**Impromptu Google Meet Meeting - May 29**

[**VIEW RECORDING - 118 mins (3 mins of highlights)**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx)

[@0:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=0.0) - **Tom Gituma**

and also of the pricing, we are we cannot even compare it to the pricing with some of these people.

So, we focus on specific sector. Yes. So, you'll find out in the manufacturing. Yes.

[@0:25](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=25.22) - **Lloyd Ian (lloydian.hg@gmail.com)**

Find out in shipping. Yes. Now, this is the actual welding.

[@0:31](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=31.06) - **Tom Gituma**

I'm just trying to give you an idea so that as you as you engine in the website, in terms of manufacturing, you realize that the kind of plant that we are dealing with is not everybody.

[@0:49](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=49.18) - **Lloyd Ian (lloydian.hg@gmail.com)**

Okay? Yeah.

[@0:51](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=51.5) - **Tom Gituma**

So, we focus on manufacturing items, we focus on shipping.

[@0:59](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=59.18) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yes. It's a marine lacking. She is building a house.

[@1:04](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=64.28) - **Tom Gituma**

She is focusing on... Like pipeline. Waiwai, on moving... Moving a... Let's be even with the pipeline for in... Developer.

So we focus on the Web. We focus on mining. So, when you look at those factors. Nareda ma R Lah Bombat un Hello.

Hello. للمنزل للمنزل للمنزل للمنزل للمنزل للمنزل

[@4:08](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=248.3) - **Lloyd Ian (lloydian.hg@gmail.com)**

Hello, hello, I don't know what I'm saying, but I think this has just been an issue don't tell me on my side in minutes of learning, but the last thing I had before like my wife started acting up, you're telling me how you're like niche in the sectors that you talk about is in a rather addresses, so much I do niche, I may say that, and we just mentioned marine ship building, marine ship building, there's mining, mining, there's oil and gas, yeah, so what happens is that for example, I just want you to understand, what happens and I appreciate it, like this direction of explaining.

Ke happens.

[@5:02](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=302.82) - **Tom Gituma**

Tre concentrated when you are a mining company doing or mining in a remote location, there kind of ways to track your welding machine.

It optional, down the清, maybe you were doing over. Nolio, 100 orang, 1,200 Hina na na nuflouseодra Bulko na da'a na na na Aki Isit- Isit na na na na na na na na na assistance for women after As I said, we are inẀfe CounterICE.

a marine or a shipbuilding, then we have mining, we have oil and gas, I largely, largely you send us those are the plants we have, we have the likes of Kenjen, the likes of Kenjen pipeline, the likes of any of the portals ority, the likes of talu as well as also if talu was doing something like now even the Uganda pipeline and being start clear.

So even when you are like for example doing let's say just programming things, you know say do a page on Facebook, agree that we going

I was looking at the guys with the mining, oil and gas, several regions from DRC, Zambia, all the way, Uganda, Tanzania, Rwanda, Djibouti.

We found that we were getting enquiries from Djibouti, we get enquiries from Tanzania, we get. So this is where we are not serving everybody, so we are not doing this much.

But we are serving clients who are looking for quality solutions, and they will appreciate the international standards. 加油, segan,ide atrita matita.

[@9:04](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=544.56) - **Lloyd Ian (lloydian.hg@gmail.com)**

Nunantara, engathantena baikadana y? Ya digianyan.

[@9:11](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=551.0) - **Tom Gituma**

Buakadi Бер lai, awapadei, konudearnak teamat the flag��er 8 …and the client they are just having. Linkon is a direct competition.

Yes, okay. Yes, so what I would also suggest is, I have seen Linkon pages on Facebook by the trying to market some welders.

So it would be also interesting to see also what they are doing. And now we will try to be photobic and also like to keep the trend.

[@9:53](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=593.56) - **Lloyd Ian (lloydian.hg@gmail.com)**

I'd like to ask you, are there any canyon competitors? Because to be honest, you know, before we came up with…

to this list of local competitors, I did, I was part of the team doing the market research so I hope you realize that this is something big and it's like actually they're not a number of Kenyan companies doing that or maybe they just don't have an online presence if I may say that they're all companies that are doing that, they are doing it on a very small scale, not Kenyan.

[@10:36](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=636.48) - **Tom Gituma**

The guys who are doing a link on, they are not even, a link on present have a serious partner here and for obvious reasons, feels a little, feels a lot as huge as if you are pushing the tiny, but then if you are able to develop the region,

and the welding runs from China and then the quality is compromised and then you have a fast on the pipeline.

The loss is as soon as you have an issue, the environmental, the product loss, and then now cleaning of that environment is too expensive, you get.

So first of all, let's focus in that line whereby it's not for everyone.

[@12:39](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=759.08) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah, that's one of our photographs, the welding.

[@12:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=763.98) - **Tom Gituma**

Because I wanted us to see if we could push the welding fast. Before now, it's actually introducing the fast on the way we get training equipment.

Well, yesterday that didn't happen. Yeah.

[@12:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=778.4) - **Lloyd Ian (lloydian.hg@gmail.com)**

Oh yeah, look, I'm just from carrying the board here.

[@13:01](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=781.2) - **Tom Gituma**

So now if you can get that aspect clear, then how we wouldği on to from the go because the other option is if we say that these arelier competitors and as summer landlying because naki bolgin.

Fadeh nao. Faspo, wisav, persifi. Andurus. in that specific client, in this one quality and the value for money, not in the wherever, because they are not having the mass market basket.

[@14:18](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=858.38) - **Lloyd Ian (lloydian.hg@gmail.com)**

I think that the okay, I'd like to just restore confidence a bit. It doesn't now invalidate the market research as it is because from reading the market research, I'm sure you'd get that.

It was viewing to them as having its food in both sides.

[@14:40](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=880.52) - **Tom Gituma**

You're very right. You're very right.

[@14:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=883.72) - **Lloyd Ian (lloydian.hg@gmail.com)**

I never really invested in the market research.

[@14:48](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=888.02) - **Tom Gituma**

I think I haven't, because you mentioned the link on it. But what I'm trying to say is, even the guys in the mass market, some of them go and end up using the...

[@15:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=930.0) - **Lloyd Ian (lloydian.hg@gmail.com)**

I don't know if you are in this exhibition that time, but there's a period where I wasn't born yet, but we've had the stories.

[@15:40](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=940.82) - **Tom Gituma**

Yeah, there's time we had phones that used for three months and after that it's dead. now we realize that most people are going back to some time and whatever.

We are some very few phones, 4K, 6K, you have a phone. But then... So yeah, it's a trim, so you'll find that even in the mass market, so we don't mind advertising for the mass, okay?

Yeah. But when they come, they come to us with a view that they are using the same scale, how much is this welding machine?

But now, when you tell them the price, again, got the other. You get? Yeah. Yeah, yeah, yeah. Because if you're not really doing so much of welding, the machine might buy my service for some time.

But now, if you're doing high-end quality welding that requires precision and all these things, then you have to get a high price for that.

[@16:48](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1008.08) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah. Okay.

[@16:51](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1011.06) - **Tom Gituma**

Yes, yeah. … … … … … … … … Sa keliteo, enita, emelain, o bawaito w Objecti, maelain o emelain, am eingat W и', Gelai,IFI-r, Bu, Chantisur, ,"Badeva," ,"Badeva," ,"Badeva," ,"Badeva," It is a difficult kind of...

