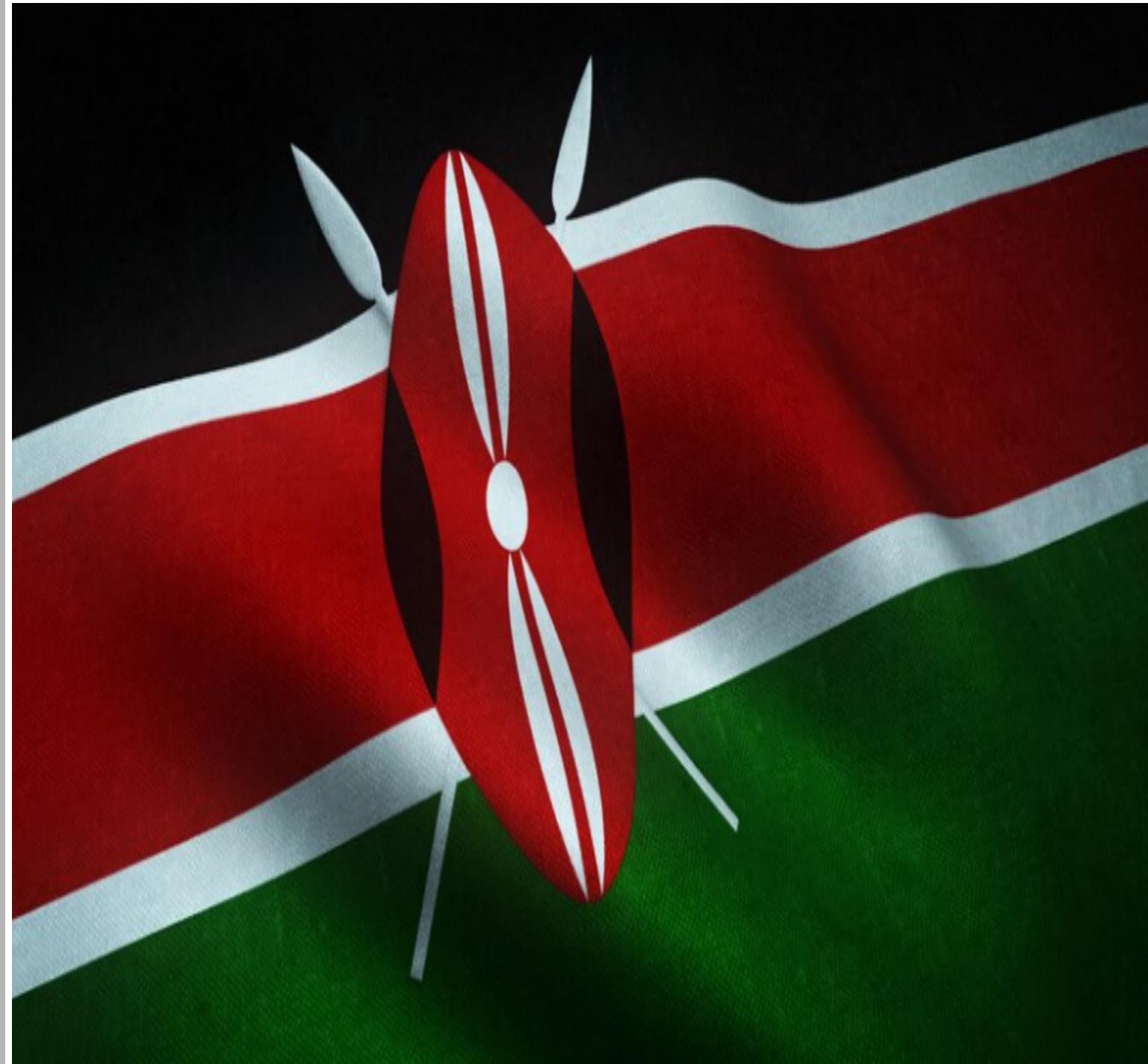


Kenyan Startups Marketing Report



The report
used data
from 617
startups in
Kenya.



Methodology

The data collected for this report was mainly collected online; from websites, social media platforms and articles.

This report does not claim to have data from every single startup in Kenya, but it is comprehensive and is a fair representation of the startup ecosystem in the country.

The companies that appear on this report either have their headquarters or branches in the country and are also engaged in the innovation, development, production, and commercialization of innovative products, processes, or services.

The startups represented in this report are also from various sectors, sectors such as fintech, edutech, energy, climate, homeschooling, relocation, agriculture, consulting, marketing, e-commerce & retail, health, insurance, IT services, legal, logistics, transport, music, news, property & real-estate, recruitment & HR, shipping, supply-chain, telecommunications, travel & booking and waste management.

Some of the questions asked of these companies are:

- a) Does the company have a website?
- b) How many employees does the company have?
- c) How many LinkedIn followers does the company have?
- d) How many Instagram posts and followers does the company have?
- e) How many Twitter posts and followers does the company have?
- f) How many Facebook likes and followers does the company have?
- g) Does the company have a blog or a newsletter?
- h) Does the company have a mobile application?
- i) Which year was the company founded?

The aim of the project was to get a good grasp on the social media engagement and marketing methods in the Startup Ecosystem in Kenya.

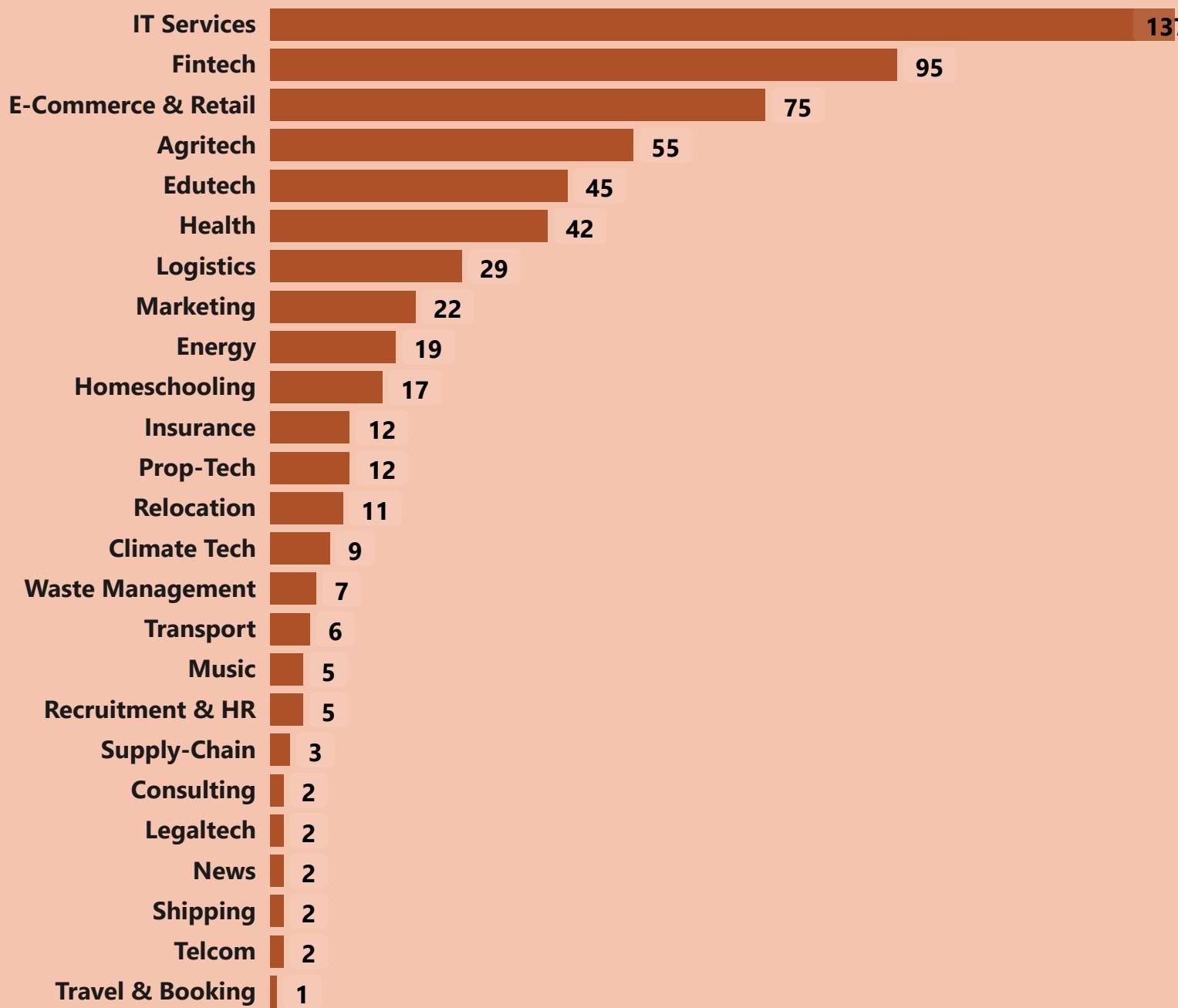
With this data we seek to make connections between the various variables stated above. An underlying assumption is even though having a large social media following is not entirely directly proportional to profitability it plays a huge role in increasing a companies sales, brand recognition and visibility and this in turn has a positive effect on profits.

