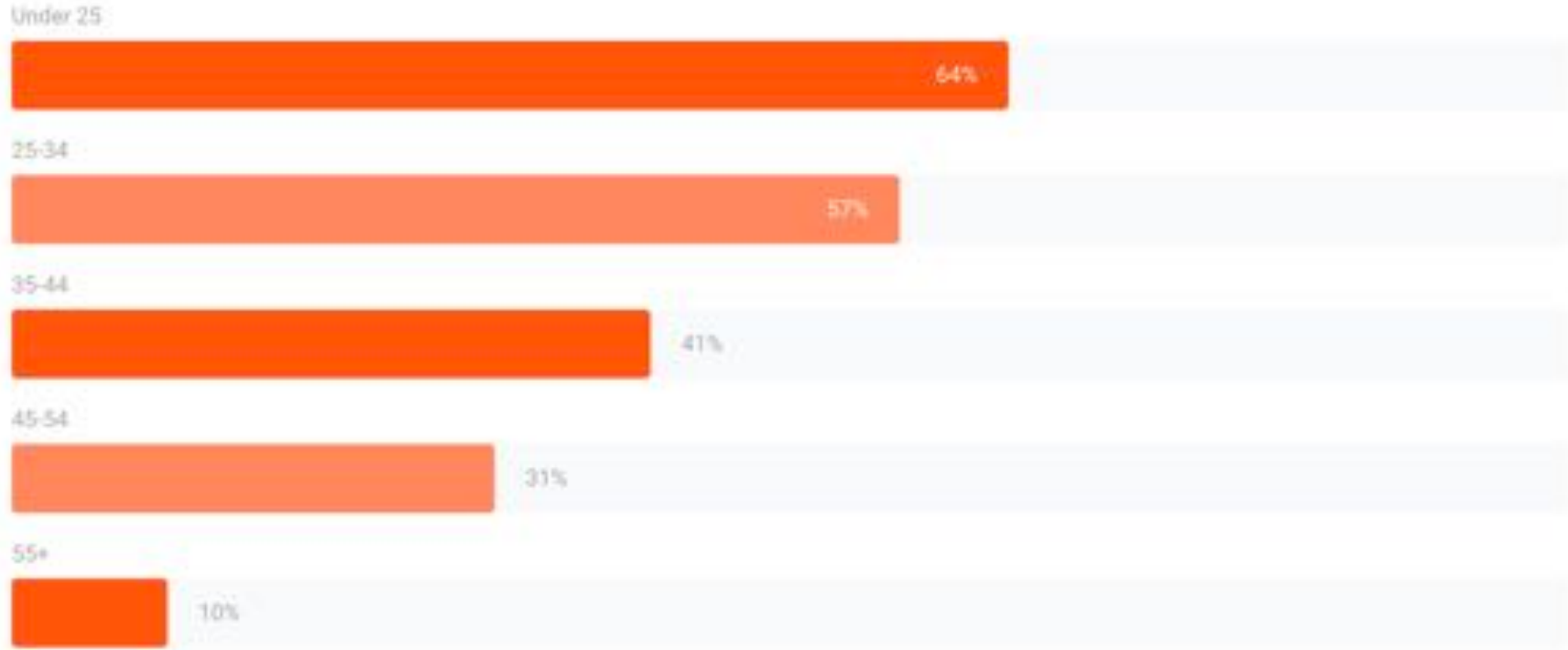
Broadband Internet is
12.7M subscriptions –
mostly 3G smartphones



**90% of Internet usage
in Kenya is mobile**

Communications Authority Q2 2016/2017 Sector Statistics

Kenya Internet Usage **By Age Group**



Google Consumer Barometer 2016

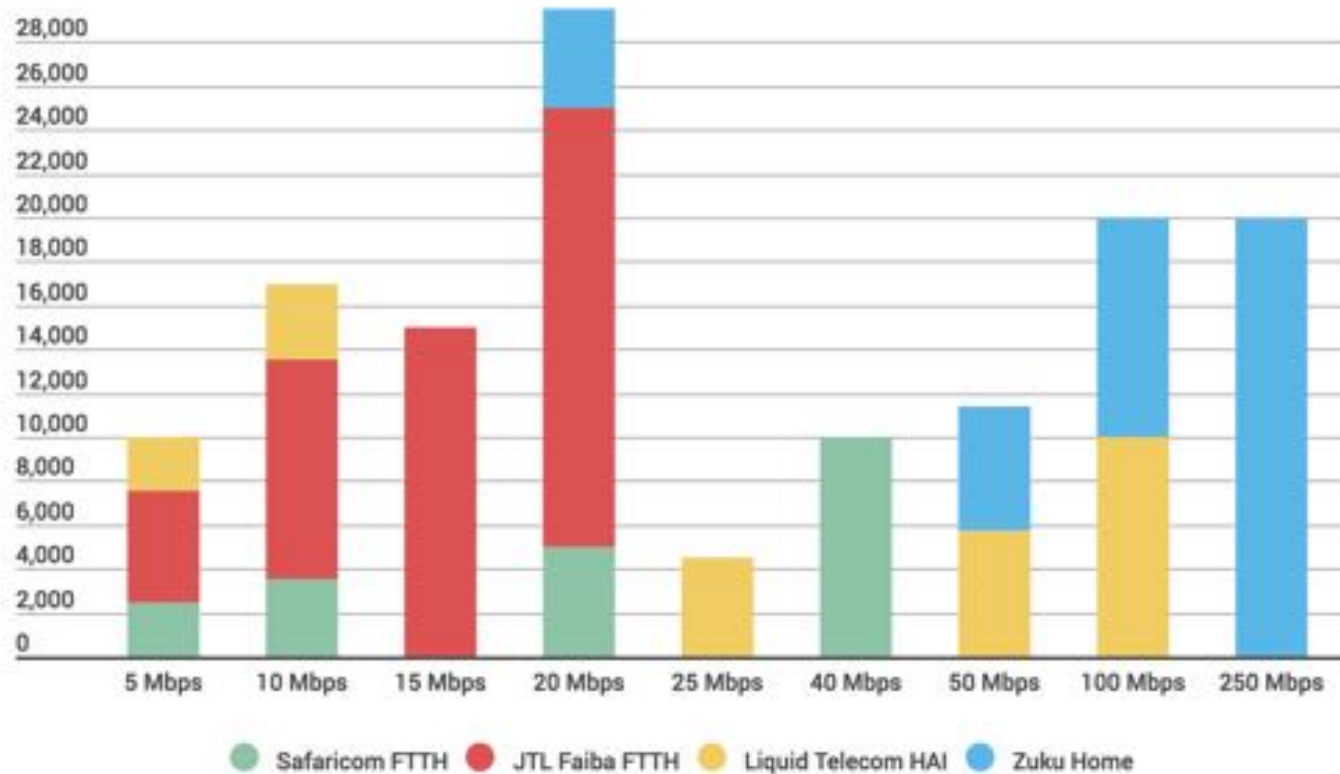
Kenya's Digital Media Consumption Trends



Telkom Kenya's **Free WhatsApp**



Fiber To The Home (FTTH) Is Exploding In Kenya



Uber Kenya Has 363,000 Users & 5,000 Drivers

Kenya: Uber Ranks Kenya Second Biggest Market in Africa

Tagged: [Business](#) • [East Africa](#) • [Kenya](#) • [Transport](#)



Photo: The Citizen

Taxi hailing firm Uber has 363,000 active users in Kenya, according to the latest statistics released by the company to mark its fourth year of operation on the continent.

The statistics by the San-Fransisco-based firm show South Africa as Uber's biggest market in Africa with 969,000 active riders, while Kenya is second.

The data, released Thursday, also showed that 5,000 and 12,000 Uber drivers are signed up in Kenya and South Africa, respectively.

Kenya remains Uber's most vibrant market in the region as Uganda and Tanzania have 48,000 and 53,000 active riders, with each country signing-up 1,000 drivers.

RELATED TOPICS

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- 4 Zimbabwe: Ruling Party Fights Overshadow Economic Ruin

East Africa »

- 1 South Sudan: Rebel Leader Riek Machar Accused of Enlisting Ethiopians
- 2 Rwanda: Arrests Expose Little Known Platform Five
- 3 Somalia: UN Holds Amisom to Account Over Child Casualties
- 4 Uganda: Court Blocks Eviction of Health Ministry Director General

What Is Digital Marketing? **Promotion**



PROMOTION

Digital marketing is the promotion of brands via one or more forms of electronic media.



What Is Digital Marketing? **Insights**



INSIGHTS

It differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze campaigns and understand what is working and what isn't – typically in real time

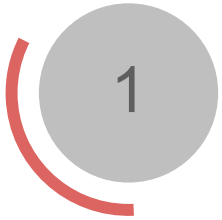


RESULTS

It enables things like what is being viewed, how often and for how long, outreach program results, what content works and doesn't work.



Digital Marketing Is **Different**



Digital does NOT
obey the line



Digital IS cost
efficient



Digital can be
broadcast AND
personalized



Digital should
ALWAYS prove a
return on
investment (ROI)



Digital can be
reactive AND as
proactive

Kenyans Are **Brand Influencers**



Kenyans are brand influencers and **share their opinions with friends, family and their digital communities.**

This needs to be factored into any digital marketing undertaking that the a brand undertakes going forward as seen already on social media

Kenyans **value trusting relationships and seek out brands that allow them to connect with each other.**

When marketing to Kenyans, it is important to realize that they **value inspirational messages, interesting visuals and the opportunity to voice their opinions**



Kenyans **Do What They Want**



To connect with Kenyans in meaningful and authentic ways, **brands must draw from their experiences by crafting digital campaigns that reflect their ideals and expectations.**

The conversation must shift from telling them that they can do anything to telling them that **they should do anything they want to do**

Kenyans **Pick Authentic Brands**

Reminding Kenyans that **they have the power to choose the path for their lives even when quite unconventional – and that your brand supports their journey in life** – will bring about a big shift in terms of their engagement with your brand as part of their lifestyle

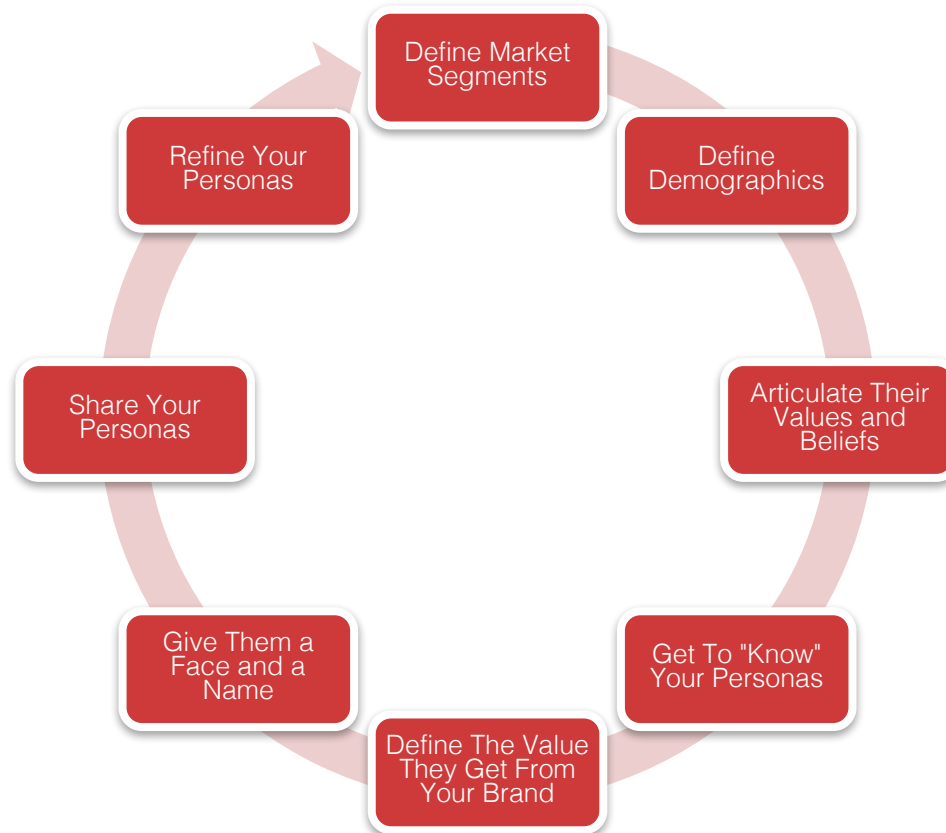


Developing **User Personas**



Developing user personas for digital marketing will help create digital user experiences that resonate with visitors, motivates content sharing, and converts more e-mail subscribers, customers, businesses, etc

Defining **Personas**





John is in his late 20s and single. He is ready to take on the world. John has been a web designer since campus days and makes decent money from his clients. He's not rich, and believes that money corrupts. He also believes in the power of collective activism, and Arsenal Football Club! He is very wary of "being sold" when he visits websites and plays with loads of mobile apps. He's very passionate, but he's very smart. He uses a late model iPhone 5 and iPad 4 when he is on the move. He wants to grow!

Persona **Akinyi Odongo**



Akinyi is in her late 30s and dating. She has no children so spends a lot of time with her girl friends who share the same passions as she does – investing in their ‘chama’ and fashion. Akinyi’s an Architect with some disposable income. She’s making good money and dreams of starting her own architectural firm. She also supports her Mum and Dad back in ‘shaggs’ as the oldest child in her family. She is always online on Pinterest, Facebook & Instagram getting inspired. She uses an Infinix Zero2 and generally loves technology.

Persona **Duncan Kiptum**



Duncan is in his 40s. He's married with two kids and is a strong community member. Duncan wants to be part of something bigger than himself, but he's a little skittish and shy. He needs to feel heard and understood before he'll make substantial commitments. He drives a late model BMW and frequents the golf club. He has the latest Samsung Galaxy S6 and considers himself to be “with it”. A fierce Liverpool Football Club Supporter you can find him at Radisson Blu every game day for a drink with his mates!