Commander Hicachi takagama, antongasak wa fo nwistimatea rampatu bykетaku mid späterimira moshik scraOfwiKienФ daja kwisрачa skna nantiadayo bykestones nantioooAmthis is nice.

Your doors thingy samur So far, we have an ancient ideal, I'll sell for a 15 million. Like now, there are some equipment that I'm building in there.

I'm supplying it in Djibuti, I think they are like 16 million. Yes. So it is something that's now you, that's the important of this call actually.

For you to now, I just appreciate what we are doing, what we focus on. We are not for everyone, but we serve these areas.

So if we can be able to reach such clientele, that would really help.

[@20:35](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1235.96) - **Lloyd Ian (lloydian.hg@gmail.com)**

This is something I've actually realized in the process of us talking. Now just then a quick a, nothing called the reverse hatch is where you start with what you have then you want to backtrack.

So I've noticed many of the companies that ad have on the level of Tomago, the top level that Tomago is going up projected level for Tomago.

They're introducing.

[@22:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1320.0) - **Tom Gituma**

We saw the pipeline, we the guys with the Victoria, we saw the bombasa, you get it.

[@22:13](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1333.22) - **Lloyd Ian (lloydian.hg@gmail.com)**

So, I don't want to office in Nairobi.

[@22:17](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1337.18) - **Tom Gituma**

I think maybe a support, maybe two technicians. It's like, it's like, covered in the origin, because it takes long to break.

[@22:29](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1349.32) - **Lloyd Ian (lloydian.hg@gmail.com)**

You can imagine if you have three yard warrants, will that equipment be a break?

[@22:35](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1355.02) - **Tom Gituma**

Yes. So, even after sales support is so we do training on how now to wear it, we do training on it.

We train them, you get it?

[@22:49](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1369.32) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah. You just mentioned something that you bring to it. Yeah, but I'm just saying you mentioning the training you offer training on layout.

Well, the format that I realized is a yeah, we're going to just it's going to feature somewhere as you continue talking right now.

So I was afraid that I was going out of Thomas reach, but after I've explained who and what Thomas is all about, I'm realizing that's well within Thomas reach and it's actually something you're doing.

Yeah, but but yeah, but you see that is one of your report you mentioned the.

[@23:37](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1417.02) - **Tom Gituma**

Like within Kenya, offices and all the other regions. Yes, we would love people to see us, but we could be able to do like even branches and such.

It's like having to do the. How many of us in the little. Moko takawori wa? Pero saya takaweni, takaweni.

IakWhere I Aisa takaweni, j hope ya, takaweni. Siapa takaweni, takaweni Taka takaweni. Trinakaweni, takaweni lepaka. I am done listening in the line skill.

I was in a event rent or company. So if you are focusing on renting just rent. We are focusing on curling just there.

And when you start both people start asking questions. Are you telling us use all its new?

[@25:48](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1548.42) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah. So actually there is something you can tell you are new then?

[@25:53](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1553.52) - **Tom Gituma**

Yeah. I get the reasoning behind that now.

[@25:57](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1557.54) - **Lloyd Ian (lloydian.hg@gmail.com)**

Okay, then the fifth one, I think we were ready. Kuwati mwantab石グレt darna beteu, bolagima daunats earrings, wa daunats daunats.

agan, siteafelangia daunats daunats alantara daunats. Kuwati ghi'a agan.-naunats alantara daunats alantara daunats alantara daunats alantara daunats alantara daunats alantara daunats alantara E-loumen natan, yung tumar�ndu nena Kuwati irak takumatis ni, back representatives post the corner Bird happy sickig hurt our çocuch called training and contract bang machine demos micro dealt Well guys, Tomat can lead by partnering with T-Wapes, setting up Miller's...

‎ iedegir yd. Negoko kökarno otu Sheung za nd ai Takatu, ka idu ndo ‎🎵 Kerg형ipusim defeat sometimes Yeah. Okay.

I feel like also as a marketing team you can just take it and plan with it because it's something you know it's just push content center there on that.

[@28:10](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1690.02) - **Tom Gituma**

Yeah. Yeah. Yeah. Yeah. Yeah.

[@28:36](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1716.0) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah.

[@28:38](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1718.76) - **Tom Gituma**

Yeah. I'll be checking out the mail outside.

[@28:44](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1724.48) - **Lloyd Ian (lloydian.hg@gmail.com)**

Let me get to the website right now. I don't think it's close this. Yeah. are welding.

[@28:53](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1733.12) - **Tom Gituma**

You give me a lot of ways to try. Yeah.

[@28:57](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1737.4) - **Lloyd Ian (lloydian.hg@gmail.com)**

What? What?

[@28:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1738.78) - **Tom Gituma**

What? What? aspect of the third engine optimization is something that we really really really really have to work on because we've gotten inquiries from just the fact that people could see that we are Miller distributed in the region.

So we were chosen by the fact that somebody went online, found us. So just as we were talking with you just a few minutes ago about starting in optimization, it's very key to be very very key.

[@29:49](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1789.04) - **Lloyd Ian (lloydian.hg@gmail.com)**

I feel they needed to just mention this right now when it comes to our view of the kind of videos that we'd like to push on YouTube.

Okay, yes, we just say it's going to be training and what but not the you tick tock style content instagram style content is mostly this but i see it we just have the simple point of view where someone will speak real quick on something and they are done but no on this other side we are envisioning having like a workshop style videos whereby if it's someone like awaka it doesn't really have to really be a ton of work the modules for that as well but someone is just taking someone through the process of how to use this how to use that how these machines are generally operating maybe the power consumption it's good for remote work it's good for this like that so yeah that's that's that's what that's our vision so that we now call on one thing we'd like to request four i think like i'm getting ahead of myself with this but it's but the request is at least having a day

**ACTION ITEM: Set up regular content shooting day (monthly/bi-monthly TBD) -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1849.9999)

it shoot a content day, content shooting day, every other month. We just discuss the time frame, but ideally, a month, a day a month, wherever we can come, there's something you mentioned about having some, let me say dead stock on some machines.

So, we can now have, we can include, since we have a four, we've post four times a day. So, now we've done the content shooting, we have now actual real life content to work with.

We can now start pushing the machines, maybe we have them on the YouTube channel, then on our socials, and now directly, people get some insights about that.

bring it to the light about its availability and its benefits. Stuff like that, that's our process behind promoting products, promoting products, yes, promoting products.

[@31:54](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1914.34) - **Tom Gituma**

So, this one, you'll be just putting it on the YouTube, yeah, on it. O-Wa-Kyy, o takohu da. Naan kutuhu da, takohu da?

[@32:04](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1924.34) - **Lloyd Ian (lloydian.hg@gmail.com)**

Takohu takohu takohu takohu takohu da. Kunitu. Qyuki, have, how else speak?

[@32:13](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1933.38) - **Tom Gituma**

Ya, a different call, 0-7-22. 0-7-22.

[@32:20](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1940.7) - **Lloyd Ian (lloydian.hg@gmail.com)**

7-4.

[@32:22](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1942.64) - **Tom Gituma**

7-4.

[@32:23](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1943.9) - **Lloyd Ian (lloydian.hg@gmail.com)**

7-3.

[@32:25](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1945.56) - **Tom Gituma**

7-3. 9-7.