Due to the sensitive nature of sales data and profit data. The report will focus on social media engagement in relation to the other factors.

Sector



Companies by Sector



We see from our data above that the sector with the most companies is the **IT Services** sector with **137** startups.

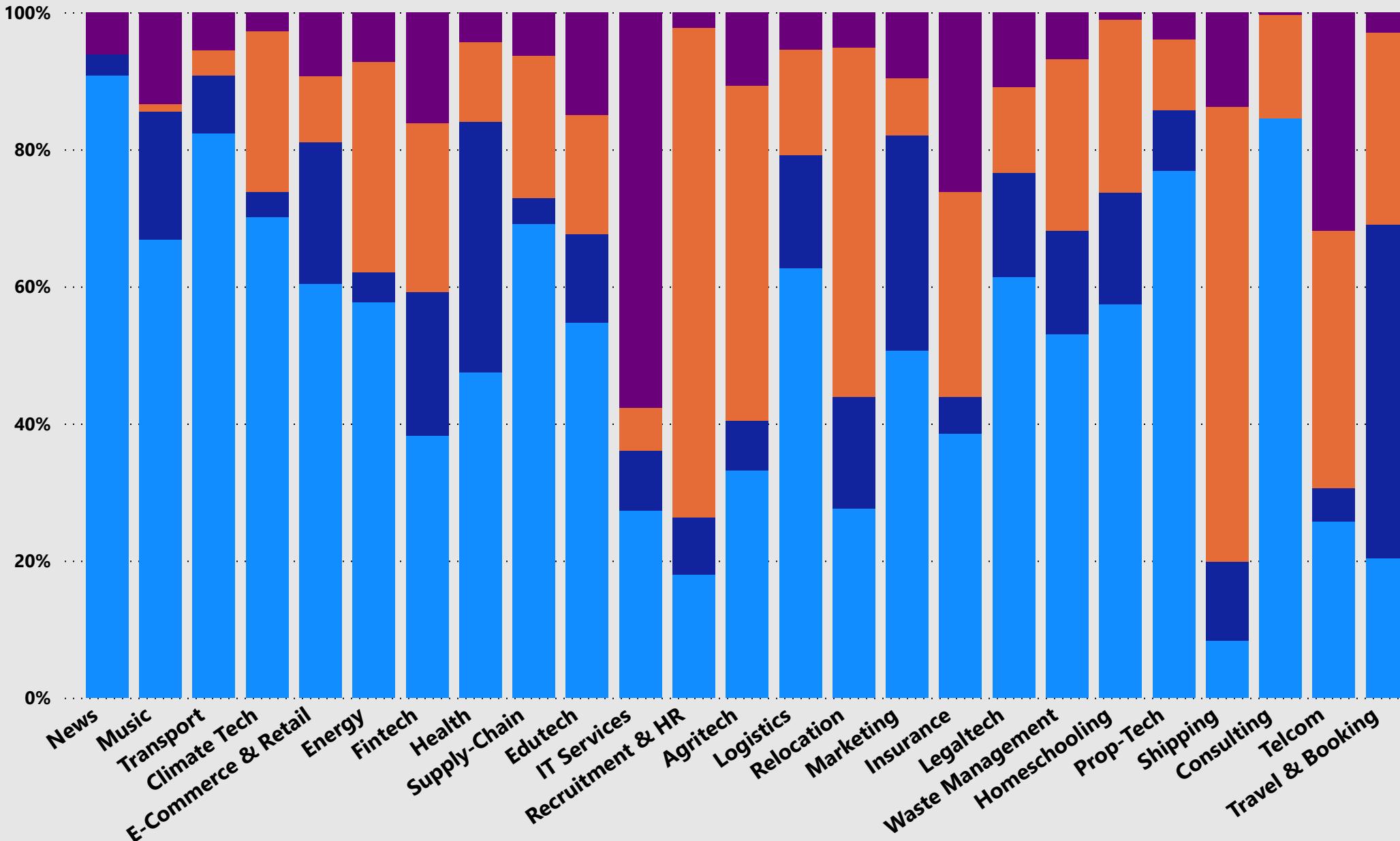
It is followed by **Fintech** and **E-Commerce & Retail** which have **95** and **75** startups respectively.

To round off the top 5 we have **Agritech** and **Edutech** with **55** and **45** startups.

The **Shipping, News, Telcom, Legaltech, Travel & Booking** sectors have the least amount of startups with them being **2 or less**.

Social Media Followers per Sector

● Average of Facebook Followers ● Average of Insta Followers ● Average of LinkedIn Followers ● Average of Twitter Followers



The chart shows us how each sector performs on each social media platform.

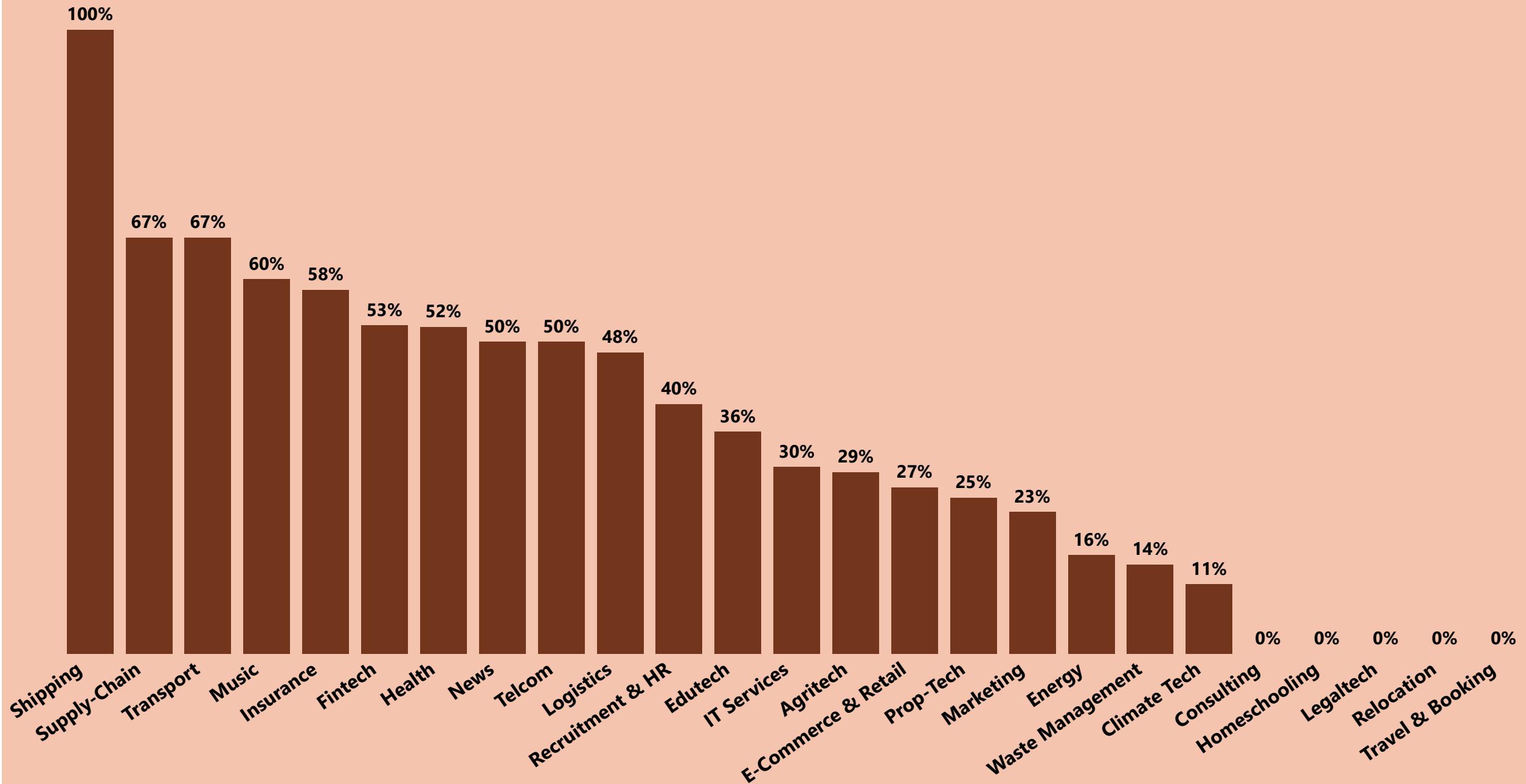
Facebook has the highest average when it comes to followers generally.