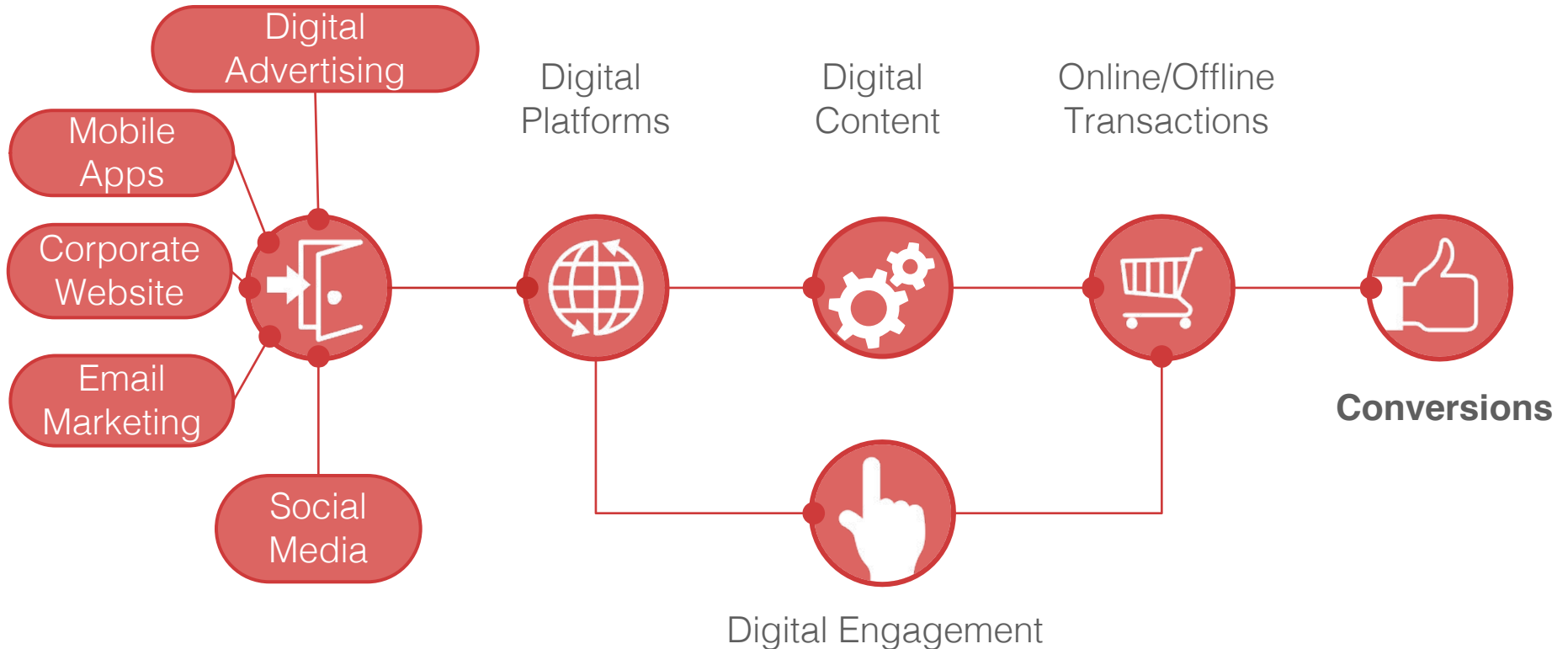
Digital Marketing Is **5 Screens**



Traditional Marketing vs **Digital Marketing**

Marketing Media	Richness Of Media	Interactivity	1:1 Targeting	Investment Per Contact	Measurability	Return On Investment
TV	High	Low	Low	Medium	Low	Low
Print	High	Low	Low To Medium	Medium	Low To Medium	Low
Out Of Home	High	Low	Low To Medium	Medium	Low To Medium	Low
Radio	Medium	Medium	Low To Medium	Medium	Low To Medium	Low
Digital	Medium To High	High	High	Low	High	High

Digital Customer Journey(s)

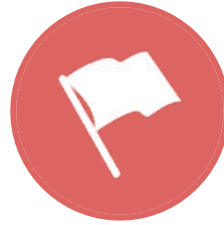


Conversions: **The Goal(s) of Digital Marketing**



SALES

The act of a client or prospect **purchasing a product or service** online or offline qualifies as a conversion



LEADS

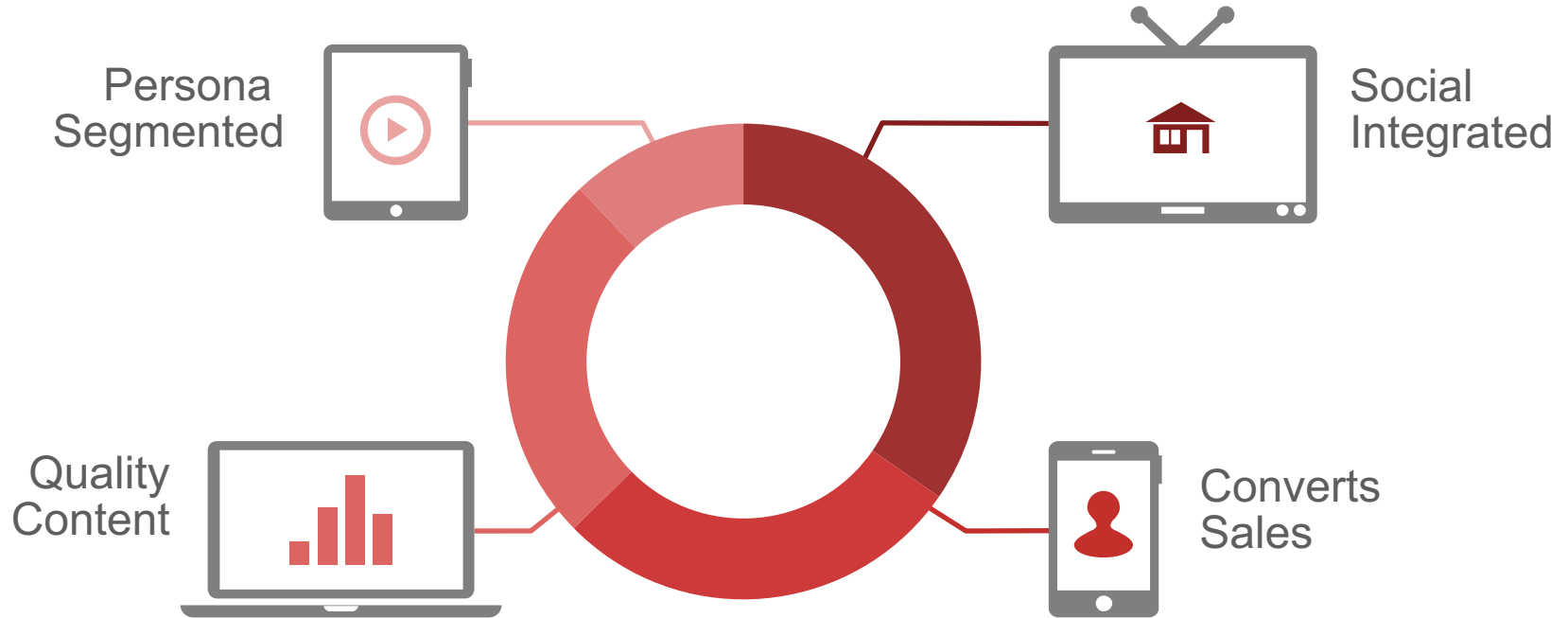
Clients and prospects **generating sales enquiries, starting online chat sessions or making phone calls** qualify as conversions



SOCIAL

Clients or prospects who opt to **engage via social media channels such as Facebook, Twitter and YouTube** qualify as conversions

What Defines An Effective **Corporate Website**?





Responsive

Has to be designed to be responsive on all devices – mobile, desktop, or TV



Content

Content has to be of high quality & regularly updated for SEO impact



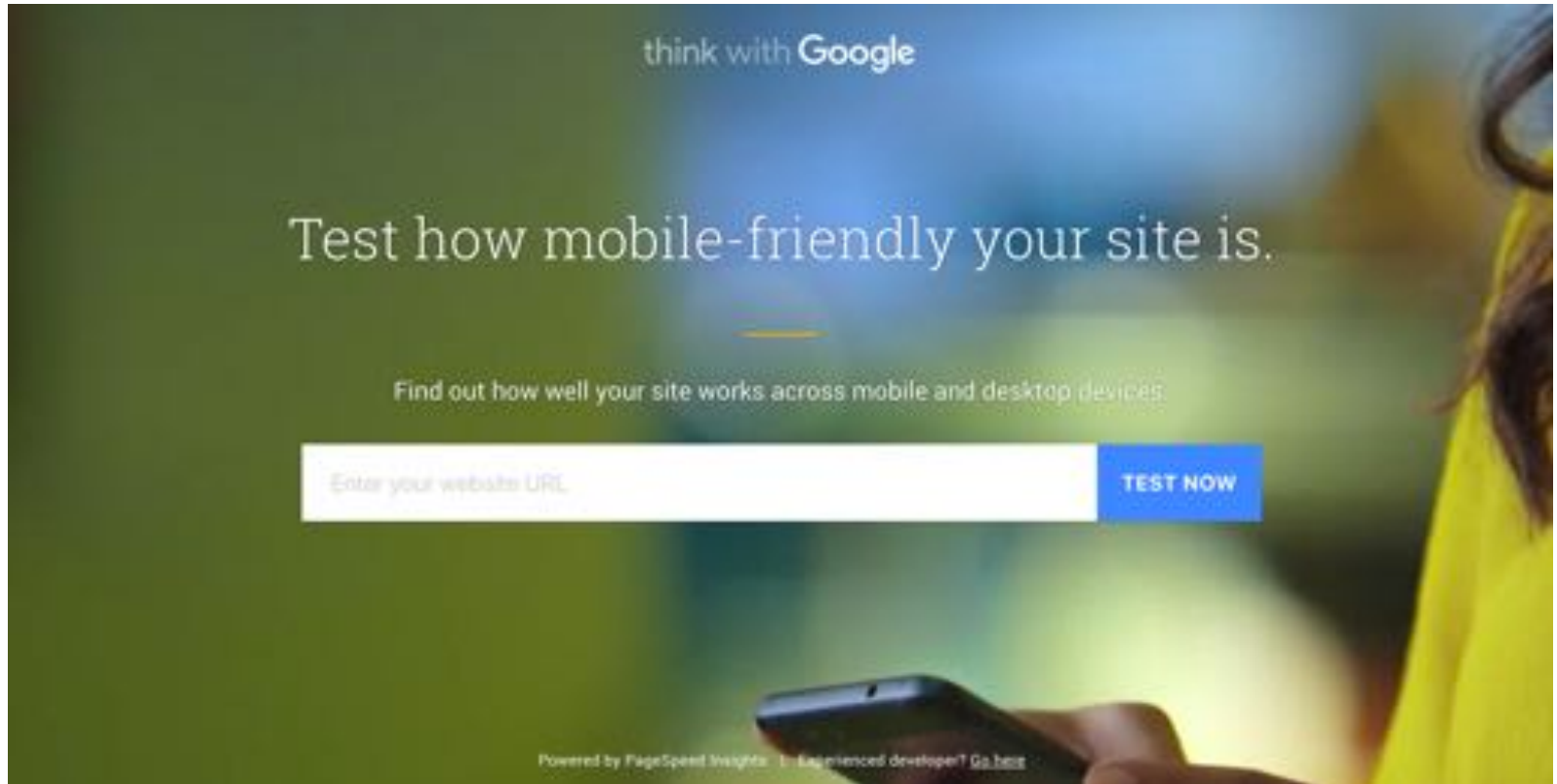
Design & UX

Needs to be visually appealing & user-friendly within best practices

Responsive Design – One Website For Every Screen



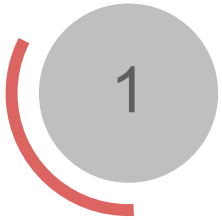
Google's **Mobile-Friendly Page Test**





Microsites use targeted content, features and functionalities to market and sell products and services

What Are The Benefits Of A **Microsite**?



**FOCUSSED BRAND
& OFFERINGS
MESSAGE**



**SEARCH ENGINE
OPTIMIZATION
(SEO)**



**TARGETTED
DOMAIN NAME
STRATEGY**



**EXCEPTIONAL
DESIGN
OPPORTUNITIES**



**LOCALIZED &
CONTEXTUALLY
RELEVANT
CONTENT**

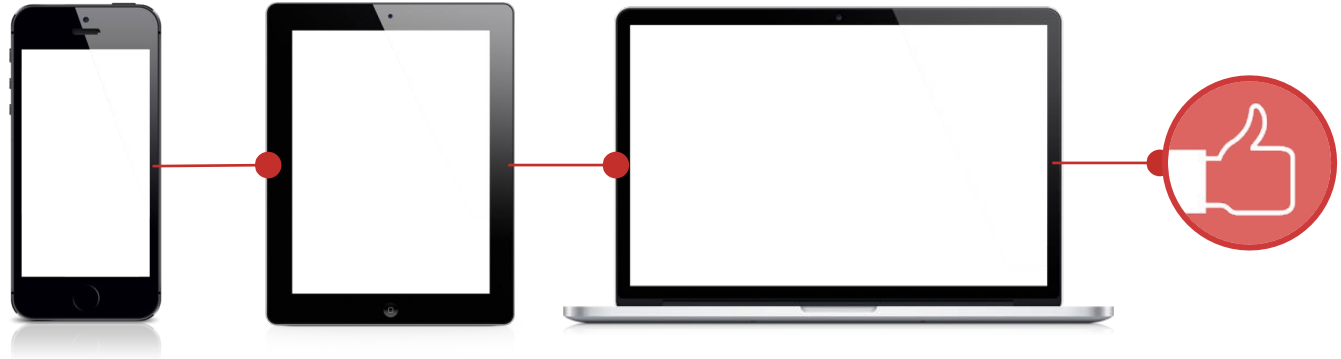
Sample Campaign Landing Page



Cross-Device Customer Journeys

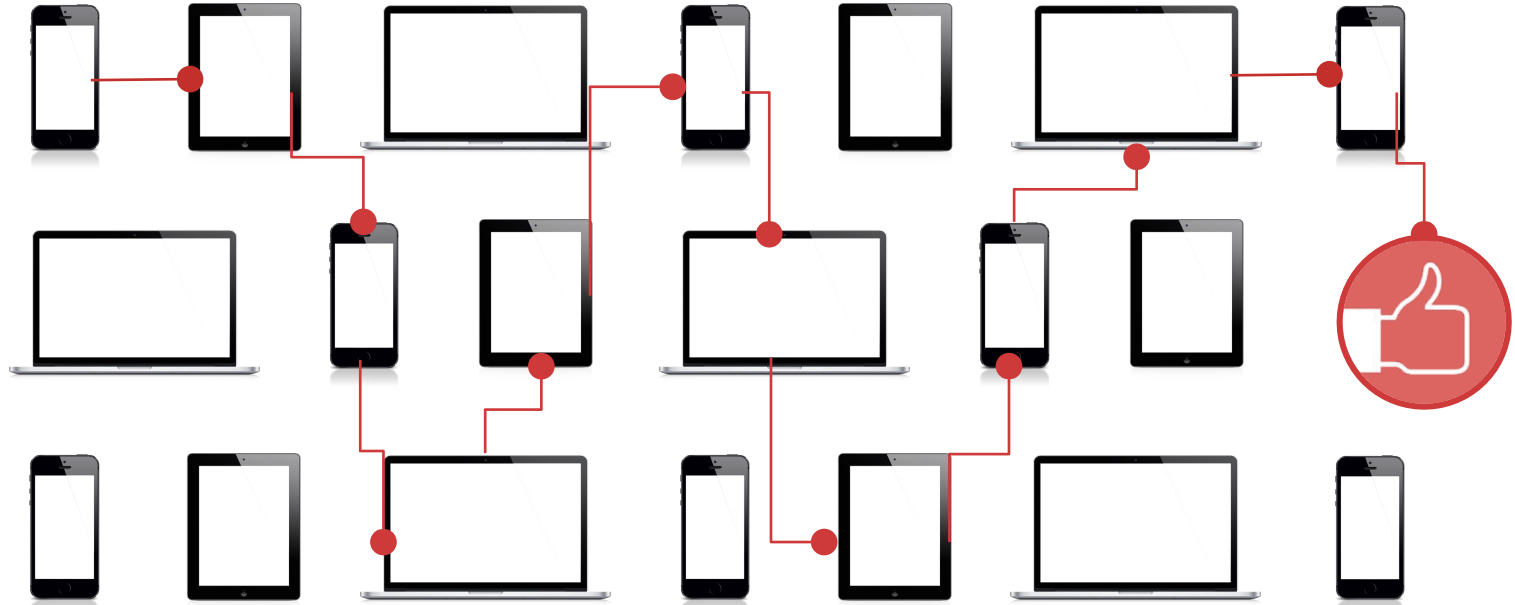
90%

of users start an
activity on one
device & finish
on another



Google. The New Multiscreen World. August, 2012

Digital Customer Journeys are NOT **Linear**



Example: Conversion Optimized Landing Page

WATCH IT LIVE IN BRASIL

Use your Toucan Visa Card and enter into a draw where you could win a trip for 2 to Brazil and get to watch a FIFA World Cup match.