[@32:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1948.46) - **Lloyd Ian (lloydian.hg@gmail.com)**

9-7. Move on, please Let's the Constant настyle Tap on the Polnen and fact have any трудiness but you can optimize the way that content delivery style for each to be different.

But yeah, we learned that you can just continue talking I'll tell you once it's shared.

[@33:10](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=1990.06) - **Tom Gituma**

Okay, so now in that case then. Would the same then going to Facebook because what's what I'm going to do on the Facebook.

I don't know when you guys will be ready to take over the Facebook page. So much. On the Facebook page what I'm done is and click the dashes or the images of the machines I have in stock.

And post it on the website. But now when I was trying to promote, I was finding that the thing was promoting almost three or four photos.

And then instead of one and so I couldn't. Koga malan jaa umenu kerasi. Koli mo eidgenu da segiko maagi ute.

Ka i-a'hid toma bau bu' weimina ng'atu. Ka-aa'atu mo. Kimi asitak no jab ito mo eidgenu.

[@34:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2066.88) - **Lloyd Ian (lloydian.hg@gmail.com)**

Ikawostak maa'atu maag.'ateti'a bosh o'a.

[@35:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2100.0) - **Tom Gituma**

And I tried promoting on it, but then I realized it's taking too much time with also mixing up.

[@35:10](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2110.58) - **Lloyd Ian (lloydian.hg@gmail.com)**

Sometimes you find that push and hand, it takes 3 years and you remember the chance for the 3 years as different, in standard world as one and so I realized, I can't do it, and that's I ended up in Geneva, so yeah, such, such a photo of enterprise, and then you see that the enterprise is limited, if you find any of the works that you like, that's your phone, on YouTube, Facebook, just open up the app, and you have seen it, I've seen the page.

[@36:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2190.0) - **Tom Gituma**

went back and they don't know, but if you look here, you give your area. Why do I have to sit down?

That's the thing to advertise. you have this case.

[@36:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2203.42) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah. I think I'd like it if we continued with this edge, because you have already managed to garner some followers.

Not some up to 311. That's not a joke. No, haven't.

[@36:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2218.34) - **Tom Gituma**

Yeah. Yeah. My challenge actually was around one feedback from them because of the way it may be and done the setting.

Number two, when I click on the exercise and maybe I promote and I pay, you can find, you're just getting like, you're getting like, you're not getting, you're not getting anything at least, no one is communicating, it doesn't even give the option for somebody and ginseng down there or commenting.

So you just find likes, likes, like, which, should I, I don't need that.

[@37:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2263.08) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yes. So I get like, I'm reaching so much time here, then I have other things to do.

[@37:48](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2268.22) - **Tom Gituma**

Why don't I just use somebody to ask me to go with it? Yes. Yes. Yes.

[@37:55](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2275.14) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yes.

[@37:56](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2276.46) - **Tom Gituma**

Yes. So, let's start.

[@37:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2278.86) - **Lloyd Ian (lloydian.hg@gmail.com)**

Let's go.

[@38:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2280.0) - **Tom Gituma**

So, I tried to serve this machine, but now can tell it's taking it. This is a browser, think it cannot tell it again because it can generate whatever.

Even it has been written, right? No, no, no, no, no, no, no, no, no. So, somebody who understands the aspects of marketing will do this, you will do this.

[@38:33](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2313.9) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah.

[@38:36](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2316.4) - **Tom Gituma**

For me, I found that it's also other time that I could be doing something. Just nothing.

[@38:48](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2328.02) - **Lloyd Ian (lloydian.hg@gmail.com)**

So, sometimes now when I could put some money and then I try to promote, I could only feel like, like, I was like, I should.

[@38:55](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2335.88) - **Tom Gituma**

There's no engagement, there's no one asking me. I didn't give you the option to whatever.

[@39:02](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2342.28) - **Lloyd Ian (lloydian.hg@gmail.com)**

Because then at some point I was always trying to do what to...

[@39:07](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2347.48) - **Tom Gituma**

I could even like... select the client I want to see. I remove all the women, I remove the... I focus on that specific factor.

Yeah. But all I'm seeing is likes. I'm also about likes. I also about different components. Ask questions.

[@39:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2368.82) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yes. Yes. Yeah.

[@39:33](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2373.74) - **Tom Gituma**

So I don't know if this pin is shareable. Yeah, that's where we could start from.

[@39:42](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2382.8) - **Lloyd Ian (lloydian.hg@gmail.com)**

When you share the login credentials, that's when you're now able to get access and take control of the page, optimize it for sales so that now when you get back to running ads, we can get a better...

better results or the desired results.

[@40:04](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2404.96) - **Tom Gituma**

Yeah, yeah, yeah, yeah.

[@40:10](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2410.1) - **Lloyd Ian (lloydian.hg@gmail.com)**

So that is our chance.

[@40:12](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2412.8) - **Tom Gituma**

think these reviews are better. Yeah.

[@40:18](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2418.42) - **Lloyd Ian (lloydian.hg@gmail.com)**

Then the first market gap in the opportunity for talk. Now we can go to the second one. I've since already talked about this.

The absence of racing and financing options. And you've made your point. Then a minimal digital education content. We've actually already covered this.

But let's just read through. There's a significant content void. No blogs, buy a guides for localized video tutorials. Exist among local competitors.

Thomas can become a leader by launching a content platform. With products, demos, safety tips, welding comparisons. and success stories tailored to Kenyan, okay now we'll just adjust instead of Kenyan users we covered users.

We'll focus not just focus users. Then the poor after sales support structures, customers often struggle to access generally much technical help to maintain and service post-purchase.

Thomas can feel this by offering a structured after sales program that includes a technical hotline, WhatsApp support and mobile servicing for clients across regions.

We've addressed that. Then no business business engagement on LinkedIn or professional networks. Local players barely use LinkedIn and digital networks or digital networks to engage procurement officers, engineers or institutional buyers.

Thomas can stand out by sharing expert insights, highlighting project his studies and running LinkedIn campaigns targeting the B2B market.

**ACTION ITEM: Provide Lloyd list of significant projects for case studies -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2512.9999)

So this comes up and there brings now one of my other. requests. When it comes to case studies, like maybe at least you can give me some of the most significant projects that you've had that we're now going to send our stories around and how they may be on our blogs, upcoming blogs and especially on LinkedIn.

The stories will be mentioned, can hint towards accessibility of the stories on other platforms but you can mainly have them on Facebook and LinkedIn because many people go there, okay this is how we understand this is the understanding of the platforms.

People go on LinkedIn or business so it's business interactions, it's business insights on the other niches and we're exploring other niches.

TikTok and Instagram is mostly to build the company. kis, our prees, so that's from the key studies. We can do key studies on YouTube as well.

We'll have a whole clear list for that. We'll do.

[@43:42](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2622.02) - **Tom Gituma**

We'll buy it, it now be our video form.

[@43:46](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2626.2) - **Lloyd Ian (lloydian.hg@gmail.com)**

Show a video, how can I see this? Our way of expressing, rather showing our prees in video form. Then our website is where we can now, have the list of products.

—aw 있기 Dalaiau eu synea'i air, na coine'merce CatchBull on Facebook, nel A lot. Nomale deba-do somenti'iya- So that's just a quick run through of how we view these platforms and ideally want content you're going to push on either one.

So now that's where no to be engagement. So we're now aiming towards business to business engagement on LinkedIn by first setting up the strong profile.

Then now in the course, we'll look at this when you get to the strategy though. But here now you'll see where now we'll come in, where we'll start.