It is followed by LinkedIn, then Instagram and Twitter are somewhat even.

How various sectors perform in various platforms varies though.

Knowing which platform performs best should be subject to a sector by a sector approach!

What is the % of startups with mobile apps for each sector?



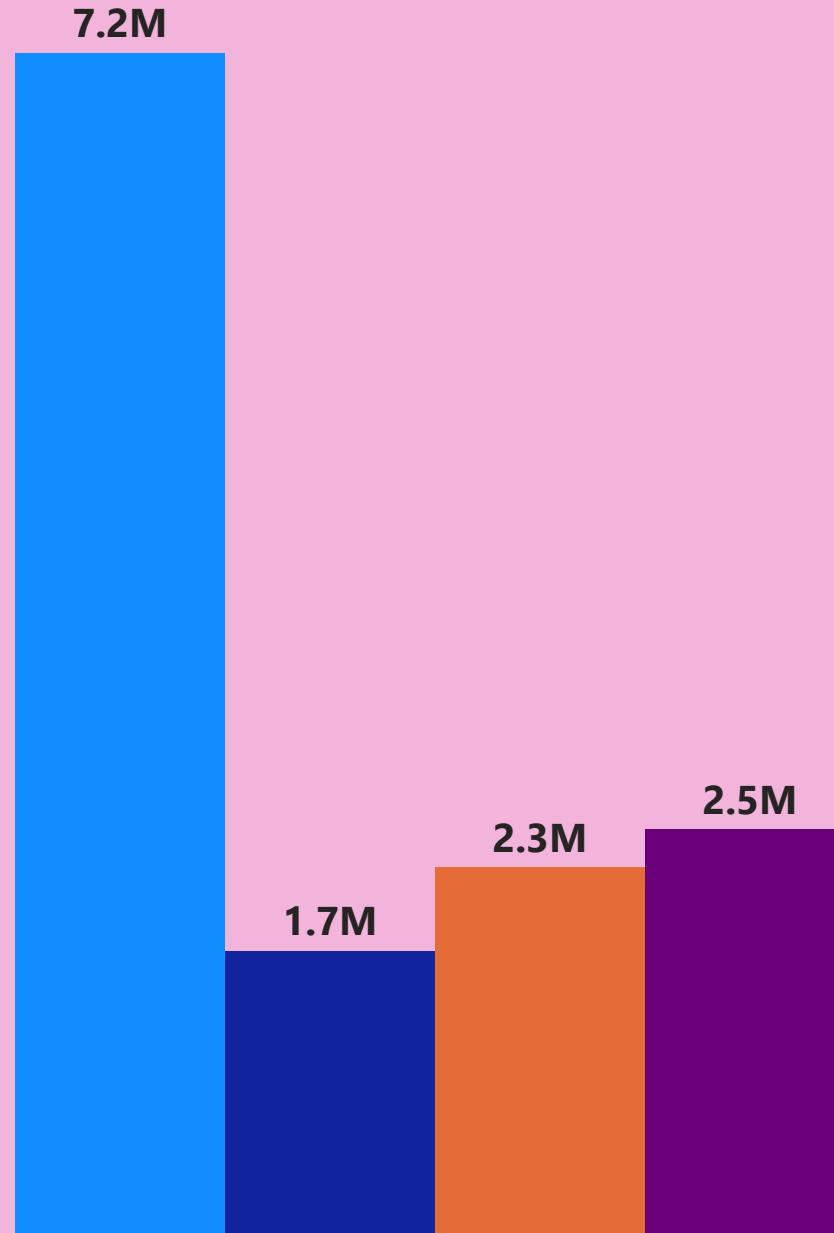
| Category | Average of Facebook Followers | Average of Facebook likes | Average of Insta Followers | Average of Insta Posts | Average of LinkedIn Followers | Average of Twitter Followers | Average of Twitter Posts |
|---------------------|-------------------------------|---------------------------|----------------------------|------------------------|-------------------------------|------------------------------|--------------------------|
| | Followers | likes | Followers | Posts | Followers | Followers | Posts |
| Agritech | 6393.81 | 5869.73 | 1399.04 | 137.39 | 9415.35 | 2052.92 | 983.00 |
| Climate Tech | 32075.86 | 30447.14 | 1682.00 | 313.60 | 10741.00 | 1256.33 | 649.00 |
| Consulting | 1600.00 | 1600.00 | | | 287.00 | 6.00 | |
| E-Commerce & Retail | 31369.70 | 34601.41 | 10769.77 | 740.96 | 5023.63 | 4824.06 | 329.00 |
| Edutech | 8996.63 | 8650.77 | 2124.43 | 452.40 | 2877.46 | 2459.88 | 263.00 |
| Energy | 15271.72 | 14434.28 | 1174.17 | 185.18 | 8134.05 | 1896.40 | 479.00 |
| Fintech | 10864.01 | 20606.53 | 5941.42 | 279.94 | 6997.91 | 4581.93 | 1913.00 |
| Health | 9990.95 | 9450.26 | 7698.81 | 596.32 | 2466.24 | 911.31 | 1512.00 |
| Homeschooling | 2629.94 | 2568.44 | 749.20 | 60.90 | 1151.71 | 50.00 | 103.00 |
| Insurance | 3495.00 | 3666.36 | 479.50 | 232.83 | 2715.27 | 2368.29 | 1503.00 |
| IT Services | 8544.23 | 7125.48 | 2720.81 | 430.87 | 1958.13 | 18021.10 | 13079.00 |
| Legaltech | 3264.00 | 2860.00 | 808.50 | 207.00 | 664.50 | 580.50 | 979.00 |
| Logistics | 5602.58 | 8961.80 | 1475.78 | 160.12 | 1380.52 | 483.27 | 850.00 |
| Marketing | 4225.11 | 4264.89 | 2624.60 | 236.70 | 698.29 | 798.13 | 1202.00 |
| Music | 144627.20 | 102626.60 | 40215.75 | 4409.25 | 2538.75 | 28785.00 | 51618.00 |
| News | 223087.00 | 219086.00 | 7505.00 | 159.00 | | 15100.00 | 53200.00 |
| Prop-Tech | 2582.80 | 2512.20 | 298.86 | 117.57 | 347.33 | 132.50 | 249.00 |
| Recruitment & HR | 6593.25 | 6730.33 | 3044.20 | 513.00 | 26210.00 | 825.80 | 999.00 |
| Relocation | 4659.10 | 4412.20 | 2764.50 | 408.25 | 8625.00 | 857.38 | 1384.00 |
| Shipping | 1607.00 | 254.00 | 2193.50 | 408.50 | 12722.50 | 2634.00 | 778.00 |
| Supply-Chain | 9600.00 | 9600.00 | 515.50 | 90.00 | 2882.33 | 882.00 | 631.00 |
| Telcom | 1260.50 | 1189.50 | 237.00 | 215.00 | 1841.00 | 1560.00 | 649.00 |
| Transport | 52400.00 | 49700.00 | 5331.83 | 783.17 | 2332.50 | 3536.20 | 4094.00 |

Social Media Engagement



TOTAL FOLLOWERS PER SOCIAL MEDIA PLATFORM

- Sum of Facebook Followers
- Sum of Insta Followers
- Sum of LinkedIn Followers
- Sum of Twitter Followers