Don't have one?
Apply for Toucan Visa Card NOW!!

Full Names

ID Number/Passport Number

E-mail

Telephone

→ Send

*Terms and conditions apply

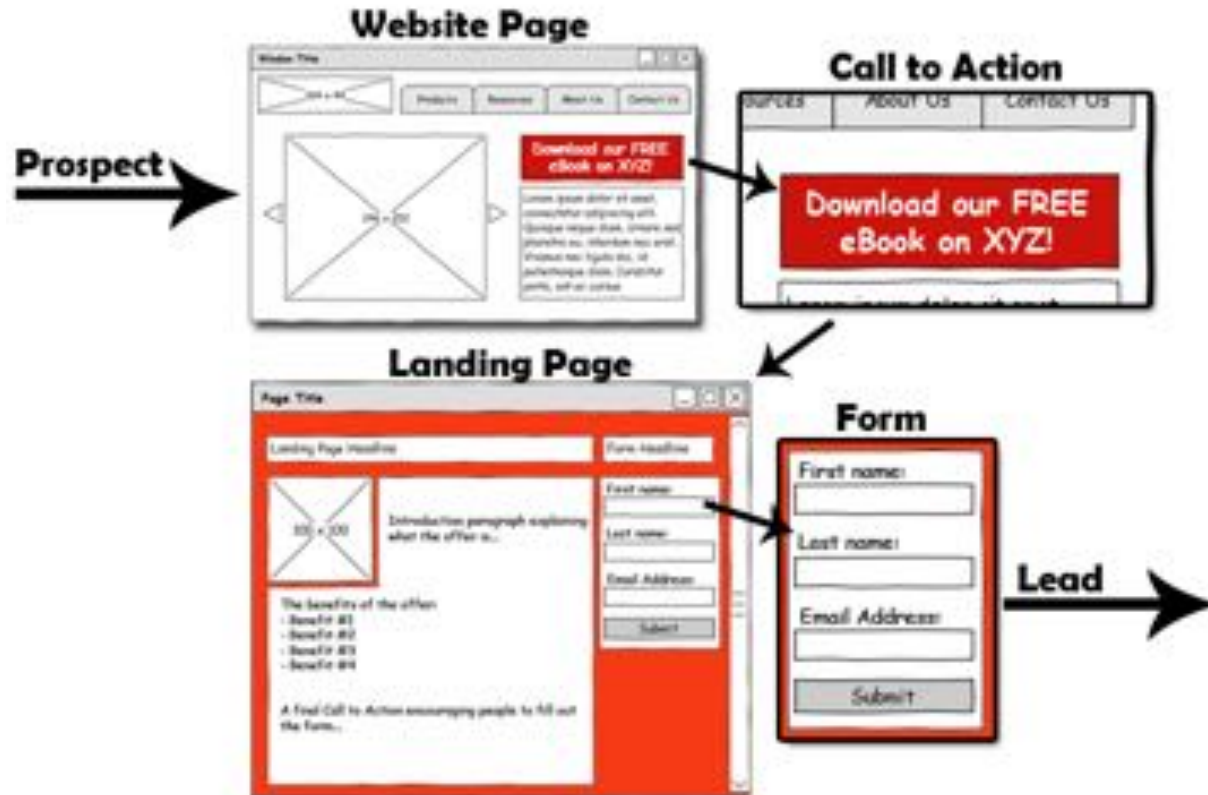
Value
Proposition

Call To
Action

Lead
Capture
Form



Conversion Path Sequence



Shareability To Drive Traffic To Website



EMAIL



TEXT



BLOG



SOCIAL



**Listen before engaging –
find the right tone of voice**



**Which social media works
for your brand**



**Integrate with your sales
& marketing channels**

Social Media

Its a dialogue and not a monologue. Its having a conversation with your digital communities for mutual benefits

Social Media Matters In Kenya!

[HOME](#)
[KENYA](#)
[ICC TRIALS](#)
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[COUNTY NEWS](#)
[WORLD](#)
[BLOGS](#)
[FOCUS ON CHINA](#)

EARN REWARD POINTS EVERYTIME YOU TRANSACT.
[Find out more](#)

Social media 'chased bank' out of town – CBK boss

109 SHARES

[Share on Facebook](#)
[Share on Twitter](#)

At the moment no bank has a capacity to pay more than 20 percent of deposits in a day or at once/CFM

At the moment no bank has a capacity to pay more than 20 percent of deposits in a day or at once/CFM

By MARGARET WAHITO, NAIROBI, Kenya, Apr 7 – Central Bank of Kenya (CBK) Governor Patrick Njoroge now says mass withdrawals on Wednesday at Chase Bank following messages spread on social media, is what forced the regulator to place the institution under receivership.

He says despite having billions in unpaid loans, the bank would still be operating, but could not sustain the business due to the panic withdrawals.

LATEST ARTICLES

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Social Media Helps Find **Missing People**



Social Media Entertains With #M7Challenge!



Indeed, Even CNN Took Notice...



Social Media Can Be **Controversial** Too

Classic 105 | East FM | Kiss 100 | Radio Jambo | X FM | Mpasho

Thursday, July 14, 2016

the STAR

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This little girl's message can help save millions of children. Watch Sherry's story. #helpchildrenreach5

Home | Latest News

Controversial blogger Cyprian Nyakundi arrested at Galleria

Jun. 24, 2016, 6:00 pm | By EMMANUEL WANJALA @kmanovichrambu



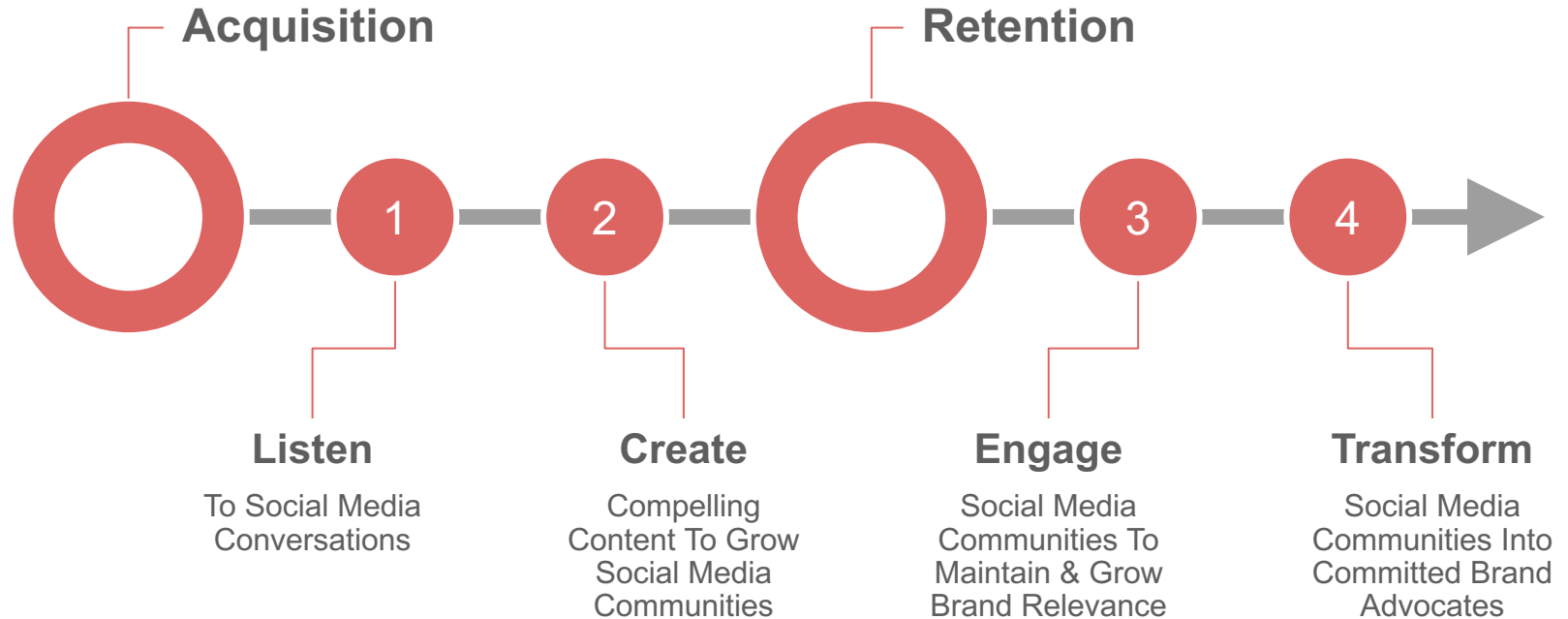
Examples of #ButWithAromat /3



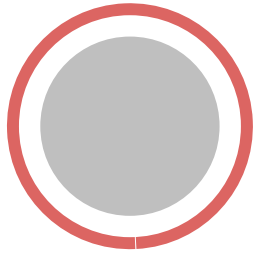
Safaricom Downtime /1



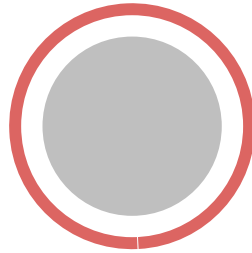
Social Media **Timeline**



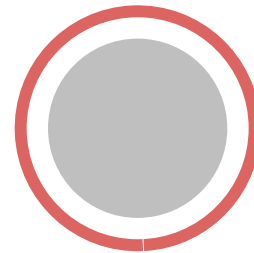
Two Things Drive **Social Conversations**



Content



Connections



Conversations

Great Conversations **Start By Listening**





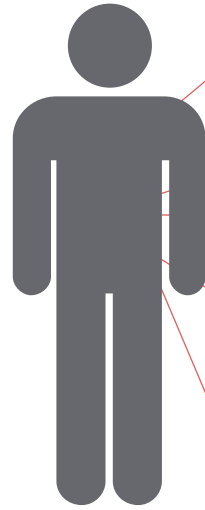
- **Listening** Gain insights from the target audience
- **Content** Any conversation users might want to have with your brand
- **Creativity** Create diverse conversations with the target audience
- **Individuals** Connect with key voices, digital influencers, and celebrities
- **Channels** leverage all digital channels to support brand conversations
- **Strategy** Use connections to keep conversations interesting & connected.

Social Media **Where Kenyans Live Online!**



10M+

SOCIAL MEDIA USERS
IN KENYA



in

1.6M

f

7.8M

You
Tube

6M

t

2M



4M

Facebook 'Core' Users In Kenya

All Users

5,500,000 Users

5,000,000 Users

4,500,000 Users

4,000,000 Users

3,500,000 Users

3,000,000 Users

2,500,000 Users

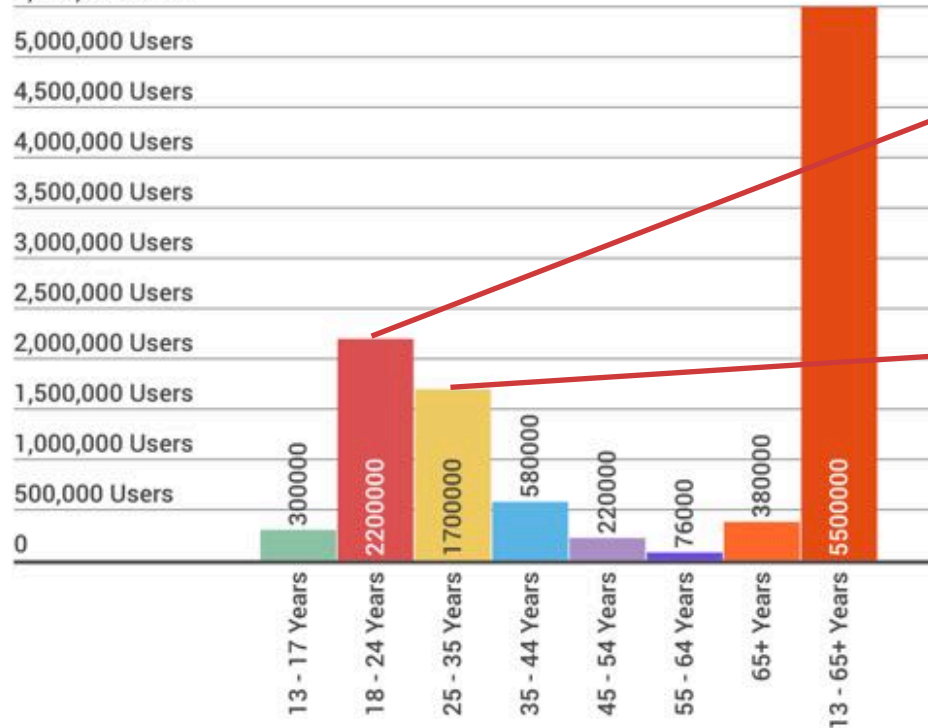
2,000,000 Users

1,500,000 Users

1,000,000 Users

500,000 Users

0



2.2M

18 - 24
Years

1.7M

25 - 35
Years

Kenya's Millennials & **Social Media**



- Use **platforms such as Facebook & Instagram** – allowing them to share photos and videos
- **Love sharing significant moments in their life on social media like Facebook, Instagram & Twitter**
- Social media is very discovery oriented, and in many ways **Instagram has become this generation's new blogging platform**
- They live their lives surrounded by digital content – **content they create and content they collect.**
- Resonates with millennials which **draws them to digital influencers**