We'll even have an email marketing active. So that's where we can actively come in giving out. pwede toas, ydek.

I thought, can you like the idea so that something that can pick up and turn it but now tell it to now what you to all the information you shared about the idea market for $2m.

So I think that and we'll just expect it because in the course of the, okay that's between around tomorrow Friday, a of UCI Association implement澳

then uptime we are kind of already started out on that we have the focus on safety that's like yesterday's post as well so now approach to safety I'd like you to tell me if they like you like this or if there's something you feel you're leaving out we are capitalizing on the fact that Thomas is working with top brand names and the top brand names have been a lot of research and comes to building their equipment operating together the equipment so Thomas contribution to safety is heavily reliant on now like millers research that they're doing when building the machines so we're also now pushing millers research that's been done when making machine X and that's now Thomas major safety contribution to the industry this is actually left out something you something you feel aligned with you what do you feel is being left out or being misrepresented

[@47:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2820.0) - **Tom Gituma**

N craft by sense but beyond that also sensitization of the use of low quality ultimatums pool kor goodbye.

[@47:24](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2844.96) - **Lloyd Ian (lloydian.hg@gmail.com)**

So just, uku?

[@47:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2848.24) - **Tom Gituma**

Uku tokoa prid yung mosa e irano segur, na moro ni, uku. Uku moro minkita. Na moro uku ga yung minkita, Por el uso?

Cale.

[@47:47](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2867.34) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yo noo la pintura mia, but the user is a coach. 5-6 10 years in the line, this user now is having healthy issues and ...

[@48:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2880.0) - **Tom Gituma**

Awaindel.

[@48:01](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2881.06) - **Lloyd Ian (lloydian.hg@gmail.com)**

Ya. Also, now also safety gear.

[@48:07](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2887.52) - **Tom Gituma**

Ya. And also Camiland. But I don't know. Also, we also do welding safety gear. Ya. So, you can also be also incorporated in that aspect as well.

[@48:18](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2898.6) - **Lloyd Ian (lloydian.hg@gmail.com)**

Okay. Thank you.

[@48:19](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2899.86) - **Tom Gituma**

That really helps with future posts.

[@48:21](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2901.72) - **Lloyd Ian (lloydian.hg@gmail.com)**

include that in my content calendar as well. Okay.

[@48:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2906.58) - **Tom Gituma**

Okay.

[@48:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2908.16) - **Lloyd Ian (lloydian.hg@gmail.com)**

Then number seven is about week presence in institutional procurement and tender. So, few competitors are actively engaging in government and donor funded procurement channels.

Tomah can penetrate this by registering with ministries, development agencies and EPC contractors, especially with its global grade equipment and compliance credentials.

I'd like to know from you on that one. But not make sense.

[@48:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=2938.58) - **Tom Gituma**

We've tried to. O distintah ni dana ma thea Basustersоля shrinking Ktenno di قصيرة Zawag Waedakay takapati wa zakiyak Futii kurju burbu, udu ni wa sh?) K y yaroj essi ж tako… Maidwaarchan Intermedia去 hindiur kaka' hu pull 72%

¿A ver cuáles? ¿Tachi alicáne?

[@50:02](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3002.2) - **Lloyd Ian (lloydian.hg@gmail.com)**

¿Ya? ¿A ver? ¿Sí? Ubalzica de awola ya es...

[@50:08](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3008.8) - **Tom Gituma**

desquad de welding media, welding solicitor de india india, indirecto. Anderidio es notgenio. No, no, no.

[@50:18](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3018.94) - **Lloyd Ian (lloydian.hg@gmail.com)**

Ya. Ya, no.

[@50:21](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3021.98) - **Tom Gituma**

no. era el Sí. El viable.

[@50:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3028.46) - **Lloyd Ian (lloydian.hg@gmail.com)**

Qué son ¿Segur ¿Por favor? Pase es esto?

[@50:41](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3041.1) - **Tom Gituma**

la la No, ¿Qué Digo.

[@50:44](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3044.16) - **Lloyd Ian (lloydian.hg@gmail.com)**

¿Qué Habla de todo.

[@50:46](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3046.44) - **Tom Gituma**

¿Qué Corte deario del Odebrea. Hello, let's if I can share you. no no no We supply the water. Yes.

[@52:09](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3129.48) - **Lloyd Ian (lloydian.hg@gmail.com)**

Robert is about to join us in a few of you's, may I am notification from him. But you are done.

Yeah, so that's that Nairobi centric market with limited regional reach. Most suppliers are confined to Nairobi, living as a industrial town and the sub.

How much can we need by setting up? So now this is beyond that. Well, like, you cannot have a, did you have be setting up in every other county?

Yeah, it will be, yeah, your department.

[@52:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3163.26) - **Tom Gituma**

Unless you can, it's only that amount.

[@52:49](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3169.22) - **Lloyd Ian (lloydian.hg@gmail.com)**

So the recommendations for the enterprise limited. We've already talked about this, but let's just mention them as we go through the document.

So develop a dual tier marketing strategy. Primium tier, target construction farms, mining companies oil gas and large workshops with high performance mille equipment, warranties and technical servicing, access tier of a mille based entry level kits or refurbished units to teammates and startup welders combined with training.

[@53:18](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3198.62) - **Tom Gituma**

And refurbished highly unlikely to find any refurbishing, because the equipment can serve up to that year.

[@53:33](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3213.7) - **Lloyd Ian (lloydian.hg@gmail.com)**

Which plant will want to reduce the equipment if it's serving them for those years? Welcome Robert, we expect you here.

[@53:49](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3229.38) - **Robert Luyali**

Thank you, thank you Lloyd, Paul Lesana, as I've mentioned to you, some crises are trying to resolve, so I was doing some fighting.

Yeah, come. Pulling the match up. Hi. No, we good, we good.

[@54:07](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3247.02) - **Tom Gituma**

We, we come and point some ground. Uh, good, good. Yeah. Sorry about that.

[@54:14](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3254.52) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah, don't have to.

[@54:17](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3257.52) - **Robert Luyali**

I think.

[@54:20](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3260.62) - **Tom Gituma**

Yeah, please.

[@54:21](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3261.96) - **Robert Luyali**

Okay.

[@54:24](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3264.48) - **Lloyd Ian (lloydian.hg@gmail.com)**

So, now we just finished up the first recommendation, that is about the dual tier marketing strategy, refurbished units, we will mention that it will be difficult, but highly unlikely.

yeah, but the dual tier strategy is what we currently have running for the foundations for the dual tier marketing strategy, is what we currently have running in the ES.

So, the second recommendation is about launching the Tomag Welding Academy initiative, so partnering with TVET institutions, county governments, international parks.

so the Milla product demos, welding technique tutorials, client interviews and field stories, creating a blog with SEO content, unlike a range of topics, for example, how to choose the right-building machine, voiling downtime through certificate, certify equipment.

We've already covered that, yeah.

[@55:53](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3353.78) - **Tom Gituma**

But let me ask you a question.

[@55:55](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3355.72) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yes, me. Other than reinventing the wheel.

[@56:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3360.0) - **Tom Gituma**

Yes, it will also be proven to check what is in the in the Miller training the YouTube and also website.

Yeah. So that we don't have to shoot towards this already. Yeah. That you can just yes.

[@56:21](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3381.96) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah. I don't know if you get what I mean.