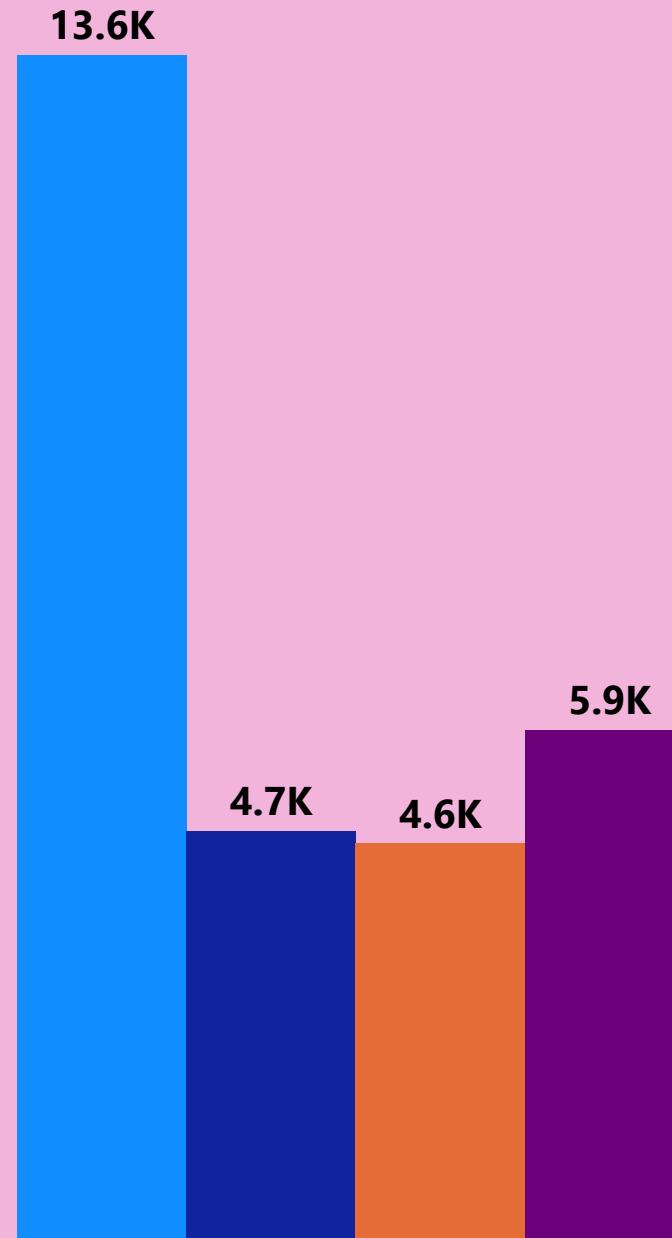


Facebook has the most followers across all four social media platforms.

It is followed by **Twitter**, then **LinkedIn** and **Instagram** which has the least amount of followers in total.

AVERAGE FOLLOWERS PER SOCIAL MEDIA PLATFORM

- Average of Facebook Followers
- Average of Insta Followers
- Average of LinkedIn Followers
- Average of Twitter Followers

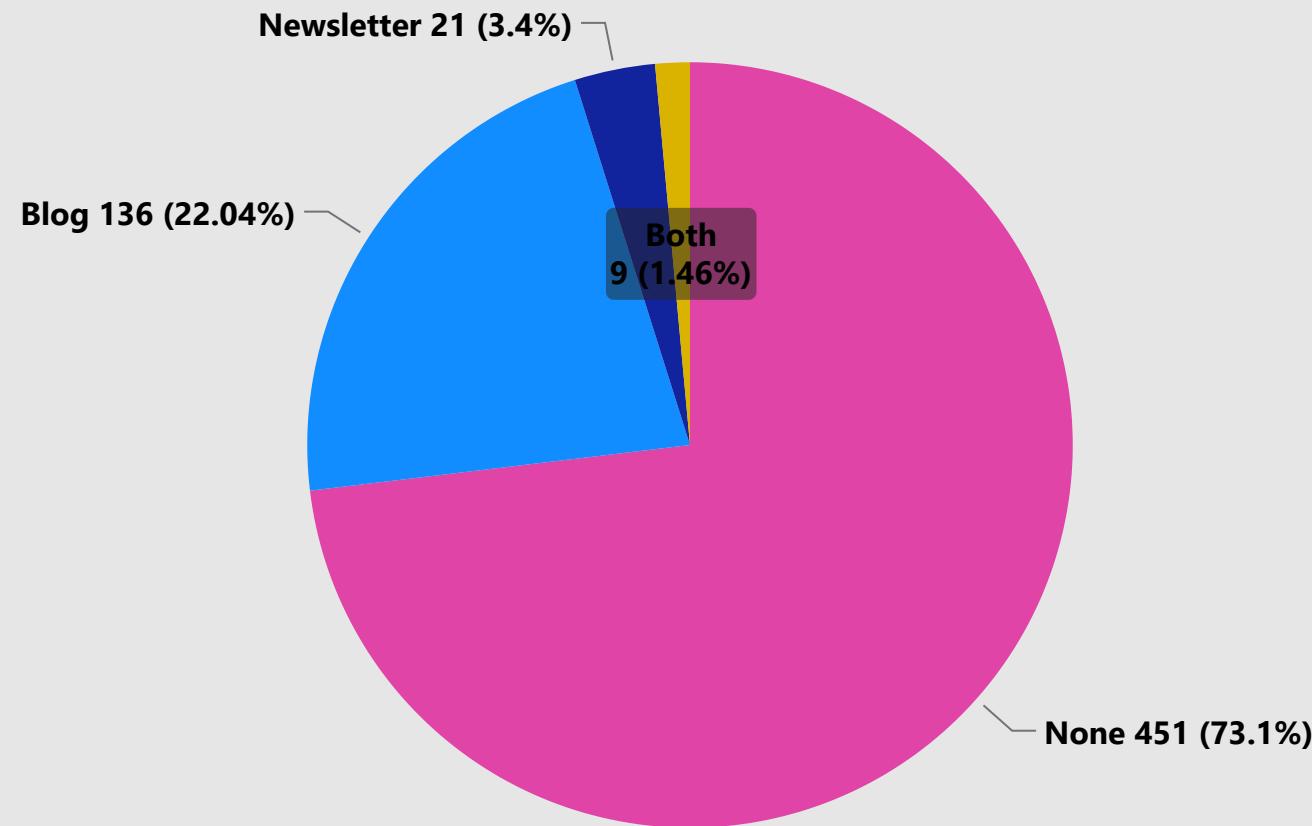


On average, each startup has
12.1K followers on Facebook,
4.2k followers on Twitter, **3.7k**
followers on LinkedIn and **2.9k**
followers on Instagram



Blogs & Newsletters

% of Companies that have blogs and/or newsletters



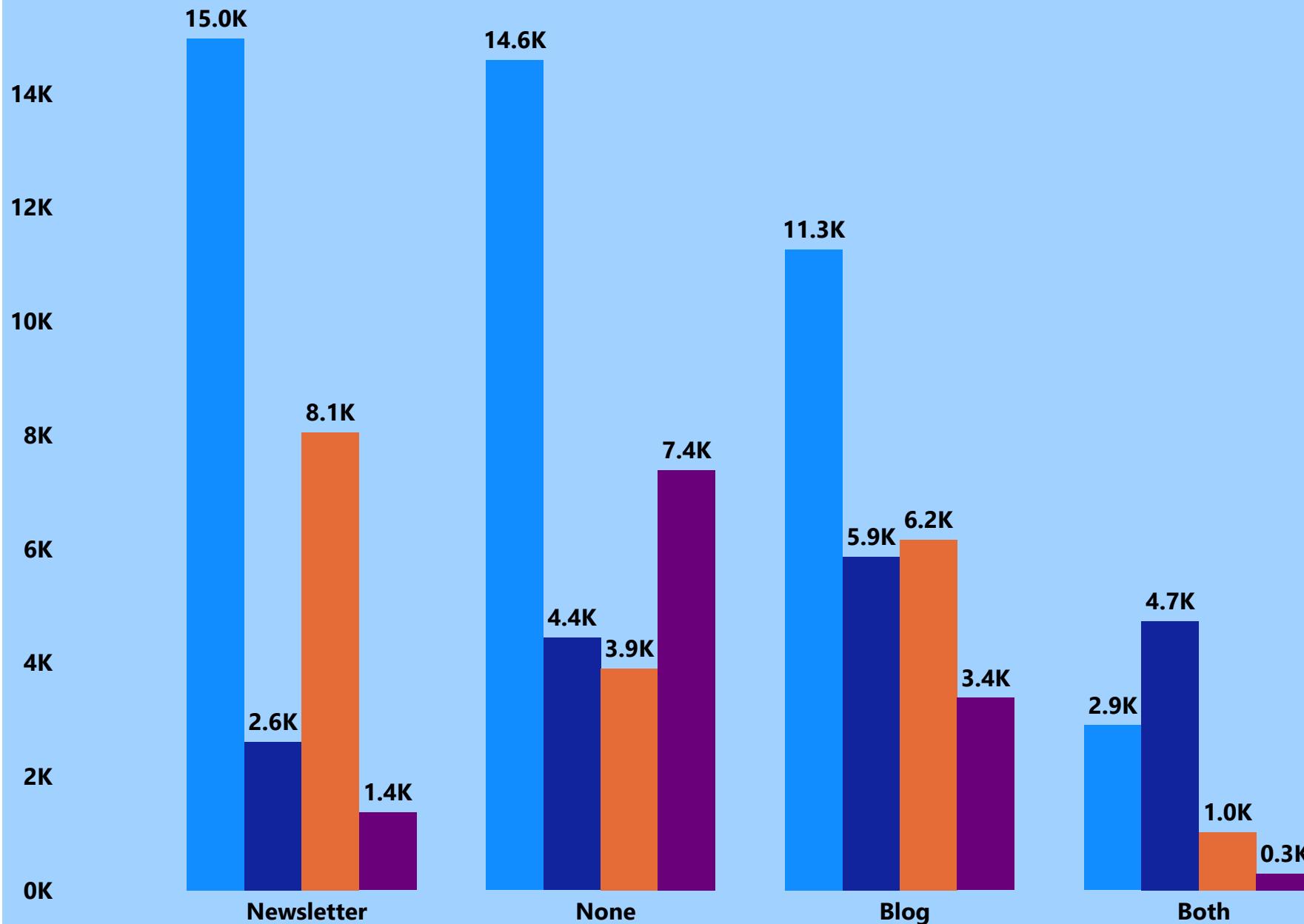
On the chart we see the % of companies that have blogs and/or newsletters.