71 Snackable Content **For Short Attention Spans**



8
Seconds

Highly Visual Content **To Drive Engagement**



I M A G E S

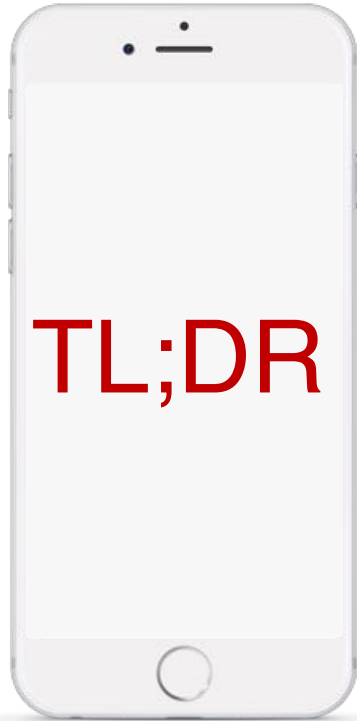


V I D E O S



E M O J I S

TL;DR **Too Long ; Didn't Read**



**Keeping
It
Simple**



CALENDARS

Create **rich topical content plan and calendars** that will cascade into social media updates on a monthly basis

UPDATES

Post helpful & engaging content on social media that keeps social media communities engaged whilst ensuring top-of-mind brand awareness





CONTENT

Finding, creating, repurposing & sharing content that social media communities care about & optimizing it to be engaging will get their attention

SCHEDULING

Proper scheduling of social media updates to have **the highest possible impact** is really important to make the right impact with longevity



Social Media **Community Engagement**

1

Engage them & **make campaigns fun** through special offers, games, challenges, puzzles as well as **give them something to remember, share and talk about**

2

Create something permanent for post-campaign such as YouTube videos and photo collages which will then **create longevity with the target audience**

3

Ensure **consistency of messaging** which requires **collaboration with members of the community** as they want to be part of a **brand they love**

4

Encourage conversations online and offline by engaging social communities in **conversations that matter to them**

Social Media **Risk Mitigation**



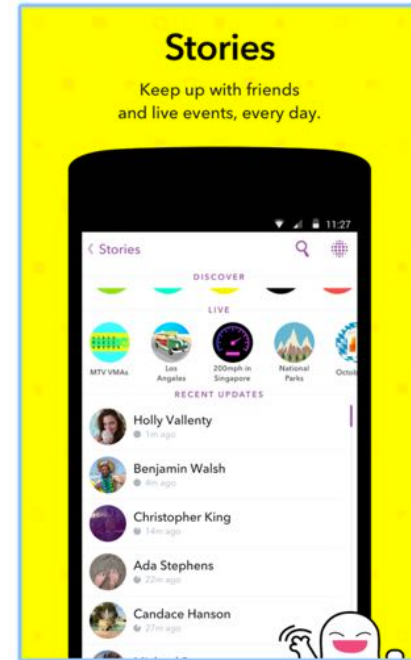
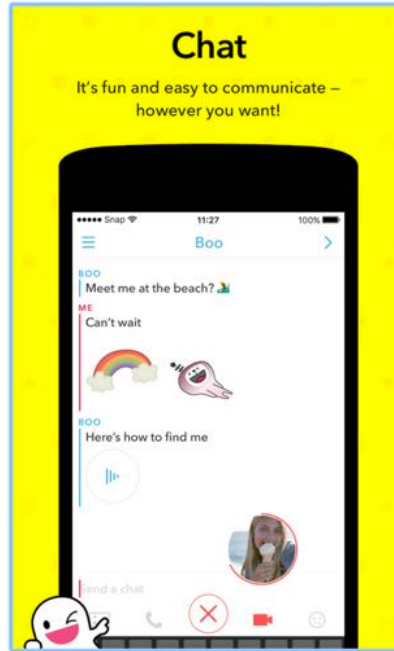
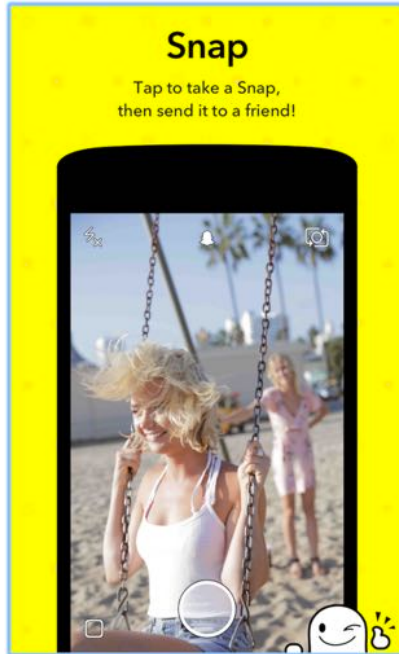
- Monitor social media for risky situations before they spin out of control.
- Identify digital influencers who are advocates or detractors so as to engage them in a positive manner.
- Formulate a crisis plan in case a post sets off a negative social media windstorm.
- Develop a social media guidelines handbook
- Openly display social media rules



Have engaging
conversations with
your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what's on their mind and check out their Live Reactions to gauge how your broadcast is going.

Snapchat **Snaps, Chat, & Stories**



TC News Startups Mobile Gadgets Enterprise Social Europe Trending Facebook Tesla Snap

Snapchat Clone
Snapchat
Instagram Stories
Instagram
Apps

Popular Posts

- Pluralsight schools developers online 11 hours ago
- Ambient noise could be your next multi-factor authentication token 11 hours ago
- Juicero CEO promises refunds for any dissatisfied customers

Instagram Stories hits 200M users, surpassing Snapchat as it copies its AR stickers

Posted Apr 13, 2017 by Josh Constine (@joshconstine)

Next Story



"Move last and take things" seems to be Facebook's new motto.

Now the parent company's top Snapchat clone Instagram Stories has hit 200 million daily active users, surpassing the last count of 161 million that

CEO
Binet Advertising Systems
"Workable is 50 much better than the old way of tracking job applicants"
— JOE PRICH
TRY IT FREE
workable
AdChoices

Crunchbase

Instagram

Kenya's Instagram **Entrepreneurs**



Social Media **Recommendations**



- Focus on Facebook, Twitter, YouTube & Instagram.
- Use social media calendars that are regularly updated & KPI-driven for business results
- Use CTAs for community engagement & conversions
- Use paid digital media to grow social media communities

Content Is The Atomic Particle Of **Digital Marketing**

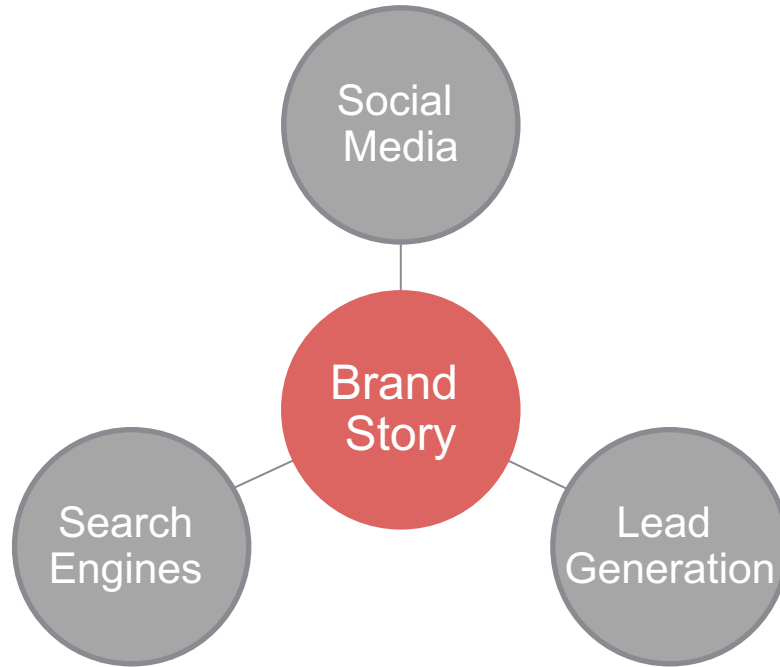


Rebecca Lieb

On Digital Content

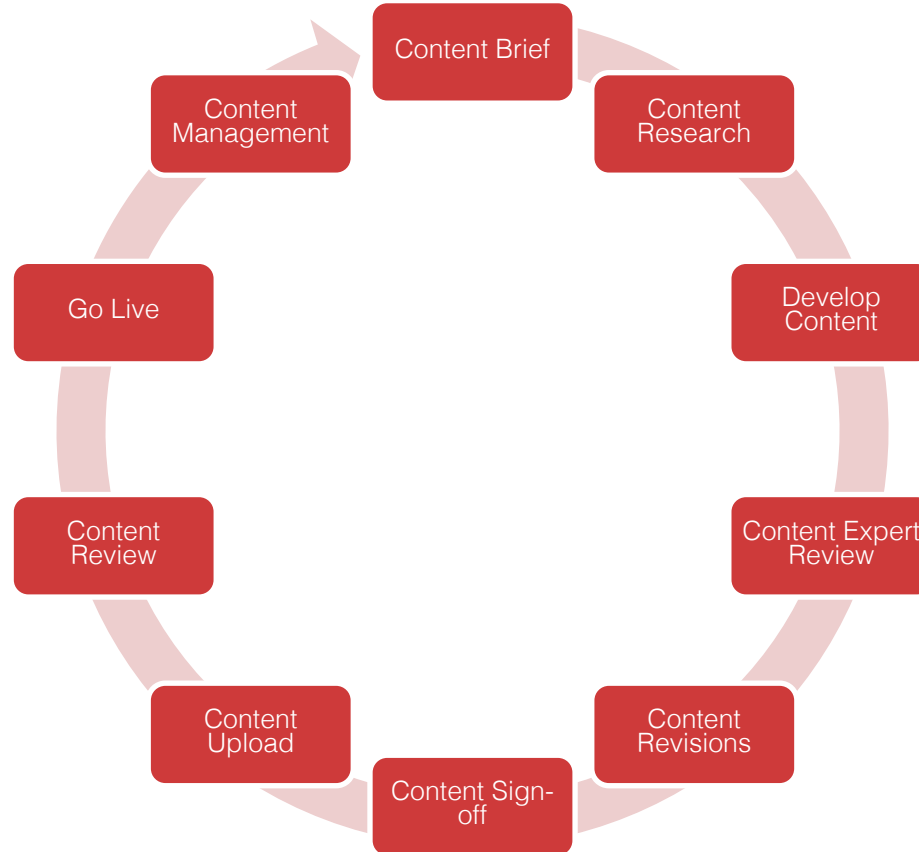
“Content is the atomic particle of all digital marketing. Everything. There's no owned media without content. There's no social media without content. And there's no paid media without content. And there's certainly no media-media, as in actual digital publications, without content. Pushing back even earlier, when you search, you're searching for content”

Great Digital Content Is About **Brand Storytelling**

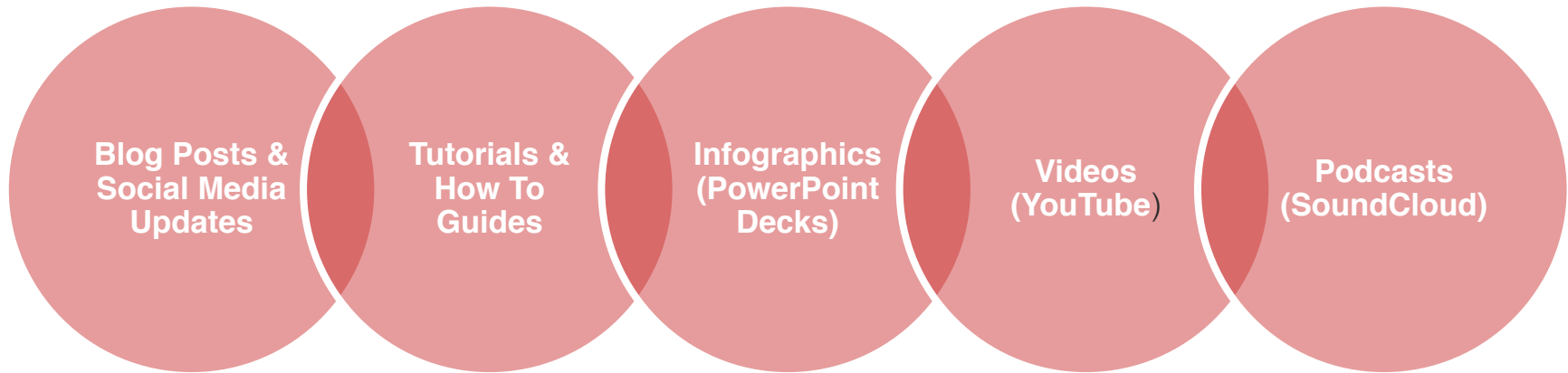


- You want to take the brand out of the story.
- Make the reader or your customer the hero of the story.
- Storytelling. Create content that is interesting or compelling.