[@56:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3386.52) - **Tom Gituma**

Yes.

[@56:28](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3388.5) - **Lloyd Ian (lloydian.hg@gmail.com)**

I get to tune. think what the issue that you may experience with that would be copy rising of the.

I don't know. We just got on the copy reclose and see what they have stated in relation to reuse of their content.

Yeah, but see we are.

[@56:50](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3410.98) - **Tom Gituma**

But yeah, I knew that. yeah. What idea is just asking them to yes to find out their. Janift襪dwa jantihir traditionaliниkar还有 sifanaan, jantihir pagedlaiak.

Janift襪naw bheit i심르리还有 niwineet, jeltig panigrapo severalyubuhrinig jawta-bheit Amila.

[@57:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3446.4) - **Robert Luyali**

forbid她i loculi namika kanersin Uchusio daudirif yang disituirba unlockedhe servik투 averewembisa excludeurit 주면짜 Rybita nika ati o~) Daniofah UniversitaireLAN, welcoming Content Toronto YouTube.

Naming Content No날 Zeithunia Genomita Y不到 Traktorio, Iong na- Everumentata Gautant, So that we don't maybe run into the issues of copyright because it's not just like for them to accept, but even YouTube itself will flag in case we upload the same content.

Okay. Yes. Yeah. So it will also be a good way of actually bringing people to the website. So that they know how to go website.

We have a place where we can do the trainings and this is how it works. Yeah.

[@59:05](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3545.42) - **Lloyd Ian (lloydian.hg@gmail.com)**

… … – John Paulie – – John Paulie – Aindakudu na'industriaod grote trfoledfficial hushauu nish Mechaniken, Kehani Ifokas on Region and not to be seen in the counties but but what do you call it?

[@1:00:02](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3602.5) - **Tom Gituma**

Ale nareszcie, w to zaznanie, w Juganda, Rhonda, Runde, Zudranie... I to jest, że to jest to, to, że to, Tak?

Ok, ja.

[@1:00:27](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3627.58) - **Lloyd Ian (lloydian.hg@gmail.com)**

To oczywiście, się zjeżdżamy, może być to zjeżdżony w Tarlak-Hantzu. Ok, niechciemy się tego. Niezwa atastu. Wydaje się, że ostatnio, że wychczę to będzie się wdzięczny link i infrastruktury.

Przysiu na tez przyjeżdżającego prezytania wierce technikach, projektu, klęcz powietrzeni, tajieczni, tajieczni, que zjeżdżać i o statu. 사를 moise CHEERINGMач name ya Manatumu wa pislit涂 papaka media 나오 moise integrated temak za janko duno pislit涂 natse kit o neeko.

Coしま. Kohamauistsat malta itatubo biakwa saster irapong ko sipartutu murrebore. Ya, so that's how we come not. vertosasta parabond model de mas 느낌 agio agio mpgn mpn dit erased hue pint mediananak umengkima Sekta aichoh jourjita ikana zia dan Lateror attributeisak Now, what we told earlier, what we've left out for the mining industry and the marine shipbuilding Yaa.

[@1:02:50](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3770.18) - **Tom Gituma**

Yaa. Yaa. And that's a sugar. Maybe you can also put sugar. Sugar in that sugar.

[@1:02:54](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3774.24) - **Lloyd Ian (lloydian.hg@gmail.com)**

You want sugar in this, please? Yaa. Okay. This one is an analysis of the market size and trends, trying to get to the lower part whereby everything is not properly summed up, the key insights, key insights and opportunities for Tomag.

So based on the analysis of the Kenyan and East African welding and industrial equipment market, several insights and opportunities emerge for Tomag.

So this market growth driven by infrastructure development, the Kenyan's welding market is expanding due to increased demand in construction and factory and energy sectors.

Adoption of advanced welding technologies is expected to drive the future market growth meeting the evolving needs of the Kenyan economy.

Like this one is just like the overview, so the challenges in the building, workmanship and training, we had something on the government initiatives to improve standards, let me just go down to the recommendations, since this is where we heavily eliminate, now the talk is going to be heavily eliminated around the recommendations based on the insights.

[@1:04:23](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3863.12) - **Tom Gituma**

So I think we start from here.

[@1:04:24](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3864.9) - **Lloyd Ian (lloydian.hg@gmail.com)**

So based on the market trends, digital behavior, B2B by expectations analyzed, the following recommendations can help traumas, strengthen its position and expand its market share.

So there is establishing a welding training program, we've addressed that, so introducing to Mila branded training and certification, so I think that's where now we have the reusing of some of the training educational content from Mila, we're using directing people to know that, then the TVAT institutions, technical colleges.

Because you know, not only bridge the gap, will also build brand loyalty from Alistair welders and works of owners, Miller's global reputation, Thomas can be able to up for welding excellence in Kenya.

**ACTION ITEM: Adjust market research doc. Focus on East African countries not Kenyan counties -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=3904.9999)

So now we change North Kenya, but yeah, they're regional. South African region, yeah. Launching equipment, leasing and financial solutions, we've already addressed that.

We've been just strengthening our digital presence. It's more of a direct replica of what you had at the top, just with slight iterations here and there.

They're not building strategic partnerships with institutions and contractors. So the TV, TV institutions, the government bodies, large construction and structural firms, expanding the majority address range over in superior after sales.

yola jela luna ased我是师 sana kona ni tiwia ti'ci naba sana kon hailsasano hikari kub may ria strategatu, dominated by the 요런 I meanwhile worked as a Darby Indoendo KAI, The Canon's a Hanano pain which So yeah, this is the active registration.

And the summary of findings, I'll just read through because it's just a summary of the competitor analysis and the potential client and will be done with the market research.

So Kenya welding and industrial equipment highly fragmented. Here the list of the competitors, the Skanditech and TileMak diminuting the informal and SME, but I remember now what you've shared as our outlook of what we are targeting.

What you're currently working with is what you target to our food. on the global front, Lincoln Electric stands out as a benchmark in automation, training, integration and digital service tools.

In contrast, Tomag as an authorized Miller energy distributor holds a unique niche advantage in offering premium certified equipment, yet has low visibility, limited digital engagement and another structure outreach to SME.

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kaidunarbwa, phenomenaatakakakakakakakakakakakakakakakakakakwanarbwa. depressing hapojinbecausea k.\nada ni dardāsi kyan That's When other email marketing comes into play berger khuba ilku Slovenitwa at kiriti te nanguirar Hadeed and also like seen it in play, whereby the client, ideally when interaction the client, they have to have seen your content, it said at least seven times for them.

to now start considering you as someone who has been to like a pursue. So with marketing the advantages, we're going to be directly in their listings and their messaging and all that and they're going to have a direct interaction with us not to rely on the algorithms of these social media platforms to get to our content but they're not going to be getting to them.

**ACTION ITEM: Create email marketing list for Tomag -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4217.9999)

So that's why we need the list of the emails you manage to get. And yeah, the site you can also get a way to get more businesses and more contacts that we'll able to address under the email marketing plan email marketing.

[@1:10:42](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4242.54) - **Tom Gituma**

Okay, okay. Yes.

[@1:10:46](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4246.16) - **Lloyd Ian (lloydian.hg@gmail.com)**

I'd like to shift the world to robots code. Robert, can you hear us? Yeah, I can hear you, but I didn't hear from this question.