Most Kenyan startups don't have blogs or newsletters.

We also see that less than 2% of the companies have both blogs and newsletters.

Social Media Engagement in light of blogs/newsletters

- Average of Facebook Followers
- Average of Insta Followers
- Average of LinkedIn Followers
- Average of Twitter Followers



The chart indicates the average social media performance of the companies that have newsletters only, those that have blogs only, those with both and those with none.

From the data it's a bit hard to establish a correlation between a company having a blog/ newsletter and their social media performance.

Those with blogs/ newsletters and those without seem to be performing to a similar level.

Those with both seem to have lower averages compared to the rest though. It seems better to have either a blog or a newsletter rather than both.



**Number
of
Employees**

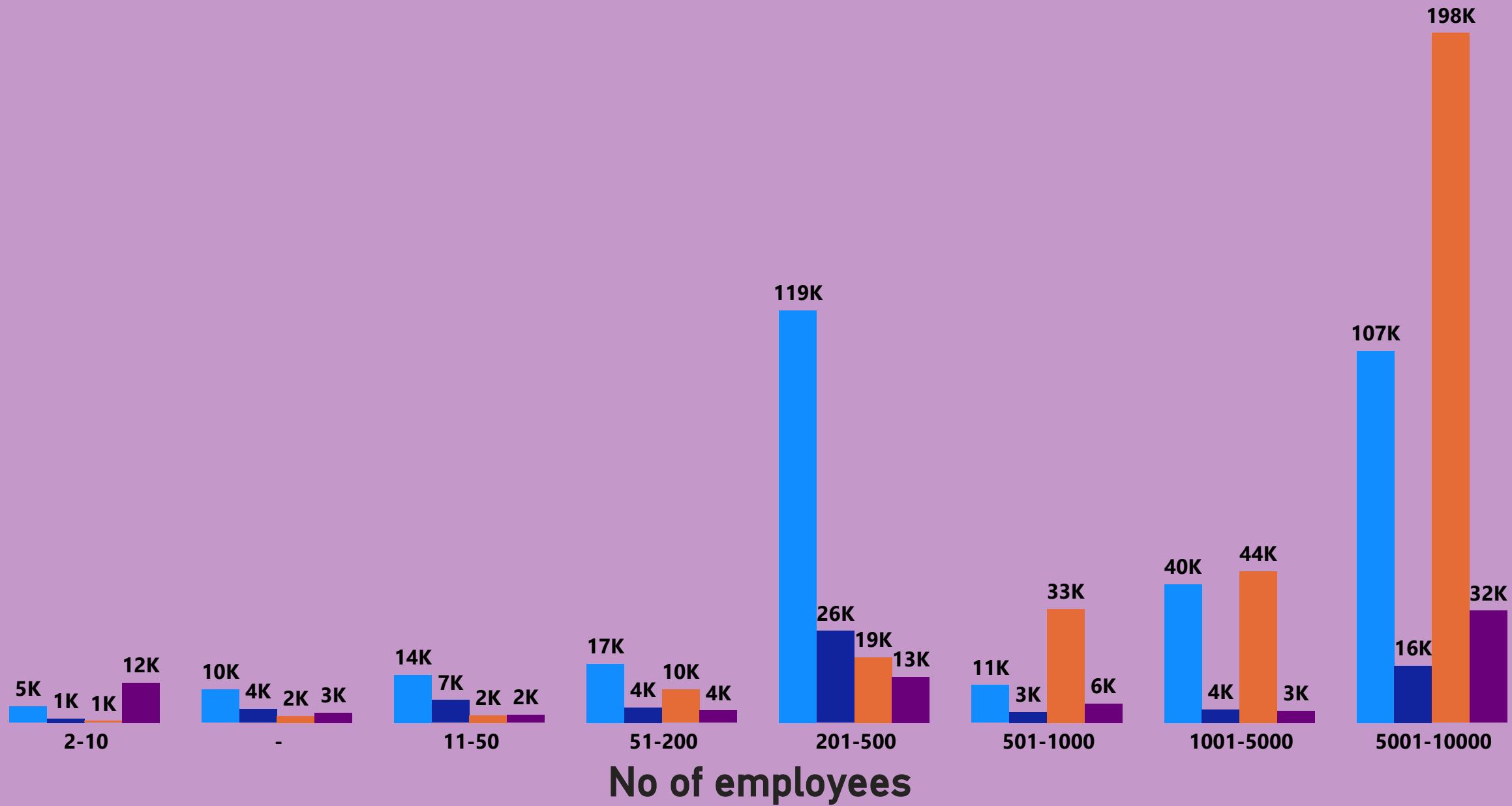
Does the size of the company have an effect on social media engagement?

| No of employees | Average of Facebook Followers | Average of Facebook likes | Average of Insta Followers | Average of Insta Posts | Average of LinkedIn Followers | Average of Twitter Followers |
|-----------------|-------------------------------|---------------------------|----------------------------|------------------------|-------------------------------|------------------------------|
| 2-10 | 4675.37 | 3835.55 | 1200.45 | 203.94 | 523.27 | 11529.12 |
| 11-50 | 13787.79 | 12123.69 | 6523.93 | 577.47 | 2070.98 | 2222.73 |
| 51-200 | 16961.86 | 16165.45 | 4323.58 | 625.57 | 9563.37 | 3511.03 |
| 201-500 | 118635.71 | 109570.71 | 26403.00 | 998.75 | 18807.36 | 13241.92 |
| 501-1000 | 10841.38 | 108778.75 | 3022.89 | 314.22 | 32725.60 | 5502.38 |
| 1001-5000 | 39828.57 | 33300.00 | 3807.67 | 487.83 | 43561.71 | 3435.29 |
| 5001-10000 | 107000.00 | 98000.00 | 16400.00 | 825.00 | 198375.00 | 32200.00 |

The average number of LinkedIn followers for a company increases with the size of the company. That is to say, companies with the least number of employees have the least amount of followers. On other social media platforms the medium size and bigger companies perform better but it's not necessarily proportional i,e companies with more employees do not necessarily outperform those with less employees on other social media platforms. One constant though is that the small companies are outperformed on all social media platforms. By small companies we are talking about those with **2-10** employees and those with **11-50** employees.