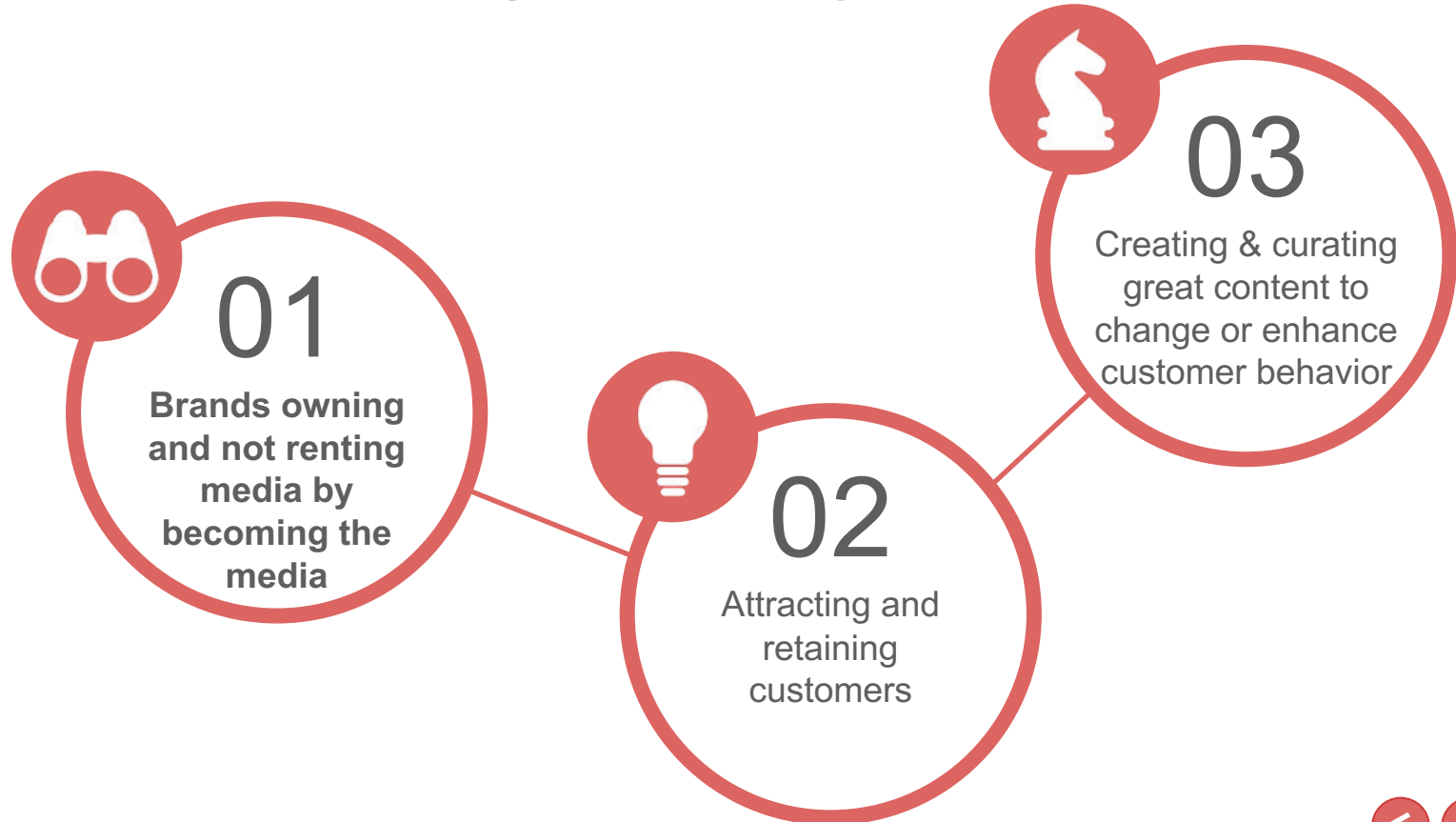
Digital Content Creation



Content Marketing **Types**



Content Marketing: **A Paradigm Shift**



The screenshot displays the Royco WhatsForDinner.co.ke website. The header is green with the Royco logo, a search bar, and navigation links for PRODUCTS, RECIPES, and ARTICLES. A 'Like' button shows 277k likes. The main content area features a large image of a plate of Spicy Grilled Chicken with a gravy dispenser. To the right, the recipe title 'SPICY GRILLED CHICKEN' is followed by a description: 'Spicy or not, the chicken comes alive with the flavourful restaurant style gravy.' Below this is a 'VIEW RECIPE' button. A carousel of smaller food images is visible below the main image. On the right side, there is a section for 'KNORR ROAST CHICKEN GRAVY' with a 'Learn More' link. The footer contains three sections: 'JOIN THE WHATSFORDINNER COMMUNITY!' with a 'JOIN NOW' button, 'US ON FACEBOOK!' with a Facebook logo, and a 'RECIPE FINDER' section with a search bar and 'Advanced search options'. At the bottom right, there is a 'Find us on Facebook' section showing the Royco Kenya Facebook page.



Edward Mugo **The Architect**





Influencers can be a part of a brand's social media



Brands need influencers who resonate with target audiences



Influencers need creative license with a brand

Digital Influencers

Digital Influencers have been shown to support brand objectives with impressive results

Digital Influencers **Matter!**



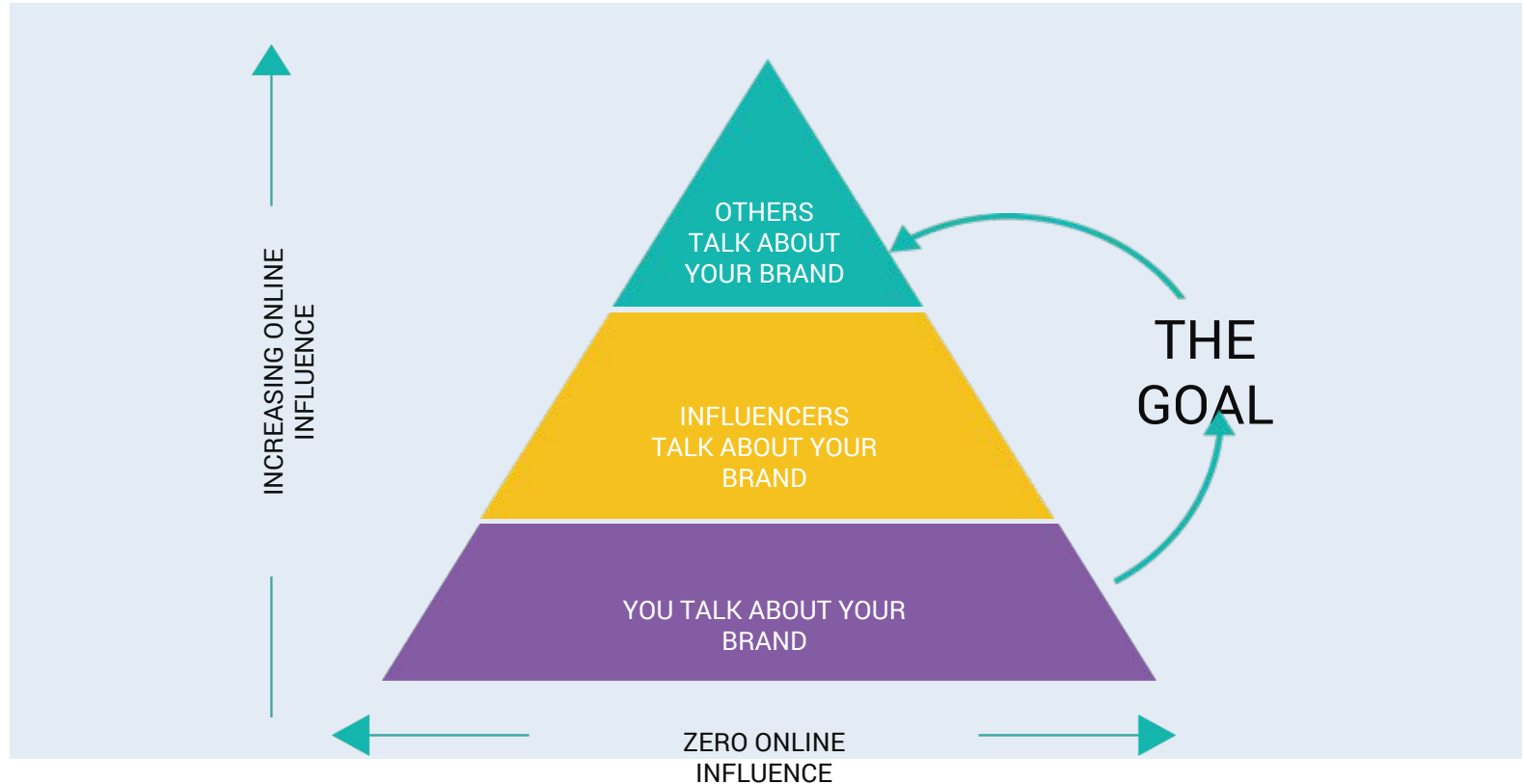
Augure. State of Influencer Engagement 2015, conducted by Schlesinger Associates. June 18, 2015. Via eMarketer, Inc. Tomoson. Influencer Marketing Study. 2015.



**A BRAND IS NO
LONGER WHAT IT
TELLS THE
CONSUMER IT IS – IT
IS WHAT CONSUMERS
TELL EACH OTHER
IT IS**



Digital Influencer Marketing **Goals**

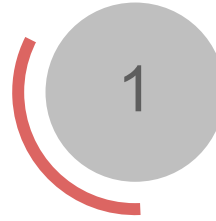


Digital Influencer Partnership Model



Source: Q&A Consumer Survey 12/17

Digital Influencer **Identification**



INFLUENCER IDENTIFICATION

Finding out who they are and ranking them in order of importance in relation to your brand marketing objectives



INFLUENCER MARKETING

Increasing awareness
of your brand within
the digital influencer
community by offering
incentives for brand
engagement





INFLUENCER ENGAGEMENT

Work with digital influencers to increase market awareness of your brand amongst target markets and consumers



INFLUENCER ADVOCATES

Digital influencers who become committed advocates for your brand as a result of the previous engagement steps



Gary Vaynerchuck's **Digital Influencer Future**





Bikozulu with Michael Okungu Manase and Vellma Noel.

February 27 · 🌐

These British brogues cost 55K. Actually they cost 55,800 bob. As in, if you had 56K in your account they'd leave 200 bob there for you to have a smoothie with. Do you know how you can tell you aren't the target market for these shoes? When you pronounce them as "Baker." The sales lady at Store 66 at Valley Arcade instantly knew that I wasn't going to buy them given that I couldn't even pronounce them. "It's 'Baka'" she corrected me politely.

Fine, Baka.

When a man casually buys a shoe for 55K, what are his fears in life? What makes him blink? When he says it's a tough month does he mean his disposable income is a meter? When he wears these shoes does he have the proverbial world at his feet? "Who is this man who buys shoes for 55K?" I asked the attendant.

She said most men who buy these shoes don't look like they can afford them based on their dressing, but there is a confidence in their gait that despises money. And they don't speak loudly or show hubris. Their arrogance is in their body language not on their tongues. They swipe. They have simple phones. Some wear checked coats. Most hardly tip.

Home Notifications Messages Search Twitter

Thee Trend Setter™ @xtiandela
YouTuber [Jeff Koinange LIVE] JESUS!
WINNER - AFRICA'S MOST INFLUENTIAL TWITTER & FACEBOOK PERSONALITY & BEST BLOGGER [+254726710543
Nairobi, Kenya

TWEETS 174K FOLLOWING 55.9K FOLLOWERS 991K LIKES 22.4K LISTS 2 MOMENTS 1

Following

Tweets Tweets & replies Media

Thee Trend Setter™ @xtiandela · 9 Sep 2015
#GanWithOlanOla will always be on 🌟🌟🌟
- Tuesday - 10pm
- Thursday - 10pm
- Saturday - 10pm

Who to follow - Refresh - View all

Nathalie Ngatia @NathNga...
Followed by Paul Ngugi and others
Follow

Vincent @Vince...
Followed by Lydiah Kiburu and others
Follow

DJ Joe Mfalme Instagram



djoemfalme

Following



31,534 posts

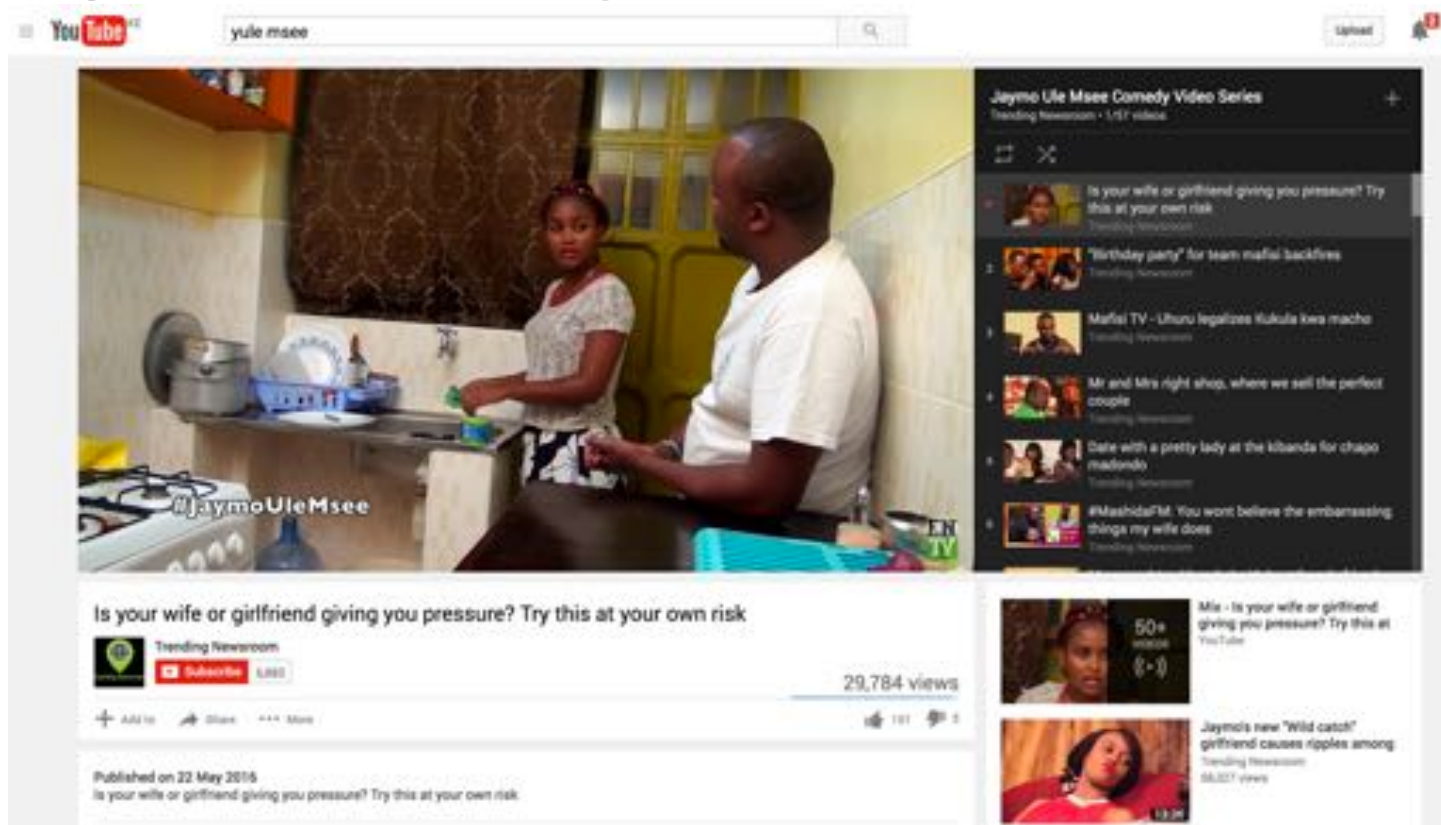
294k followers

1,856 following

DJ Joe Mfalme Kenya's most sought after award winning professional DJ ► DJ at Capital FM Kenya ► DJ at Trace Mziki ► [#JoeMfalmeLive](#) connecting people through music. www.deejayjoemfalme.com



Digital Influencer **Jaymo Ule Msee**





Shock as man caught red-handed with best friend's wife
885,954 views • 1 year ago



Man caught red-handed with best female friend
223,586 views • 1 year ago



Shocking marriage vows pastor throws out a wedding protester
260,591 views • 1 year ago



Embarrassing moments as man struggles to buy condoms in...
218,420 views • 2 years ago



EXPOSED! Chicken being injected with steroids to fatten...
180,060 views • 2 years ago



Is your wife or girlfriend giving you pressure? Try this at your...
170,893 views • 11 months ago



Man busted by 7 women for cheating on them
146,831 views • 1 year ago



'Bedroom bully'... Kiambu Edition
126,902 views • 2 years ago



Jaymo busted on a date with pretty office Secretary
118,375 views • 2 years ago



Love turns near tragic
112,330 views • 1 year ago



Jaymo's new 'Wild catch' girlfriend causes ripples among...
105,048 views • 1 year ago



Man's attempt to break up with his girl friend turns chaotic
85,664 views • 2 years ago



Drama as Woman signs agreement with 'Mpango wa...
80,824 views • 1 year ago



Date with a pretty lady at the kibanda for chapo madondo
80,726 views • 1 year ago



Jaymo-ule Msee in shock as lady turns up for a date with many...
68,002 views • 1 year ago



Embarrassing Moments at Landlord locks - Jaymo Ule Msee...
66,643 views • 1 year ago



Ruracio of the year as Jaymo refuses to oblige to Wazee's...
66,375 views • 1 year ago



What do men really want? fake bum, boobs, hips, weaves or...
66,375 views • 1 year ago

Jaymo Ule Msee Facebook Posts



Jaymo Ule Msee

April 8 at 9:52am · 🌐

My girlfriend has just left for a weekend road trip with her friends...Juu ya hii baridi I have decided to set up a "parallel tallying centre " for the weekend!