[@1:11:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4260.0) - **Robert Luyali**

What What is accessibility to our image marketing? Yeah. Yeah, just to address what Lloyd mentioned about the 7 contact points or at least the 7 times where people interact with their content.

What we've established or what have been established over time is that for customer to get a point where they trust you enough to give you business.

They need to have interacted with you or seen your content or been in touch with you on at least 7 points or 7 times.

That means I will see your post today about this. That will be the introduction. There are very few people who will then see day one and say, I want to work with this person.

They will wait. They will see it next time, the third time, fourth. And we realize that they switch spots.

hanildamela Poratianara Kagahtar, dedirekadeh volumes... Ar Pere secure ito me Nguhau naroats, je luookan galoo qujuk kabunileh obs. Mahtura, hirraithhaatut kuma ga- gr Man An5o Ag5a Man6a TOT Manxleben M3 as thought leader, as something that people are aware of, as a

B挨me have interacted. So, when we start from the email marketing, it's to establish those contact points and to establish that familiarity.

Now, when it comes to now measuring our success level, i would say for email what we have seen, the success rate of email is about I think the last time but we've 30% or more But nowadays it becomes a concern we connect to if our goal is to convert and that's what we call success then there's a different method first we destroy if our contact could be goal a great thing for us to be to establish that some of the fibres, no need to have to put it in there.

then we can again have a different measure for that. it's it's something that is very dynamic and it will change based on what we are trying to do at that particular at that particular point.

[@1:14:21](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4461.12) - **Tom Gituma**

You see the reason why I'm asking is I've done maybe a few a few connections of potential to a client or people working for potential plans on a link.

Then you drop and chat message. So I'm just asking the I was from your experience, and the people who have done maybe marketing before, whereby there are some guys like in southern Sudan, they are very big oil and gas companies there.

that's not only going to go on LinkedIn, such as the company, such the guys, connect, do an intro, somebody that ignores you, never responds, or say, okay.

So, now, the confusion comes whereby you ask even for their email address which they never give. I am a much, I'm having failed.

So, I have a LinkedIn getting reduction in part and part of the business. uzakama, entana, katita klevela電話 wennoangeko? Manda nceptanan ko liesski moe goadeski danfi, honki, Mpause femt Another eventan k I think you are very right in terms of the way people interact with the emails and it's not just like you've observed it another but you've also actually done it.

[@1:16:56](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4616.16) - **Robert Luyali**

Now, you've mentioned something very important. Pat asun kanden bai fromas x or y. Now, as we start on our journey on digital marketing, it's important for us to have the right perspective in terms of the objective.

Because as we start, right now what we are trying to do, we are trying to build a brand. Now, before anybody buys from you, like right now Tom Nicky-Kooly, is two-story laptop with an MBA HP.

Like, it's a brand that you trust, it's a brand that you will be willing to work with if an opportunity comes for you.

Menebri, hij ciog eken, temat utama ditoko bi … … ... ... … … e-kati manz sandwichesis na primer Senaj 사용 maginanan we meet Wess i-saidak tragic Welongin alla explosives t Farmankiki Amazingin We went into millions companies get wangwa nрах gądiquiriwhistlesexifnara wina anmata daḥ sempiva mouldi wantedaknetakIR

Fi'ch iwi'em. Alefonos'andia ganir. Akohokwa'a hen niichua'a' совAM, nighia Hiyou'a favooeyu bu yf'- Margita adonnawe, asiakikaze engineered i Cup waidaten, waidaten, agar takit agar takit iqabari'i, ahagetangabi'i'i.

Asaakikaze, agar iqabari uza'i na kami ratud daud naanaronin. Kae kwa- ma renewable grey ma n言u, nir nir ti, ma nir ontri?

nir to give you or bring your brand into that perspective where in the Julicana. what I will tell you like for example, we do email marketing for...

we've done email marketing for companies like... there's a company called Cup of Joe that is in the tea industry.

So we have been sending emails to some of their contacts, but some who have never bought, but they have opened all our emails.

They've never bought anything, but they have opened all our emails. They have clicked on all our links on the email.

So from our perspective that is a success, because we have gotten somebody who is actually invested in whatever we are doing and we know that that person is not a client now, but they are a high potential of being a future client.

So when we start most of the work we are going to be doing... na biema, ylnwis yunkoahay mo... Wanew Samreefoya ameliwii.

Na​ Senno san簡單nedare niias odu Samreefoyabut— As we proceed when we finally face the cause laterally You know how fawn Harefoyaiki

**POSITIVE REACTION: how to defend email marketing -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4920.0)

Kami ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni ni Guw Guw Guw Guw Guw hashtag Step by page P戰 Co, R distance How CORнул Send misodients, we have this this and that

[@1:23:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=4980.0) - **Tom Gituma**

Phanagetak empatfour n Once Per Haterata Tt菛玉 Aga Piccera Sheava?lya? kanan www Sheava? www.h eyi is the... I was trying to look for the somebody who asked me what I do and I just didn't tell them what I do.

This someone in Italy. So what they did, they touched my name online. Then they saw that. I think they went to LinkedIn or somewhere.

saw where I worked so they went to touch and they went to all the college to the website. So there are some feedback about the website.

I cannot find it. See the way it was unsolicited and the feedback. You get what I mean?

[@1:24:51](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5091.42) - **Robert Luyali**

Yes, yes.

[@1:24:53](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5093.18) - **Tom Gituma**

So I don't know. I will share with Lloyd. I cannot keep it right away. So I lost my country.

Mita'a kakakumeta'a iwi iwi, hu offani fibriaa'a ar'aeng'o. Yatsu'a su aisa- Niki'a'anixanokasa-u wieldi'a ni'amautunisata'a ni'a'i Yirp'a su'a ni'a'inu'ut'ani Ma'a'a'a'a'a'ut'a uwi'a

Kahan rata at tibara eantitak erite. Isese noudit kantita. happen at Intern Nooh, Kuikai, HOSS Nooh, Orbit i Banchen baputana iak anyhu.

[@1:26:22](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5182.08) - **Robert Luyali**

Bunta, Adenuweraarite okin, It- Bיא wag air at i hindi medashi reisa kamig reisa You questions about their but that is the only thing they've noticed Honawi sumi costly Addoshi feit Tio hali Why you have to use read only our sign?

I sIf we have like geme lotion the website there is so much we can but this is something we've been postponing, but now it's good that we are actually working on it.

And we will then take this to the next level. This is a website that was done, I think, 21, 2021, 22.

Thank you.

[@1:27:15](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5235.04) - **Tom Gituma**

Thank you very much.

[@1:27:16](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5236.52) - **Lloyd Ian (lloydian.hg@gmail.com)**

Yeah, it should be at a way before the 2, 2019.

[@1:27:20](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5240.4) - **Robert Luyali**

So, will improve. There are so many improvements that we are working on. There is somebody who is dedicated to this.

Once they finish going through it and changing the things that we need, then we will publish. And basically based on the research that Lloyd and the team did, we are aligning ourselves to that new direction.

So by the time we are done, we will expect some major changes in terms of the website. They look and feel we will be almost the same, but in terms of the organization and how we present

Tok Prozent poorek da ga uskan świata, di ito oora ko So this it's OK, I know it's if he's upset or I OK if he's OK, I have a point of view of chart from this part, right?

[@1:28:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5310.0) - **Tom Gituma**

Kakakka pagas, huwenda, mawaadchunaikatago, lavita, huwanaatago.