Average Followers by Number of Employees

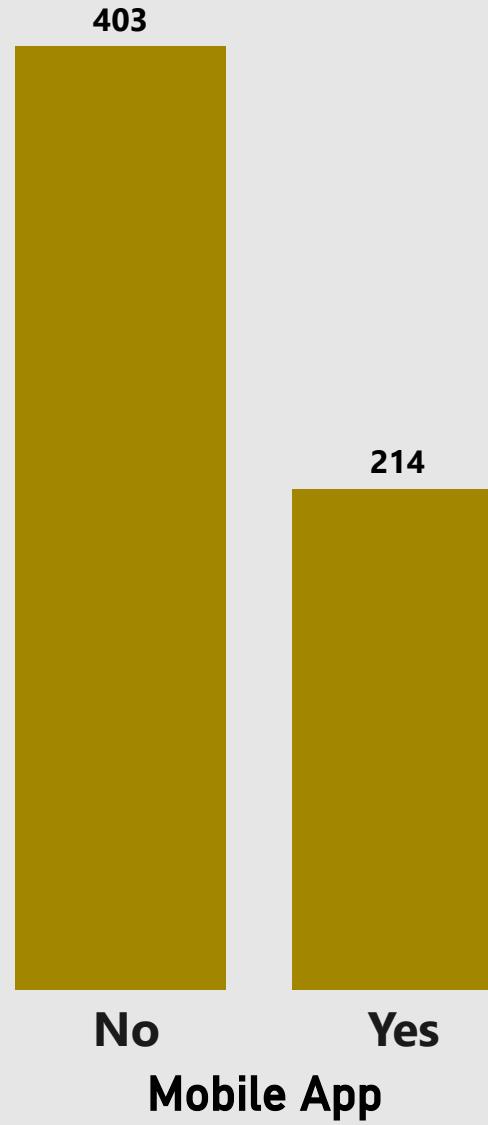
- Average of Facebook Followers
- Average of Insta Followers
- Average of LinkedIn Followers
- Average of Twitter Followers



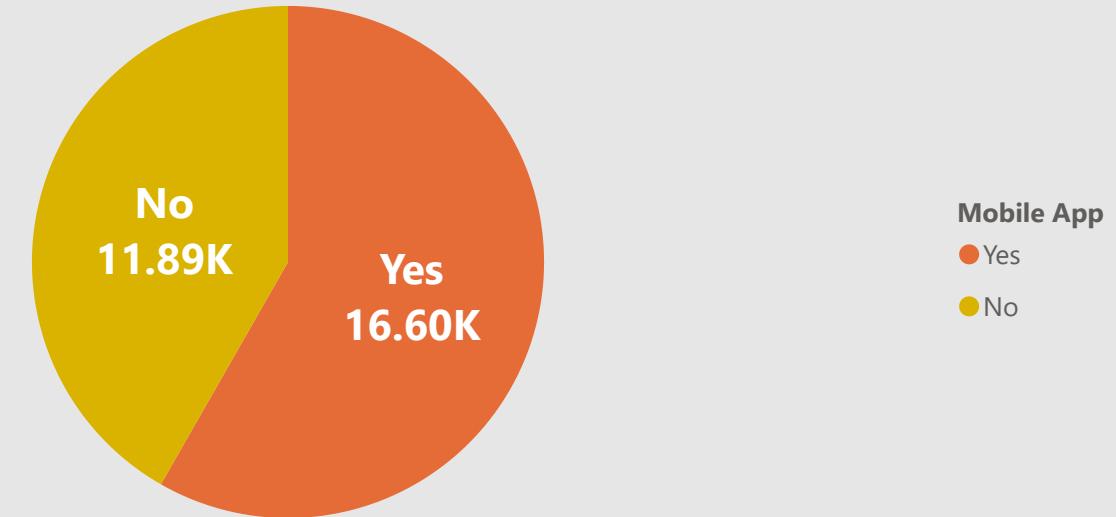
Mobile Apps



How many companies have mobile apps and how many do not?



Average of Facebook Followers by Mobile App



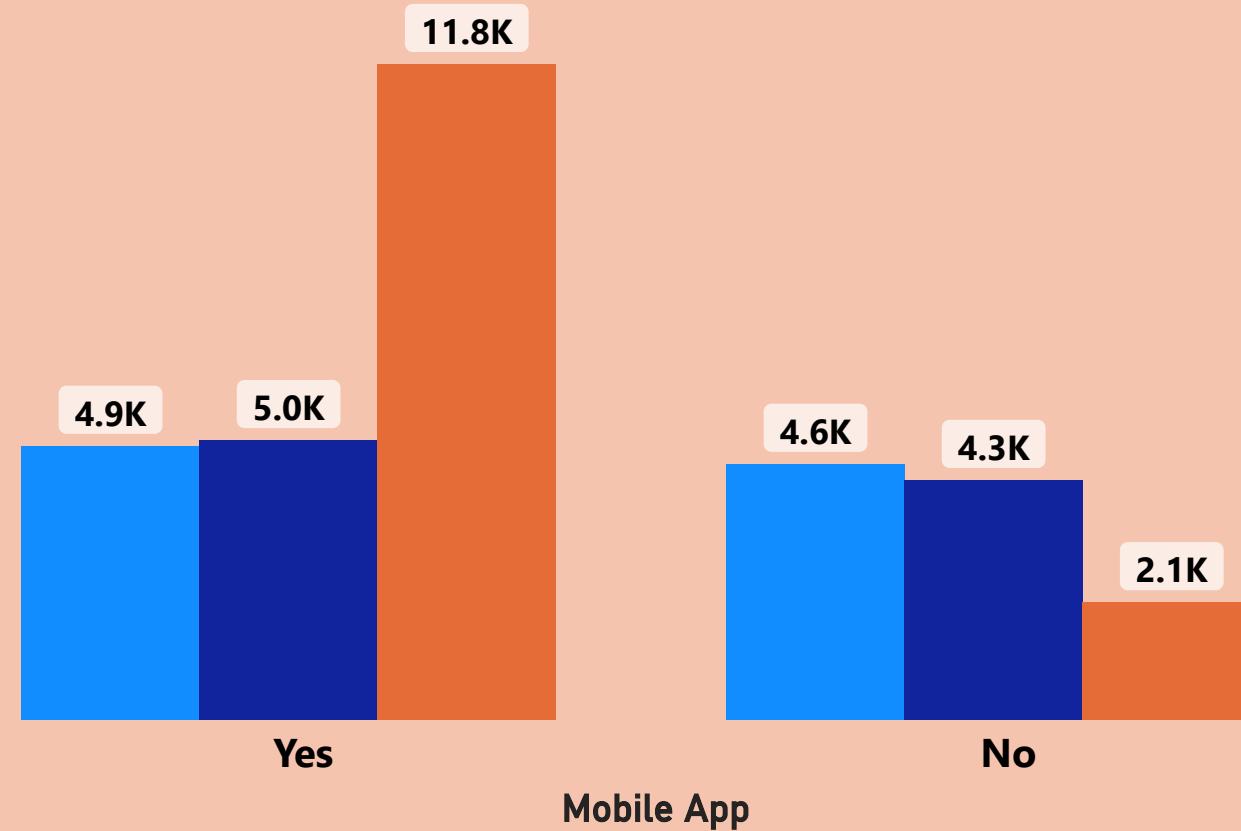
Startups with mobile apps on average have more followers on Facebook compared to startups without mobile apps.

Those with mobile apps have an average of **16.6k** followers whereas those without have an average of **11.9k** followers.

34.68% of the startups in Kenya have a mobile app. **65.32%** of them do not have apps.

What are the averages for Instagram, LinkedIn and Twitter?

- Average of Insta Followers
- Average of LinkedIn Followers
- Average of Twitter Followers



There's not much difference between startups with mobile apps when it comes to Instagram followers and LinkedIn followers but we see there's a great difference when it comes to Twitter followers.

| Mobile App | Average of Facebook Followers | Average of Facebook likes | Average of Insta Followers | Average of Insta Posts | Average of LinkedIn Followers | Average of Twitter Followers | Average of Twitter Posts |
|------------|-------------------------------|---------------------------|----------------------------|------------------------|-------------------------------|------------------------------|--------------------------|
| Yes | 16600.29 | 18827.65 | 4912.36 | 463.93 | 5014.85 | 11769.97 | 9270.96 |
| No | 11890.54 | 12205.35 | 4588.72 | 427.77 | 4299.55 | 2102.97 | 1508.77 |

Startups with mobile apps outperform those without marginally, except on twitter. Mobile apps might just be tethered to the niche that the company operates in and therefore might not have the greatest effect when it comes to brand visibility.



Websites

How many startups have websites?

570



Yes

47

No

92.38% of the startups in our report have websites whereas **7.62%** do not have websites.

From our table below we see that **those startups with websites** on average tend to **have a superior social media presence** compared to those without.