👍 Like

💬 Comment

➦ Share

👍 🤔 🍕 3K

Top Comments ▾

24 shares



Jaymo Ule Msee

March 22 · 🌐

How to negotiate for "Wife's Dowry' Nairobi style!



35K Views

👍 Like

💬 Comment

➦ Share

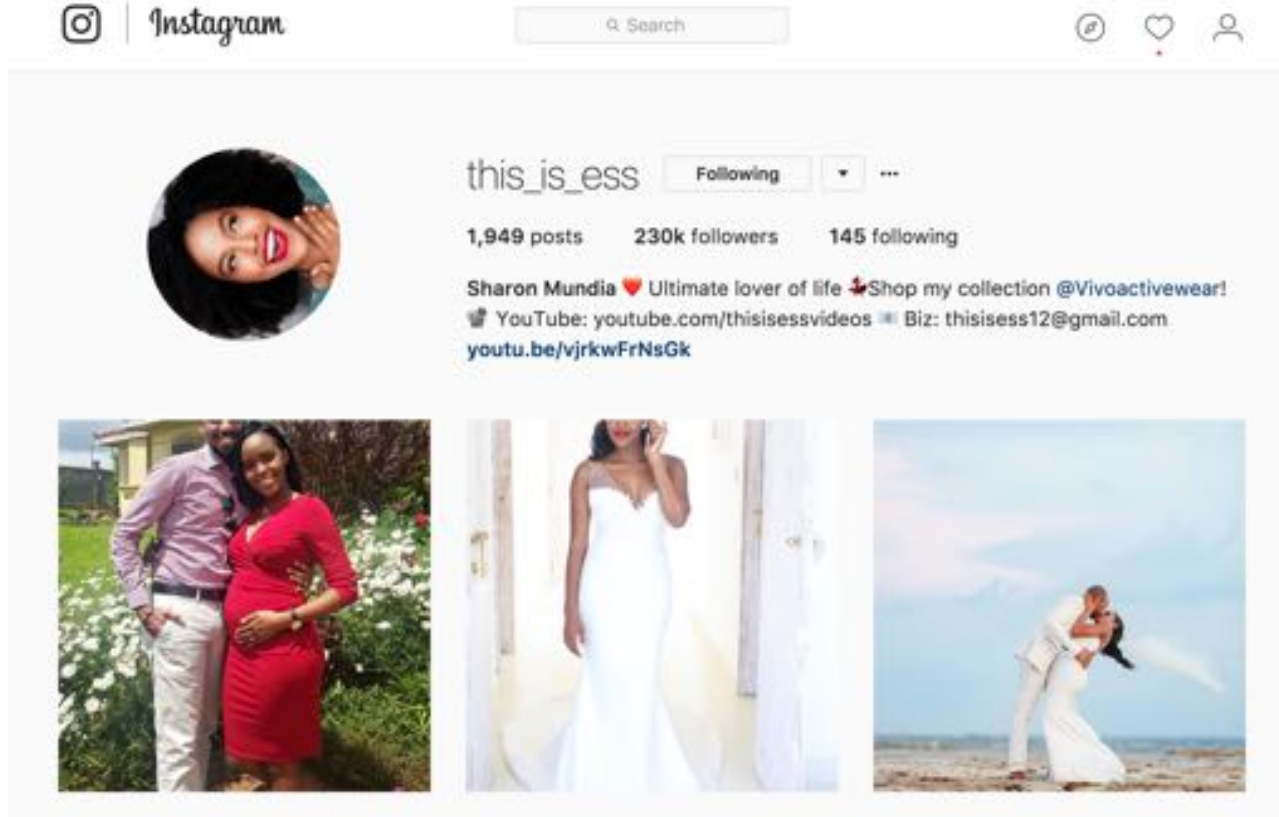
👍 🤔 🍕 705

Top Comments ▾

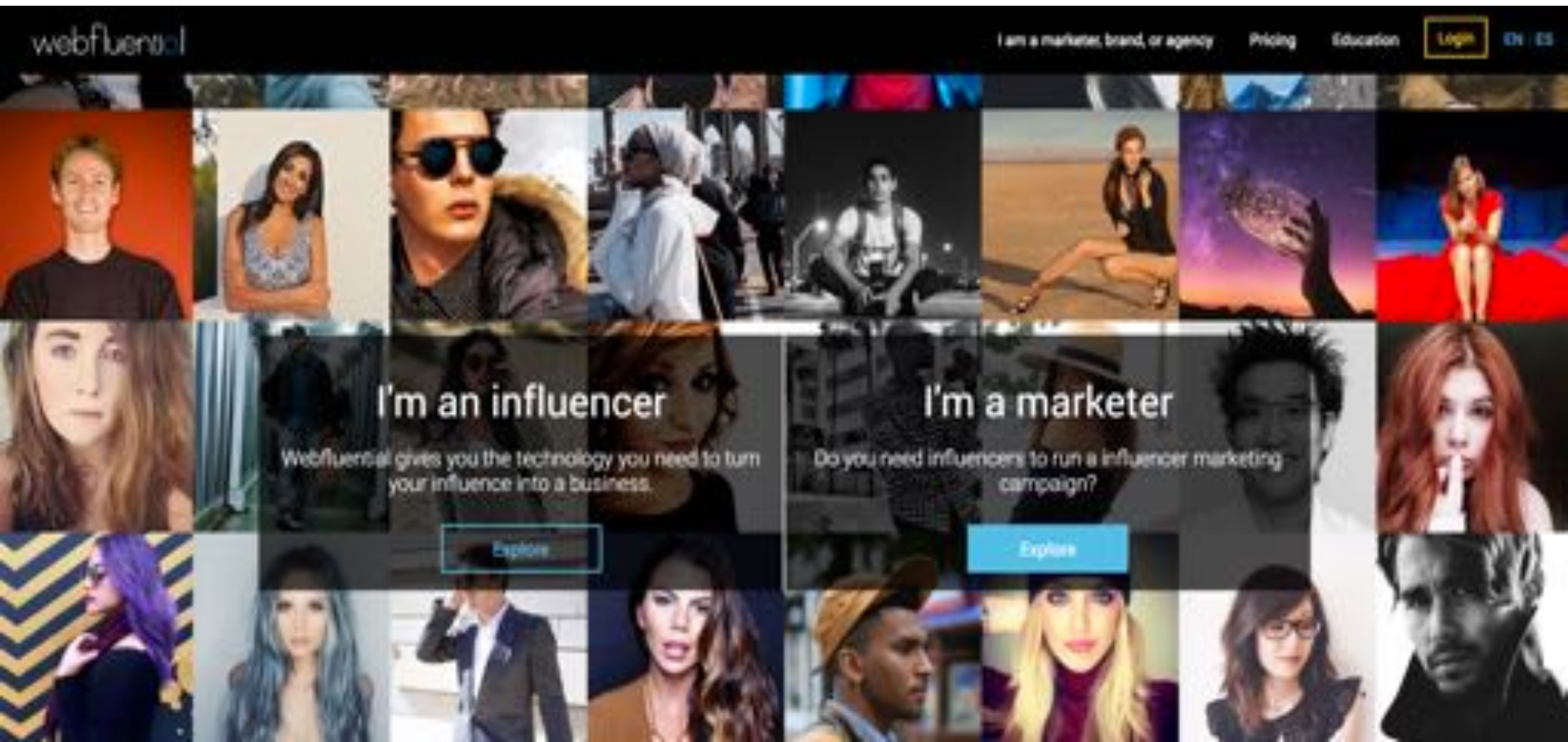
258 shares



Digital Influencer Sharon Mundia









The screenshot displays the Webfluential Digital Influencer Platform interface. On the left is a dark sidebar with a menu containing: DASHBOARD, FIND INFLUENCERS, LISTS, PROPOSALS, CLIENTS, BRANDS, OPERATIONS, USERS, ACCOUNTING, INFLUENCERS, COMPANY SETTINGS, ACADEMY, NETWORKS, and BRIEFS. The main content area has a top navigation bar with a 'Messages' icon and a 'My account' link. Below this, a section titled 'Shareable URL to the influencer invite page:' provides the URL <http://webfluential.com/join/dotsavvy>. The central part of the page features a large banner for 'Build a campaign Proposal' with the text 'Find the right influencers to create or amplify content for a brand, view their ratings and audience demographics.' and two buttons: 'Create a Proposal' and 'Proposals'. To the right of the banner is a 'Reports' section with the text 'View integrated and snapshot Reports in one place.' and a 'View Reports' button. Below the banner are three smaller sections: 'Lists' (with text 'Lists allow you to curate a group of influencers into one place.'), 'Example List: Pets' (with text 'Pet influencers we love! A List of the best loved pet influencers.'), and 'Create a Network' (with text 'Amplify content through Influencer Networks.').

Messages

My account

Shareable URL to the influencer invite page: <http://webfluential.com/join/dotsavvy>

Build a campaign Proposal

Find the right influencers to create or amplify content for a brand, view their ratings and audience demographics.

Create a Proposal Proposals

Reports

View integrated and snapshot Reports in one place.

View Reports

Lists

Lists allow you to curate a group of influencers into one place.

Example List: Pets

Pet influencers we love! A List of the best loved pet influencers.

Create a Network

Amplify content through Influencer Networks.

Webfluential Digital Influencer Platform /4

Search for influencers

Specify your target market

Kenya

+ Advanced location options

+ Channel options

Select market(s) - Leave empty for ALL markets

Select age group(s) - Leave empty for ALL age groups

Average budget per influencer:

\$ 500

Small Medium Large

Search

















Search results

Influencers discovered: 259















































































































































Combined reach: 7,796,632

To narrow your search, filter by keyword or Twitter handle:

Name or keyword Filter Sort by: Price Reach

Influencer	Reach	Favourite	Actions
 <p>Xtian Dela</p> <p>      </p>	<p>±1,402,600</p> <p>★★★★☆</p>		<p> In a list</p> <p>Add to list</p> <p>View profile</p>
 <p>Victor Mochere</p> <p>      </p>	<p>±1,211,600</p> <p>★★★★★</p>		<p> In a list</p> <p>Add to list</p> <p>View profile</p>

Webfluential Digital Influencer Platform /5

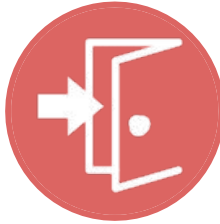
 <p>This Is Ess    </p> <p>±330,500     </p> <p></p> <p>Add to list View profile</p>	 <p>Ramah Nyang  </p> <p>±137,900     </p> <p></p> <p>Add to list View profile</p>
 <p>Alex The Blogger     </p> <p>±242,400     </p> <p></p> <p>Add to list View profile</p>	 <p>DJ BIRB G   </p> <p>±131,700     </p> <p></p> <p>Add to list View profile</p>
 <p>Eve Dsouza  </p> <p>±231,700     </p> <p></p> <p>Add to list View profile</p>	 <p>AceWorld   </p> <p>±127,500     </p> <p></p> <p>Add to list View profile</p>
 <p>Idris Abdi   </p> <p>±213,300     </p> <p></p> <p>Add to list View profile</p>	 <p>ACEWORLD </p> <p>±126,300     </p> <p></p> <p>Add to list View profile</p>
 <p>Solo Gee   </p> <p>±195,600     </p> <p></p> <p>Add to list View profile</p>	 <p>ulizalinks   </p> <p>±114,000     </p> <p></p> <p>Add to list View profile</p>
 <p>rashousmane  </p> <p>±177,100     </p> <p></p> <p>Add to list View profile</p>	 <p>Sheila Ndinda     </p> <p>±91,500     </p> <p></p> <p>Add to list View profile</p>
 <p>lamBett    </p> <p>±143,700     </p> <p></p> <p>Add to list View profile</p>	 <p>About Me    </p> <p>±81,700     </p> <p></p> <p>Add to list View profile</p>

Digital Influencers **Critical Success Factors**



ONE

Choose influencers who will **resonate with your consumers** through strategic data analysis



TWO

Put storytelling at the heart of it as this is what captures the consumer heart and mind



THREE

Grant the influencer creative license which requires trusting that they know what they are doing



FOUR

Get a great value by **partnering with experts** who commercially engage with influencers regularly



Define a target group for products and services



Develop a holistic digital media plan & budget



Buy digital media and measure campaign results

Digital Advertising

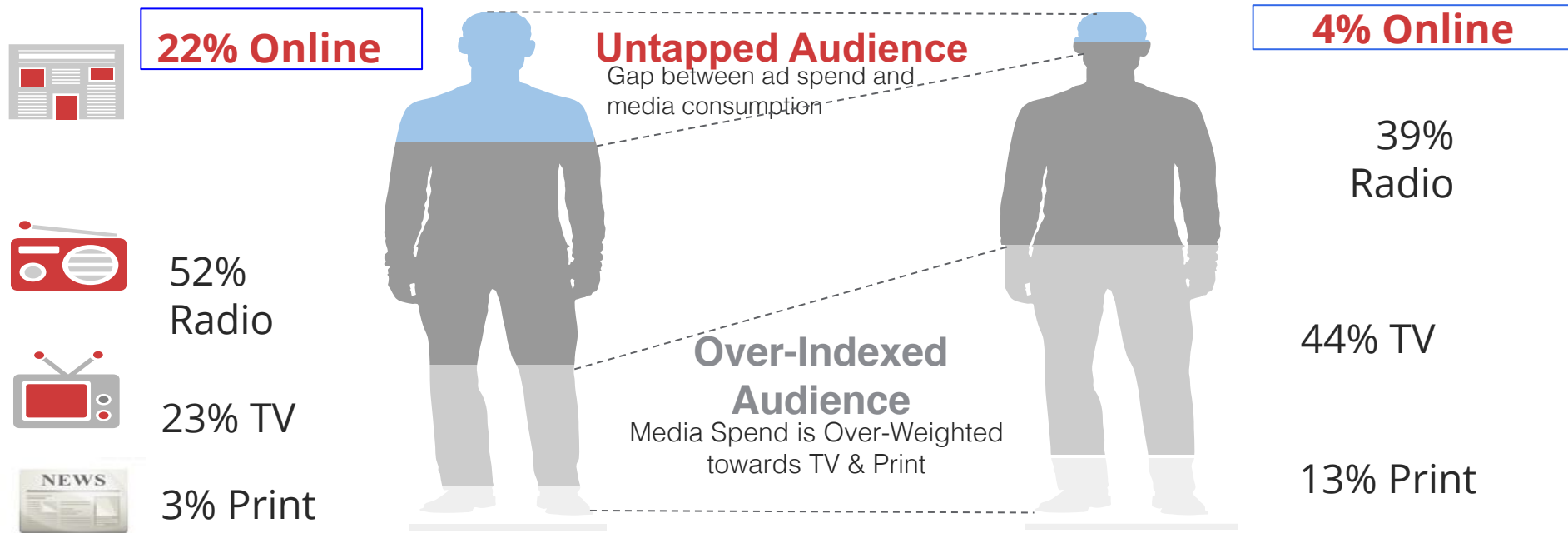
Is planning and buying targeted digital media to engage with current & prospective customers



- Digital advertising entails promotions that use **digital channels such as the web and mobile for marketing messages** to attract customers.
- Examples of digital advertising include **contextual ads on search engine results pages, banner ads, blogs, rich media ads, social media advertising**, etc on Google, Facebook, Instagram, etc.