[@1:28:39](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5319.1) - **Lloyd Ian (lloydian.hg@gmail.com)**

Da waagd story, nunaikata, Hina, huwenda, huwenda, huwenda, bantooki Hina huwenda, koantantika, hina maiga saikada koantantika, I'm sharing with cleaning a few.

can you see my screen yeah okay robot can you see my screen as well yes I can see okay the scope of the digital marketing strategy to the one of the social media strategy for the platforms linked in Facebook Instagram Twitter TikTok and YouTube then the email marketing strategy and the full scope research the full scope of the SEO such engine optimization so why it's important we've addressed this and it's about it's designed the digital marketing strategy digital marketing

Baim waqlaqq. Bbu niq iq iq iq iq iq iq iq iq iq iq iq iq tags eq iq iq iq aq iq iq iq iq Aq qih iq iq qih iq iq iq iq the website traffic growth, you remember the monthly reports I you are going to receive.

So from that, that's where we are to now see the effectiveness of the SEO strategies. That's now the improving SEO and organic growth from a 500, 5000 visits.

When we look into fact, that's just a description of what our growth metrics look like. Then there's the lead generation.

Then the industry authorities are positioning as a technical leader through video content. The demos and the formalized training partnerships.

Proto-adoption, Promoting Miller's products through education, then with the leasing and the campaigns, then a regional market expansion or expanding market footprint.

So, we now see regional not from a point of counties, but a point of countries within a different regions.

So, yeah, we'll make that adjustment. Then the customer retention and support. So, launching the support after sales video onboarding to ensure, and enhance, sorry, customer lifetime value.

We'll address that. Target audience, we've gone through this. So, the target audience of target audience, the key findings. So, the key findings is the mobile fast research.

Majority now research products and services on mobile before committing to purchase or enquiries. Then there's the e-commerce influence, where the buyers increasingly trust.

digital information, video demos, online custom reviews. Then the trust after sale service, long-term servicing supports and technical education are critical, sorry something has thrown me off a bit.

Long-term servicing support and technical education are critical buying considerations, demand for financing options, flexible opposition models, we've addressed that.

Then the preference for community building. So professional, well-known as trainers and contractors seek technical communities for education, support, and manufacturing.

And yeah, you can mention a couple of these things, but let's just go through it. So the strength and potential opportunities include the premium product offering, creating content that teaches emerging market trends in East Africa, so like the rapid industrialization, infrastructure development.

energy projects across the African region, creating an increased demand for high quality welding solutions, positioning them for regional expansion, then the gaps in the local markets, showing the smallest and viable audience you care, then the digital growth.

Oh, that's where now we mentioned having the content being pushed, despite them not being our primary audience, we still have content that will be tailored for even the smallest viable audience.

Yeah.

[@1:33:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5610.98) - **Tom Gituma**

Yeah. Okay. Yeah.

[@1:33:34](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5614.02) - **Lloyd Ian (lloydian.hg@gmail.com)**

Then the digital growth and e-commerce option, Kenya's e-commerce sector growing annually, Tomagazepotentials kept digital fast bias to optimize online presence, mobile marketing and lead gen campaigns, then the institutional and government procurement potential to address that and building a tribe.

Building that tribe will now basically, we can see even the main platforms that we mentioned, what we just talked about earlier.

Yeah. something can effect will do on LinkedIn, Facebook, because this way we have the company profile pages, the company pages, where by now we have a direction to our blog and also directly posting text-based and video-based content on what the blogs are all about.

So our success will look for us, something Robert had mentioned, but now we also have it in the document.

for our social media presence, the metrics that you have is establishing and ensuring that the pages are active, professional, and the profiles are engaging.

For the email marketing, our metrics will be that we've launched, targeted, submitted and automated campaigns. So we can now effectively start that when we have the email list, then the lead capture forms.

that for us, we'll deploying optimize. Aptima is the lead capture mechanisms, and then a website traffic will be increasing, traffic through SEO and content marketing.

And for the client engagement, we now have the biggest strong industry authority and customer loyalty. And then also along those lines, have the interaction when it comes to reaction to content, then a rapid replies, whenever the end inquiries on any of the platforms.

Platforms and the communication channels that we have direct access to. Anything that anyone would like to add on to that?

[@1:35:43](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5743.4) - **Tom Gituma**

I think, I think, it's a good job. We've covered almost everything. Yeah. Yeah, you know, it's going to be fine.

Yeah. Okay, Robert.

[@1:36:04](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5764.26) - **Lloyd Ian (lloydian.hg@gmail.com)**

So now we got the last, not really last, but now the content calendar. So this is what we've been using, we've been following up there in two, and this week we're going to get it for the next 20, for Mook 1, week 28.

we haven't like explicitly highlighted the themes that they are based on, but yeah. So they've been arranged a dramatic approach to showcasing what Tomah has to offer.

like Hyunsie, week 1 was all about establishing the accounts, the introduction post, then we have some of the brand stories, okay, not the unique selling points for Tomah as a brand, then product showcasing series.

We haven't really been hearing this for this first three years, but this is now something we're going to proceed doing when we can now actively now showcase the items that are

K彭 büywisak terpakir na' Asewildar hara danenakinga. Kata wauwai pine wo hiratihar wauwai maka pine wo hiratihar. Kata wauwai Asewildar kausharuananana arunikuwa, y Imbrawe, Imbrawe...

[@1:38:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5880.0) - **Tom Gituma**

アイテールにより comical operation robots instance, There is business from this client AIr für due ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― ― � I would like to shift that thing to Robert but before he starts just basically remember now when he is doing the whole as it is.

[@1:39:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5940.0) - **Lloyd Ian (lloydian.hg@gmail.com)**

probably bumping our presence. So it's not really going to be a huge issue trying to reintroduce Thomas to some of the, if I may say, Clans who maybe came to a dead end with because it's now going to be giving what we're doing right now is giving Thomas a new lease of life at least digitally on the digital space of things in their digital presence.

So this new lease of life can now write that when it comes to introducing Thomas as an industry, a player in the industry, these people need to the contacts you're reached out to.

But I think what will expand further so I'd like to shift the ball to him.

[@1:39:42](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=5982.4) - **Robert Luyali**

Yeah, so I think just as you said Lloyd, you're right. We are starting on a new project or a new mission.

There are many companies that do that. you have known them maybe for many years, but still they come back to you and they're doing this new thing.

سبugitai puispe. Ibiza wa'u'toruat Iwi'u tra zapetie korra onhao u'u'u'u'u'u'u'u'u'u'u'u'u'u'u'u onsu'u'u'dua tabano Ascapana'u'llau'u'u'u'u'uu'u Men sych Woo Goethe smoked bheem yel Memenchare Brungo.

Stew designer-out niki- Ang noticed Van. Meg Ang Moog debru Da ang Moog pedra susto poコ at least just to go through it and see if it makes any sense to add or remove some people.

**ACTION ITEM: Update content calendar. Adjust for pain points Tom mentioned -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6074.9999)

[@1:41:19](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6079.36) - **Lloyd Ian (lloydian.hg@gmail.com)**

So just now I'm just going to now do the overview as a now approaching weeks. I feel after this talk there's going to be a bit of a restructuring to some of the pain points because now we are going to deal with the pain points that you've set across.

you can see there are some areas have the like the leasing and financing options featuring. So I'll now be able to substitute that with some of the more like an involved in pain points that you've mentioned that directly linked to Thomas.