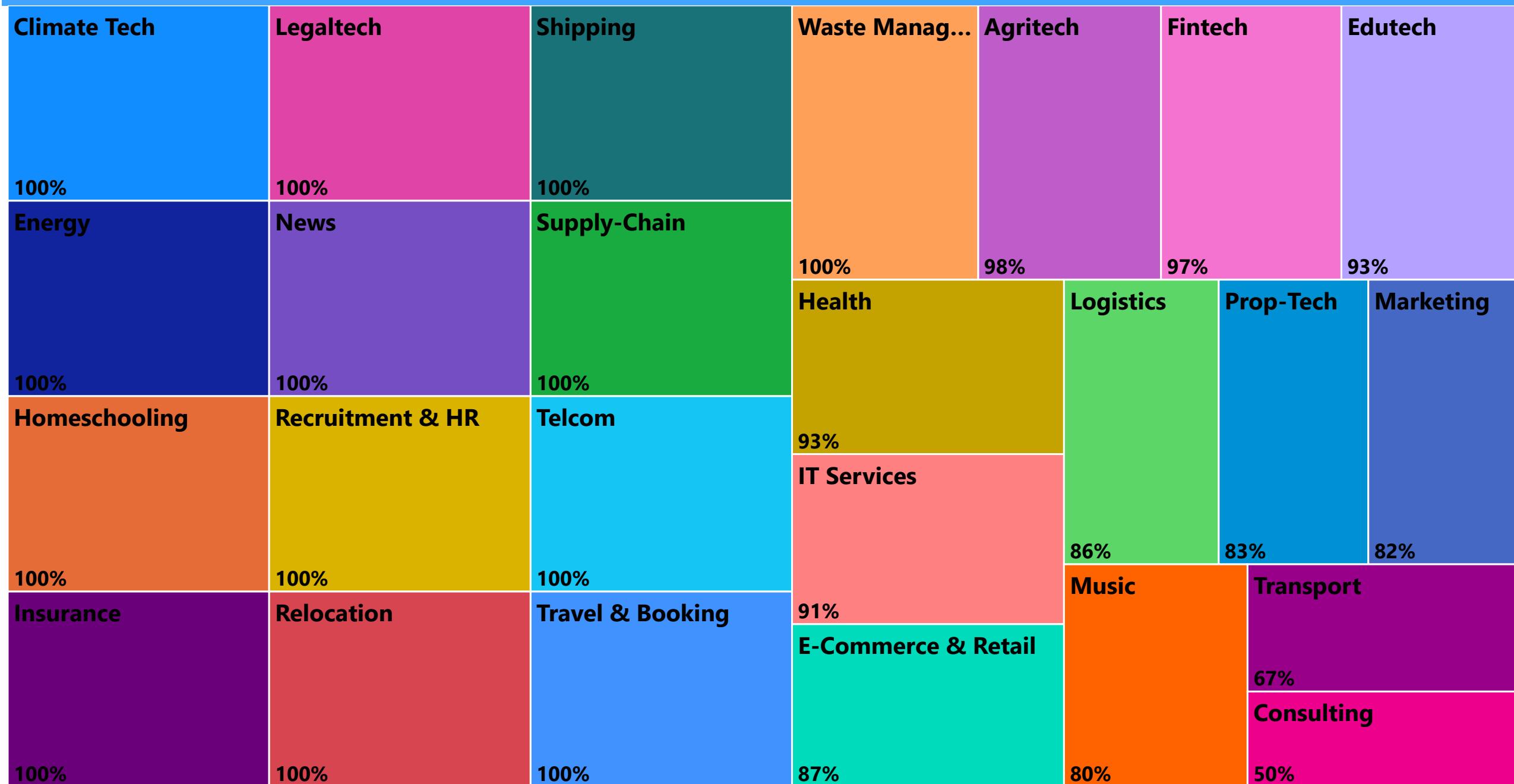
This could be for various reasons:

1. Websites serve as a central hub, linking to social media profiles. This cross-promotion drives traffic and followers across platforms
2. A professional website lends credibility to a company. Social media users are more likely to engage and trust companies that have an established online presence beyond just social platforms.
3. A well-maintained website contributes to better SEO making it easier for people to discover the company.

We can conclude that all companies desiring to have greater social media presence and brand visibility need to have a well maintained website!

| Website(Yes/ No) | Average of Facebook Followers | Average of Facebook likes | Average of Insta Followers | Average of Insta Posts | Average of LinkedIn Followers | Average of Twitter Followers | Average of Twitter Posts |
|---------------------|----------------------------------|------------------------------|-------------------------------|---------------------------|----------------------------------|---------------------------------|--------------------------|
| No | 4458.58 | 4377.16 | 1245.38 | 142.08 | 209.13 | 114.15 | 588.89 |
| Yes | 14173.85 | 15254.92 | 4856.26 | 454.78 | 4732.48 | 6169.71 | 4752.07 |

What is the % of startups with websites for each sector?