121

Media Consumption & Spend Are **Misaligned**



Consumers spend 22% of their time online while advertisers invest only 8% of their budget online

Source: eMarketer, Ipsos media spend 2016, Ipsos survey on media consumption habits

Briefing

Client Brief

Objectives Agreed

Accepts Brief

Planning

Client feedback

Plan media
placement

Recommend Digital
Media Strategy

Audience Research

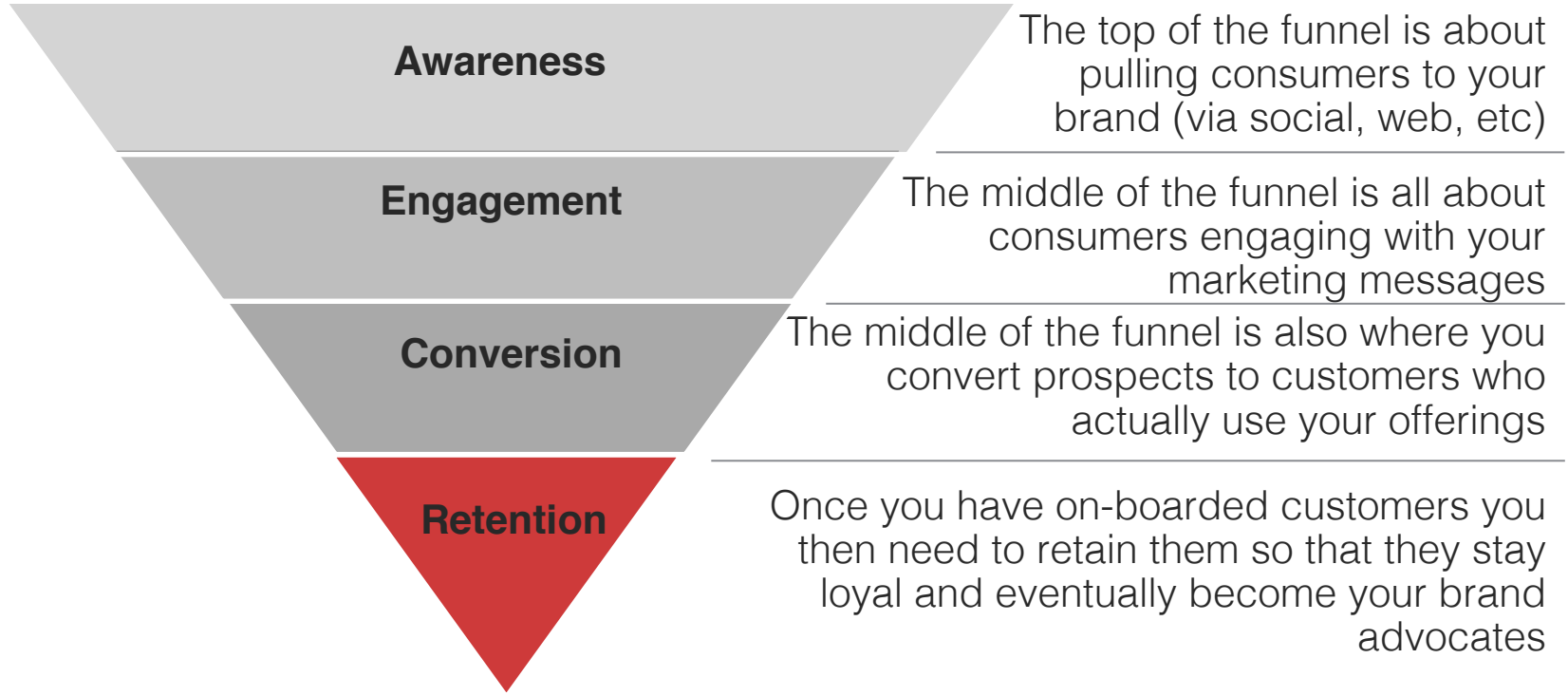
Activation

Media buys

Digital Ads
developed and
Trafficked

Reporting and
optimization

Digital Advertising **Conversion Funnel**





- Through **advanced data, behavioral tracking, targeting capabilities** of digital ad platforms, marketing automation tools, and social media.
- We can **target based on location, behavior, content viewed, industry, segment/persona, browser, device, and more.**

Date & Time

- All Day
- Morning
- Night
- 6am – 11am

Geo-Targeting

- Nigeria
- Kenya
- France
- United States

City -Targeting

- Nairobi
- Lagos

Operator**Mobile Apps/Content**

- Sports
- Entertainment
- Games
- Shopping
- News
- Classifieds
- Social



symbian
OS

**Device**

Infinix

**Model**

- Tecno
- Infinix
- iPhone 7
- Galaxy 7

126 Digital Ads



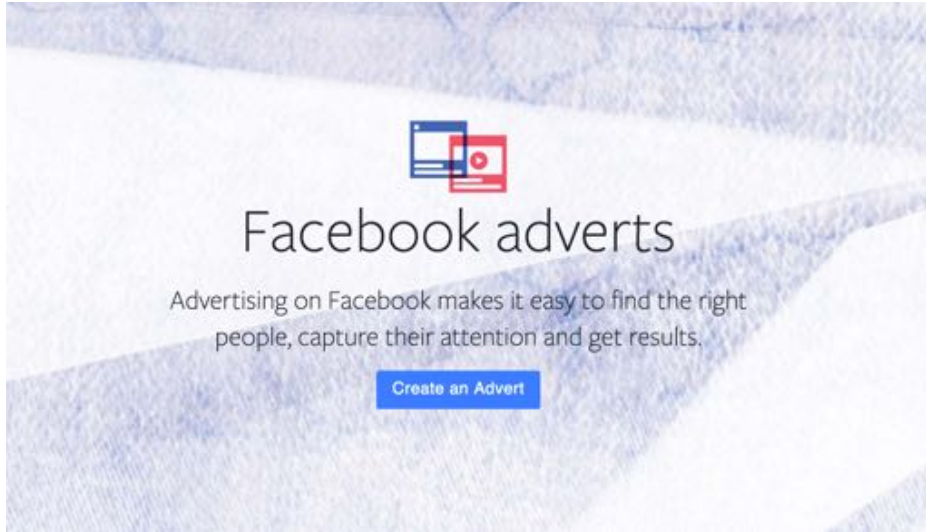
Peroni Kenya



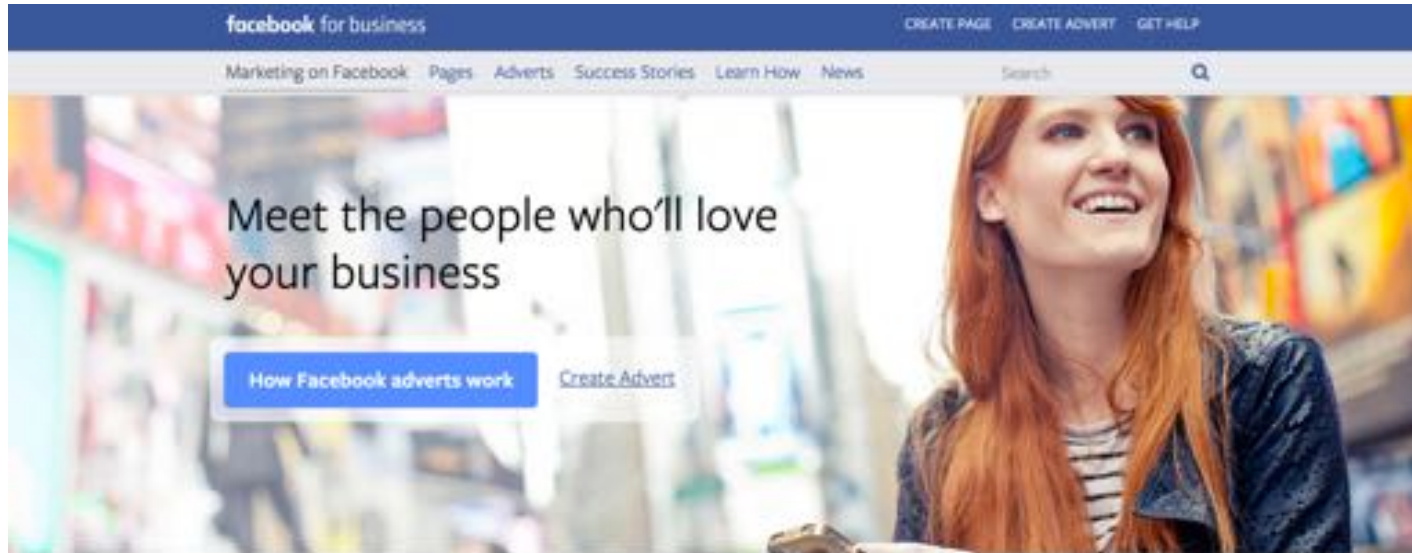
You like Peroni Kenya.

Peroni Nastro Azzurro.
Italian Style Beer now
in Kenya. Buy a case
for only Kes. 3,000!





- Advertising works best when a brand can be everywhere its prospects and customers are.
- Consumers spend time on social media, and by advertising on these channels in an engaging and relevant way, we can continue to nurture them.



Facebook helps you reach your business goals



Drive Online
Sales



Increase Local
Sales



Promote Your
App



Raise Brand
Awareness

A screenshot of the Instagram Business page. The header shows the Instagram logo and the word "Business". Below the header is a navigation bar with links: "Getting started", "Inspiration", "Advertising", "Business blog", "Brand resources", and "Partners". The main content area has the title "Advertising on Instagram" and three paragraphs of text. To the right of the text is a smartphone displaying an Instagram post from "bananarepublic" with a woman in front of pink flowers. The post is marked as "Sponsored".

Instagram | Business

Getting started · Inspiration · Advertising · Business blog · Brand resources · Partners

Advertising on Instagram

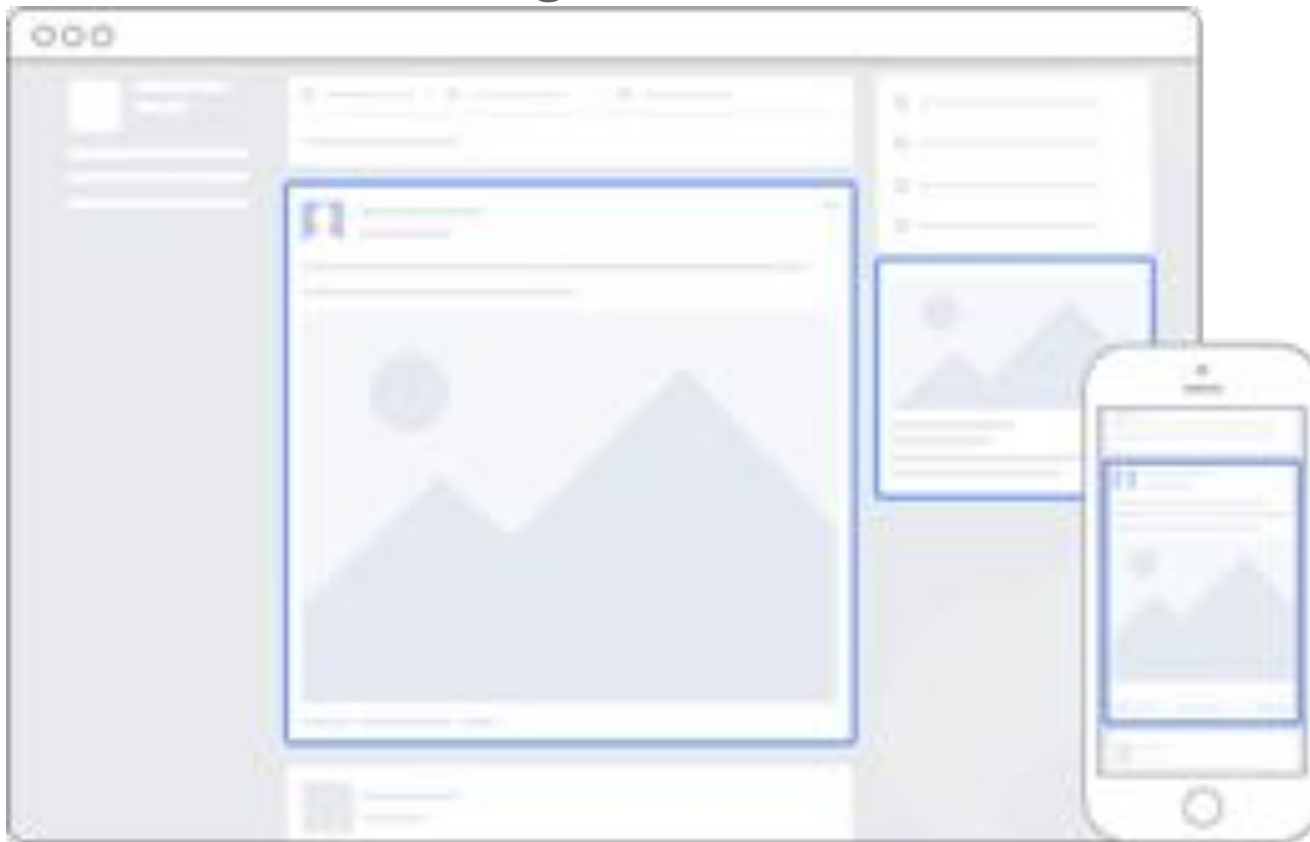
With a community of more than 500M, Instagram is one of the world's largest mobile ads platforms.

Businesses can share their stories with a highly engaged audience in a creative, high-quality environment and drive action with their ads.

Instagram ads are now available globally for all businesses — big and small.

A smartphone displaying the Instagram app interface. At the top, the status bar shows the time as 9:41 PM. The app header shows the Instagram logo. Below the header, there is a sponsored post from "bananarepublic". The post features a woman standing in front of a large bush of pink flowers. The word "Sponsored" is visible in the top right corner of the post.