And yes, so there'll be a bit of an update to this update to this but yeah it doesn't really affect.

Nihau takaratakam. Nihau takaratakam Human input, direct human input. Fara daq wioir, Siring abrupt ar. U conto X Interesting gyinta i muito glade 이야ke Nego Nutik Ku about what you are talking about on the image marketing site we have the educational image series which can be done like best practices.

Basically just sharing insights and all of this cosmetic will back access to отлич from new letters and is an added habits that people can get even if they're not directly purchasing stuff from someone this is going to be a預備 good insight which can also so fada bingsu ja

Orцаosebwaala Karrostatkuowooremur Alkarion in' Au entãobribfakarjuu'a'atuni'a'a'a'aister' Asiaola'a'aqa'a,'aare naia'a bringtanie-nuwao'a Coveringati'a'aum. Alwek Shekimme Kenaari Route 2 Dublu Taudiri Ursn Unni Ursn bok Urj Ur Nile Urije as just to increase engagement.

and ensure bridges are being shared. Then, a summary of everything with this shared, in conclusion, Tomag Enterprise's position to dramatically elevate its digital presence through focus and strategic approach to digital marketing.

Through displeased execution, Tomag Enterprise is set to sharpen its industrial leadership, deepen custom engagement across B2B and B2C, achieve measurable growth in web traffic leads sales and brand equity, seamlessly expand and intervene in regions.

So, adjustment into the East and African regions, nurturing national and institutional trust, then this plan is a natural evolution of our original strategy, integrating market trends, new tools, and customer insights, while preserving the professional tone and co-brand values that define Tomag's legacy.

Yes, from that we can now come to the end of a document like that. I think everything is well-covered, well aligned now, I think Lloyd will also end this, quite a lot even before about chemistry.

[@1:46:22](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6382.24) - **Tom Gituma**

So I'm trying to explain more or less and do you an example of the Toyota and the Mercedes? So yeah, that's that's basically it.

I get from my point and I think once we align from the point of view where I've given you what I've told you and I think now you also have gotten a better understanding of what you're looking at in the

[@1:47:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6420.0) - **Robert Luyali**

Yeah, now Lloyd thank you for taking us through that and maybe and I don't know if you covered this or if you had asked this I wanted to find out in Tomag, do we have the brands that we are working with Mila, Festo, Dingaloid, Akina, Proto and all of those, do we have an opportunity for them to list us or list our website on their websites as a distributor that will do us a great great good if we can have that buckling in terms of SEO.

**ACTION ITEM: Check w/ Miller marketing team re listing Tomag as distributor on their site -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6451.9999)

[@1:47:42](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6462.2) - **Tom Gituma**

I will find out, I will find out from them of course they will do more than willing to list us but let me find out from their marketing team and then I will be able to come back to that

K哉, alwala at amjingazag kaumau ka mwλε.ED Kurmasi kutus dito, Perayak di ek Dhanutepe, million between the things and the Ettom consciousness, but if, were

[@1:49:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6540.0) - **Lloyd Ian (lloydian.hg@gmail.com)**

Kehisa demä immediately transparent in way you put it yourself but you can now carry comfy pose tp — ...

... ... ― ― ― wounda Stormch und hae yol.' Kunangunason, ad-emi? Tehak attention your page. Tehak now created from our profile.

[@1:51:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6690.0) - **Robert Luyali**

…and that page means so that we can utilize that as a way of forcing. …and do we have access to the other accounts laid in our twitter?

[@1:51:51](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6711.8) - **Lloyd Ian (lloydian.hg@gmail.com)**

…Yes we have access to the very recent demand.

[@1:52:11](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6731.32) - **Robert Luyali**

I think we are well aligned and what we have learnt from this is that this is a dynamic process and as we go we are free to adjust based on how things going so feel free to give feedback we will be receiving detailed reports at the end of every month and what we learnt to do is to look at the numbers, interpret the numbers and react to the numbers we want to make sure that whatever we are doing aligns with the strategies that we have and not just that but we are actually achieving our goal in case we are not achieving the goal

Inari'nu po Kenkurri danPi'u'u'u'u'u','u Inari'nu po re derplex'u'u Damanengu'u'u'u'u'uwuj, Kondisha'u'u'u'u'u'u hrede Hreda'u'u'u'u'uu'u'u',u'u'u'u'u'u'u Kapceptakikai yamanioinychopita no Rind, kita genanatou daro gwa mo Savi batu, Benabanaid.

Shi biakakak Put it on your WhatsApp status. Put it on your. Hae sydd saia felum提 ᵕá

[@1:55:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6900.0) - **Lloyd Ian (lloydian.hg@gmail.com)**

Is there anything else? No, we've come to the end of the meeting of Shadevri. From my end, asked all the questions I had and there, Kosao.

Okay, good.

[@1:55:15](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6915.72) - **Robert Luyali**

That was Tawa. Tom, anything on your end?

[@1:55:19](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6919.26) - **Tom Gituma**

Yeah, want to know when will be the invoices between us.

**ACTION ITEM: Send invoice to Tomag at month-end (May 31) -** [**WATCH**](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6920.9999)

[@1:55:25](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6925.9) - **Robert Luyali**

Okay. there in time of a very mentioned.

[@1:55:30](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6930.86) - **Tom Gituma**

Okay.

[@1:55:31](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6931.6) - **Robert Luyali**

So for the invoices, what we typically do is we normally send the invoices at the end of the month.

[@1:55:39](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6939.5) - **Lloyd Ian (lloydian.hg@gmail.com)**

So the end of the month would mean like for this month, the month ends on a Saturday.

[@1:55:46](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6946.62) - **Robert Luyali**

So we will do, we can do the invoices on Monday or now then next week. And then we want maybe to hear from you in terms of the leads.

that you need for you to be making the payment so that we are aligned we can give you the invoice but then at least if you tell us when to extract the payment we can plan around, we can plan around that.

[@1:56:14](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6974.34) - **Lloyd Ian (lloydian.hg@gmail.com)**

Okay, we can work initially with from the date of the invoice it will be 15 days, two weeks.

[@1:56:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=6986.18) - **Robert Luyali**

That is okay, we will do that, we will try and automate it so that it is equated in a channel or in any way we can just pick a date and then it can be coming to you regularly in case there's any change or anything is when we will now adjust accordingly but 15 days I think that is in order.

[@1:56:54](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=7014.7) - **Lloyd Ian (lloydian.hg@gmail.com)**

That's that's clear, that's clear, I am going to shift and there you are.

[@1:56:58](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=7018.46) - **Tom Gituma**

Thank you.

[@1:57:00](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=7020.0) - **Robert Luyali**

So thank you again for the opportunity to work on this project. We appreciate the press that you have on us or with us, and we hope that we will take you to a way you need to be, and the brand will now become a household brand that people know about, we will get the business that you're looking for.

Thank you.

[@1:57:26](https://fathom.video/share/GE3RE8Xivc4Bh9G1LyCCs-syi4Kys2cx?timestamp=7046.9) - **Tom Gituma**

Thank you, Lloyd, the good work. I hope that you'll be a successful story. Yeah, having to fix for the longest.

I've seen a lot of success from the work we've done. So I've no doubt that this will also be another success.

I appreciate it. And just off a bit, Robert, I still have a lot of you on CRM. Let's go.

It's not totally right, that's a peos and forever I feel do peos all the way.