Year Startup Was Founded



Companies Founded Per Year

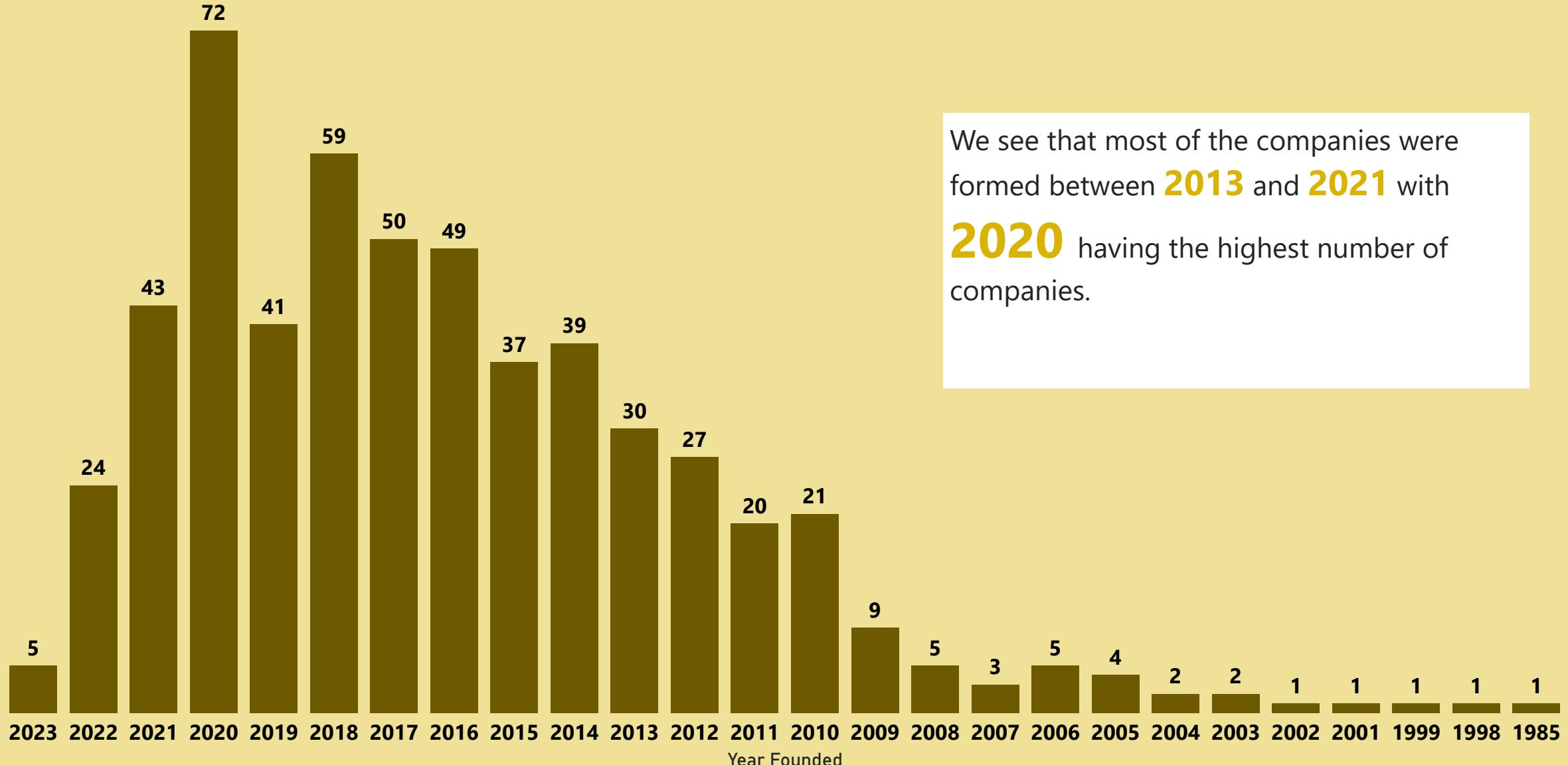
80

60

40

20

0



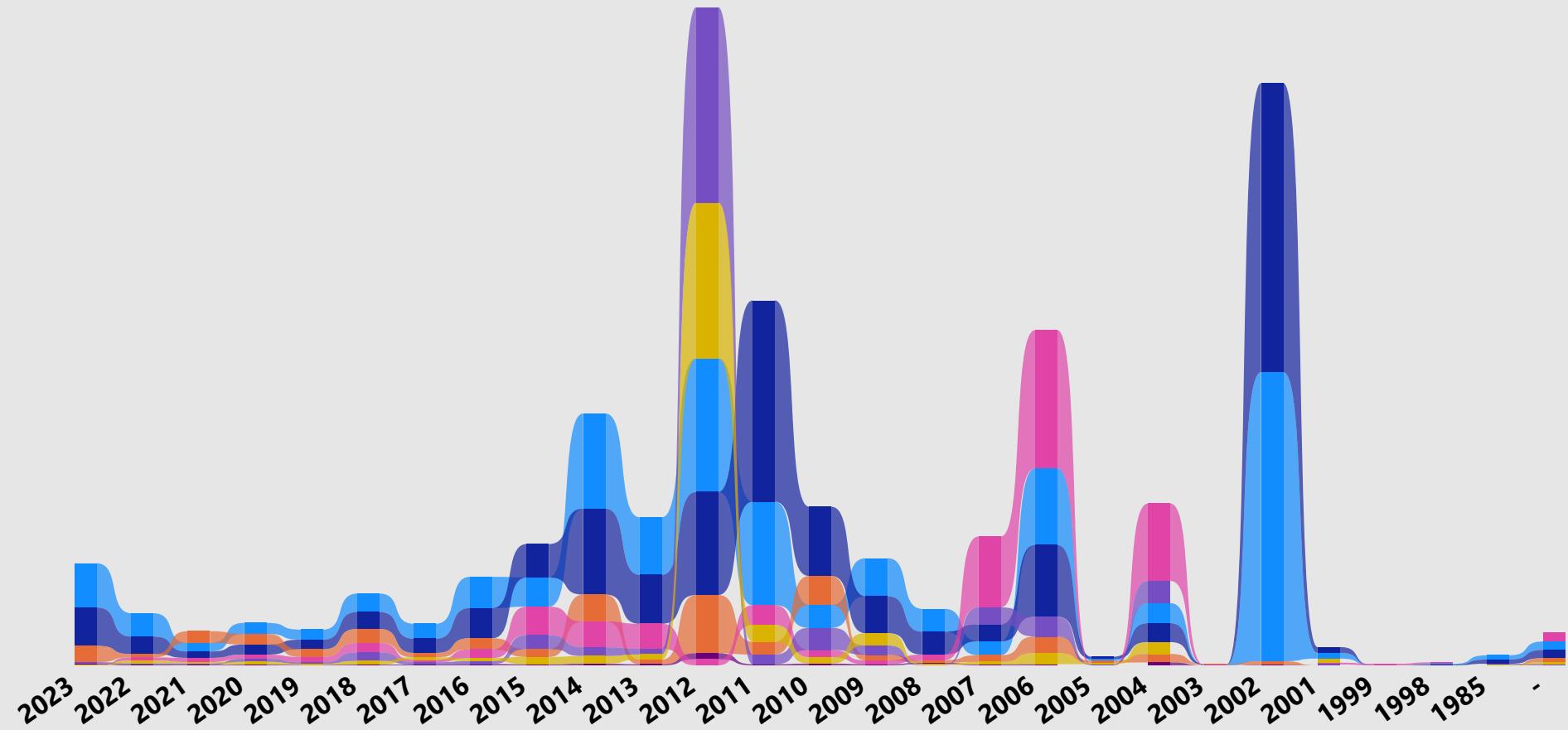
We see that most of the companies were formed between **2013** and **2021** with **2020** having the highest number of companies.

Gauging social media perfomance by the year the company was founded?

| Year Founded | Average of Facebook Followers | Average of Facebook likes | Average of Insta Followers | Average of Insta Posts | Average of LinkedIn Followers | Average of Twitter Followers | Average of Twitter Posts |
|--------------|-------------------------------|---------------------------|----------------------------|------------------------|-------------------------------|------------------------------|--------------------------|
| 2001 | 2300.00 | 2300.00 | 18.00 | 2.00 | 696.00 | 337.00 | 1645.00 |
| 2002 | 115000.00 | 115000.00 | 1467.00 | 175.00 | | | |
| 2003 | 178.50 | 178.50 | 194.00 | 31.00 | 22.00 | | |
| 2004 | 8002.00 | 7501.50 | 3380.00 | 1175.00 | 30800.50 | 8834.00 | 4714.00 |
| 2005 | 834.50 | 835.00 | 716.00 | 0.00 | 169.00 | 349.00 | 543.00 |
| 2006 | 30520.00 | 28440.00 | 6584.67 | 482.33 | 54996.50 | 7957.20 | 4402.40 |
| 2007 | 5550.00 | 6700.00 | 2683.50 | 318.50 | 28222.00 | 6791.00 | 1030.00 |
| 2008 | 9097.25 | 9096.75 | 1039.00 | 495.50 | 2233.67 | 154.50 | 384.00 |
| 2009 | 15131.38 | 14670.88 | 2262.20 | 500.60 | 1474.80 | 3701.60 | 4869.00 |
| 2010 | 9121.50 | 27550.37 | 11491.50 | 704.80 | 2895.44 | 8800.44 | 2545.94 |
| 2011 | 41209.78 | 80090.37 | 5072.10 | 485.20 | 7821.41 | 3833.67 | 6694.73 |
| 2012 | 53180.63 | 40958.79 | 23183.45 | 2430.09 | 2388.58 | 77800.80 | 61898.05 |
| 2013 | 22911.62 | 19454.96 | 1836.63 | 454.00 | 9991.08 | 2247.00 | 2031.08 |
| 2014 | 37887.82 | 34157.21 | 10721.17 | 652.26 | 10265.66 | 3467.80 | 3062.12 |
| 2015 | 11606.63 | 13307.38 | 3115.12 | 426.17 | 11352.58 | 5536.52 | 2926.14 |
| 2016 | 12433.40 | 12004.40 | 4473.45 | 553.34 | 3419.38 | 1136.41 | 1220.27 |
| 2017 | 5937.33 | 5658.96 | 1748.78 | 346.00 | 957.14 | 907.83 | 995.78 |
| 2018 | 7345.70 | 6736.31 | 5563.98 | 328.19 | 3780.19 | 3394.38 | 1411.49 |
| 2019 | 3990.14 | 3849.56 | 3014.89 | 217.32 | 2126.46 | 643.43 | 383.07 |
| 2020 | 4376.37 | 4029.95 | 4216.70 | 322.81 | 1648.24 | 1223.13 | 1079.87 |

Social media engagement by year the startups were founded

- Average of Facebook Followers
- Average of Facebook likes
- Average of Insta Followers
- Average of Insta Posts
- Average of LinkedIn Followers
- Average of Twitter Followers
- Average of Twitter Posts



Companies founded between 2011 and 2014 have the highest levels of social media engagement. With those founded in 2012 performing best in this metric. Companies founded in 2002 have good engagement in Facebook as well and considering the distribution of the data it is likely that it's a single company that happens to perform very well. We can conclude that companies take time to grow and establish their social media presence seeing that companies that were founded roughly a decade ago are the ones performing best. Much can be learnt from them and imitated by the more recent startups!

CONCLUSION

Using our report, we can do the following things:

- 1. Compare a startup's online presence, engagement metrics & marketing strategies with competitors in the same industry.**
- 2. Learn from the most successful startups by adopting their best practices. If certain marketing channels and strategies consistently yield positive results, we can consider integrating similar approaches into other companies marketing plans.**
- 3. Identify how startups perform on each sector. This helps us to have a framework of realistic targets for our clients and potential clients.**
- 4. Optimize our content for the specific channels that are most effective.**
- 5. Engagement analysis. We do this by understanding the content that generates the most engagement.**

6. Identify common themes, topics & writing styles in blogs and newsletters that resonate with audiences and tailor our content strategy to align with the market preferences.

7. Look for gaps by identifying areas where startups may be lacking in content

8. Use predictive analysis to guide us in optimizing advertising spend. We identify most effective channels and campaigns to ensure our marketing budget is allocated where it is most likely to yield positive results.

9. With sales data from clients, we can use predictive modeling to forecast sales based on data. This can help our client in budgeting, resource allocation and setting realistic sales targets.