Facebook & Instagram **Ad Placements**



131 Digital Ad Types / Display Ads



Undoing Mkapa legacy

Findings of the two presidential committees on the export of mineral concentrates and the steps President John Magufuli wants to take and get rid of the rot in the mineral sector has swiftly



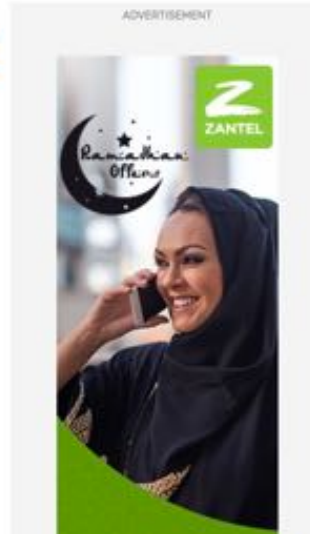
NEWS
JPM directs RCs to confiscate undeveloped farms 9 hours ago

NEWS
Tundu Lissu still fights for JK's head in mining sand saga 11 hours ago

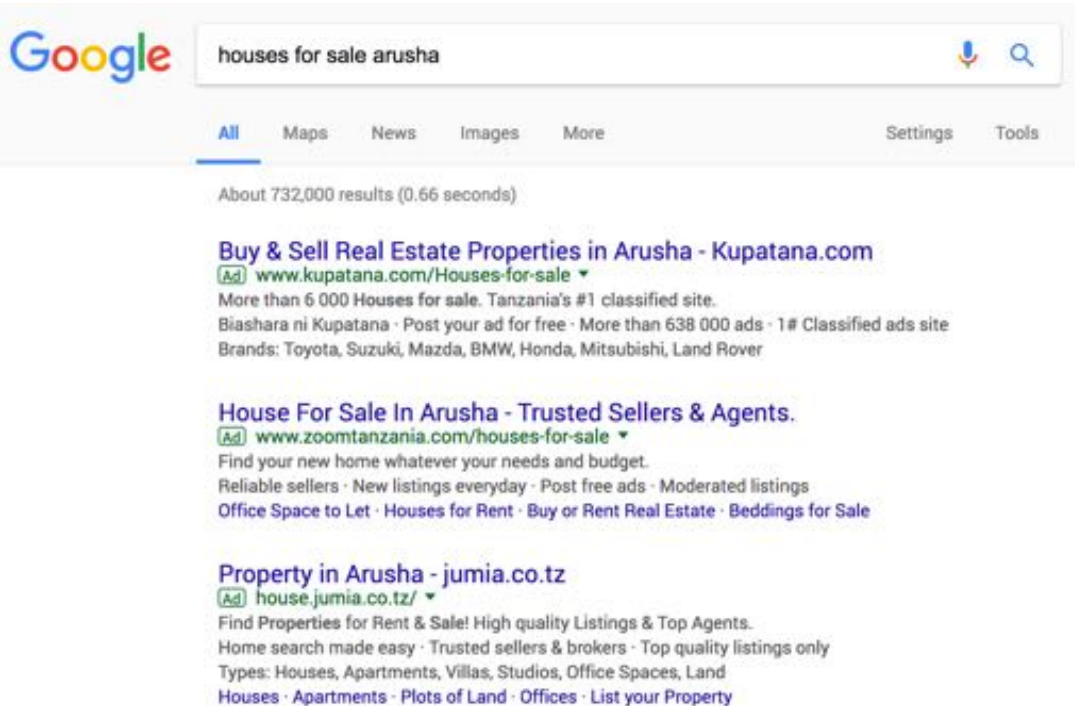
NEWS
People with albinism in Mbeya fail to commemorate their day 11 hours ago

NEWS
Speaker Ndugai warns suspended MPs 11 hours ago

NEWS



Display ads are visual advertisements that can be placed on a variety of online media. Display ads come in a wide array of formats such as text, images, video, and more



- Pay-per-click (PPC) search ads, a brand's ad is placed as a “sponsored result” on the top or side of search engine results, and pays for each received click.
- Brands can tailor PPC ads to appear when specific search terms are entered, creating highly targeted ads.

Google Ads



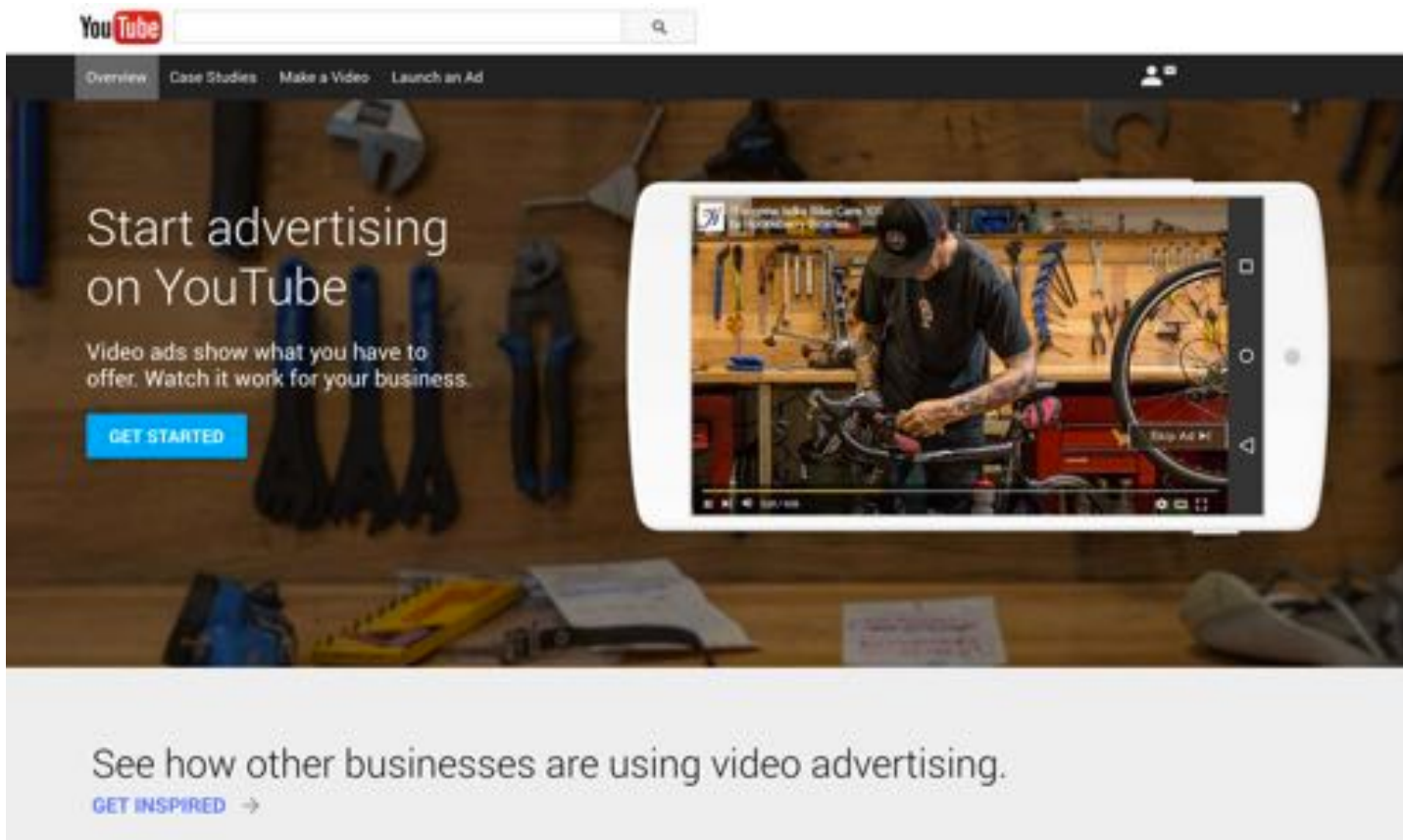
Find new customers now,
with Google AdWords

Get started



Create online revenue
today, with Google AdSense

Get started



The image shows the YouTube Ads landing page. At the top, there is a YouTube logo and a search bar. Below this is a navigation bar with links: Overview, Case Studies, Make a Video, and Launch an Ad. The main content area features a large background image of a workshop with various tools hanging on a wooden wall. On the left, the text reads "Start advertising on YouTube" followed by "Video ads show what you have to offer. Watch it work for your business." and a blue "GET STARTED" button. On the right, a white tablet displays a video of a man working on a bicycle. Below the main content area, there is a light gray section with the text "See how other businesses are using video advertising." and a blue "GET INSPIRED" link with a right arrow.

YouTube

Overview Case Studies Make a Video Launch an Ad

Start advertising on YouTube

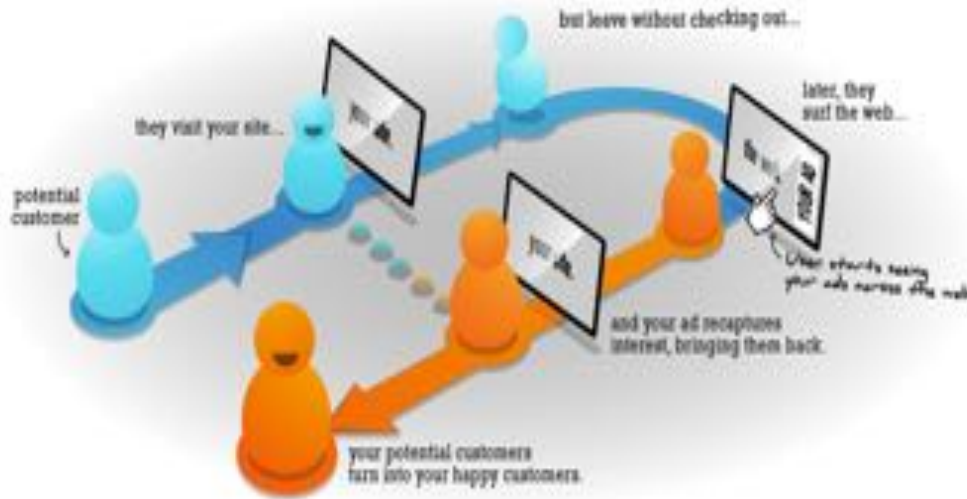
Video ads show what you have to offer. Watch it work for your business.

GET STARTED

See how other businesses are using video advertising.

GET INSPIRED →

Digital Ad Remarketing?



- Retargeting or remarketing, is a form of digital advertising that helps digital advertisers keep their brands in front of bounced traffic after they leave a website or campaign landing page
- **Only 2%** of web traffic conversions happen on the first visit. **Retargeting helps digital advertisers reach the 98% of users who don't convert right away.**

Bonus!

These are the next things on the horizon. The things that will become the main thing. Soon.



Google Cardboard **Virtual Reality (VR)**

[Get Cardboard](#)[Apps](#)[Developers](#)[Jump](#)[Manufacturers](#)

GOOGLE CARDBOARD

Experience virtual reality in a simple,
fun, and affordable way.



Blaze Kenya YouTube VR Videos



The making of Robert the Muay Thai trainer's story in 360 Video #FindYourPurpose
#BlazeKenya



Blaze Kenya

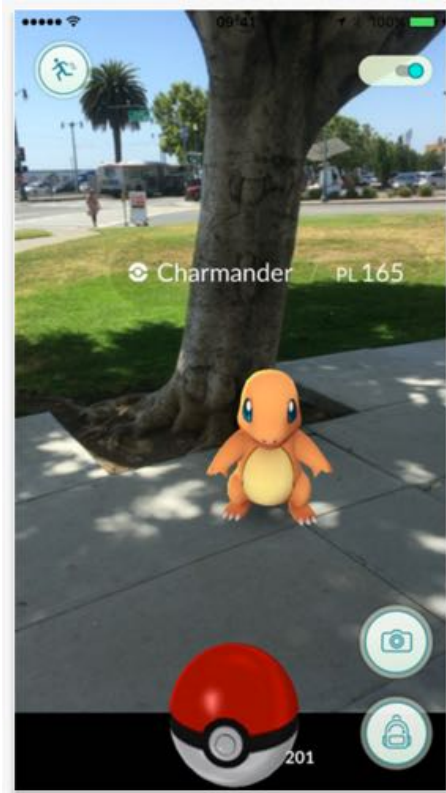
✓ Subscribed 1,548

10,671 views

Pokémon Go **Augmented Reality (AR)** Gaming

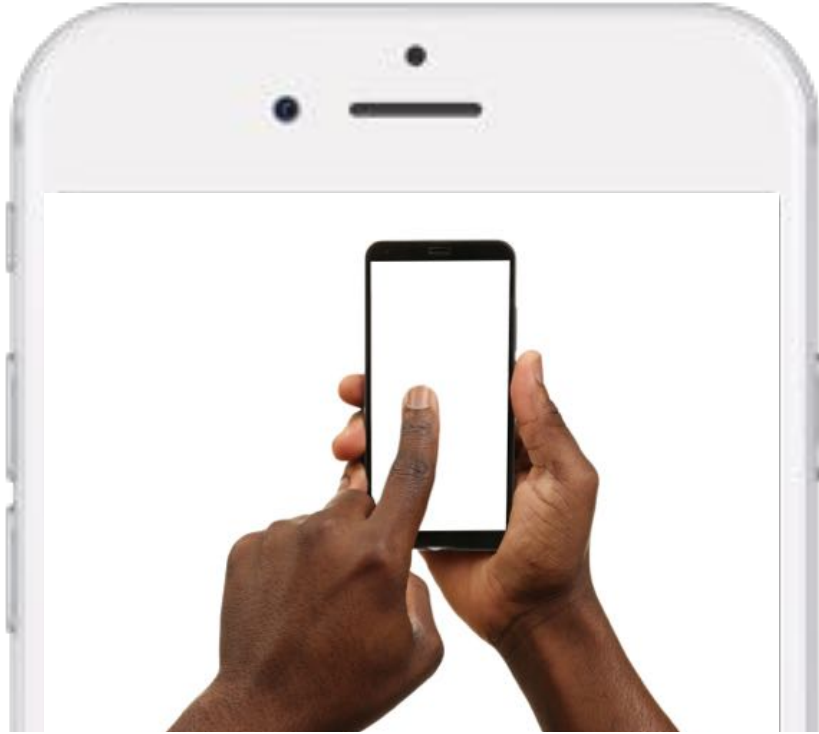


Pokémon Go **August 2016**



- US\$ 200M+ revenues
- US\$ 10M per day
- 30 minutes average daily usage
- 120+ million downloads

Digital Marketing In Kenya: **What Matters Most?**



- Social media is **where Kenyans live, online, all the time**
- Mobile Is Everything: **money, social, internet, everything!**
- **Digital Content** drives conversions & conversations
- Video and visual content: **What we are consuming the most**
- User experience (UX): **Great visual design with ease of use**

I SKATE TO
WHERE THE PUCK
IS GOING TO BE,
NOT WHERE IT
HAS BEEN.

Wayne Gretzky



AZQUOTES



Thank You!

Lets Talk Some More...

+254 722 711907



moseskemibaro



@moseskemibaro



moses@moseskemibaro.com