Digital marketing strategy based of statistical modelling

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Abstract

Of 47 million Kenyans 7 million of them are unemployed while 14 million fell under the category of disguised unemployment(Patel.J, 2021). This has given rise to 55 percent (Reel Analytics, 2021)of them looking to digital lending platforms to access credit for day to day purchases. 26 percent are male while 22 percent female.66 percent of them urban city dwellers. This has impacted their online behaviour. 40 percent of low income earners have turned to betting while 29 percent of students have joined the bandwagon to turn to gambling in attempt to change their fortunes(Patel.J, 2021) Their main interest is frequent low value bids.Mpesa is the main payment channel with transactions upto a tune of Ksh.83billion in the past 6 months(Safaricom,2021). 76 percent of the youth gambling (Geopoll,2017)

This study is meant to recommend the best Digital Marketing Strategy to introduce international payment platforms.

1 Problem Statement

Which Channels are optimal for awareness creation

2 Literature Review

Analytics from Google, Hub spot, Ahrefs and Similar Web indicate that.

3 Hypothesis

YouTube ads, Facebook and Instagram Ads are the most efficient platforms to increase reach.

4   Data Sources

Online Secondary Data