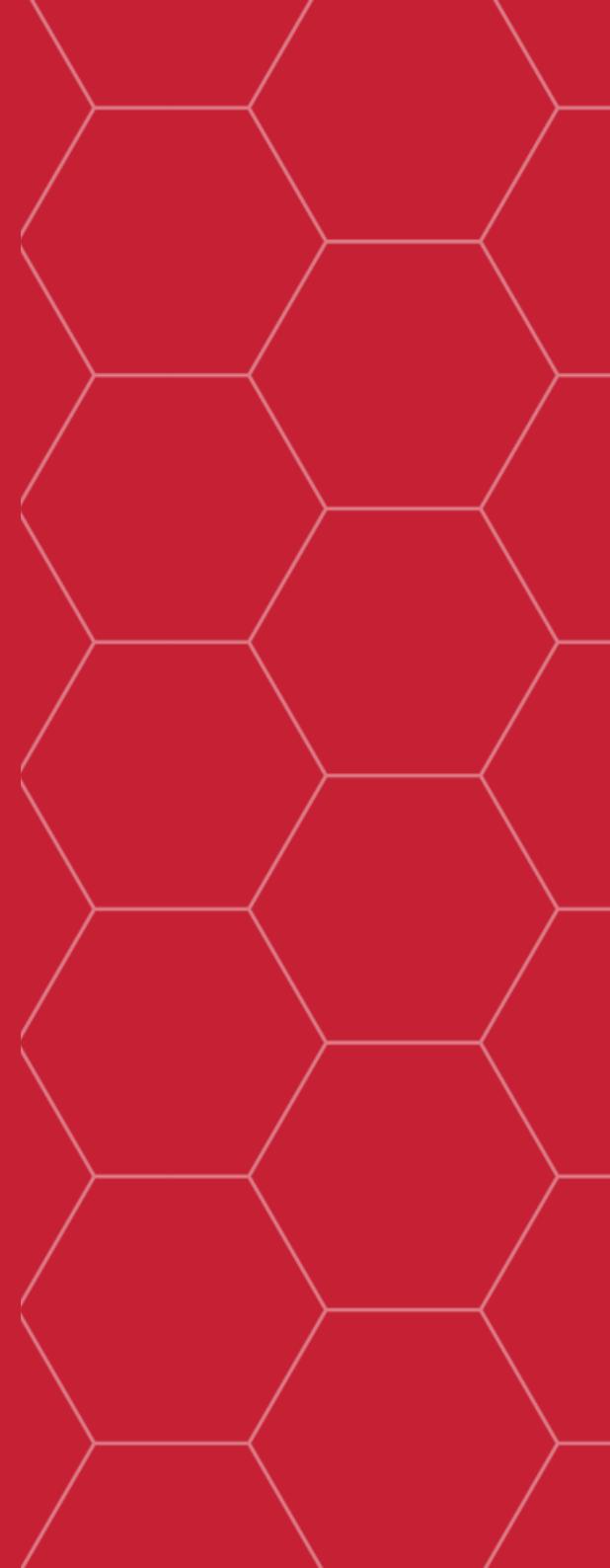


COMPANY PROFILE

# MICH DIGITAL LTD



# ABOUT US

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In the last ten years, we've learnt more about the brain than ever done since humankind existed.

Our Marketing technique is based on how the human mind works, how it processes and recalls information, and how that information gets stamped in our brains.

The brain takes shortcuts. It's mission after all, is to conserve energy. Our marketing strategy aims to create a major milestone in how you connect, engage and generate revenue..



CREATIVITY.

**The Science of Attention & Persuasion**

# BRANDING

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WE HELP YOUR  
BRAND GO  
BEYOND.

Constant | Evolving | Creative | Hub



# WHAT WE DO BEST

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Attention & Persuasion, are digital currencies earned through exchange of value that goes beyond your service/product. People have insatiable desire to seek, learn and discover.

Our strategy is a combination of three things that holds the human attention:

- 1. Mystery**
- 2. Curiosity**
- 3, Authenticity**

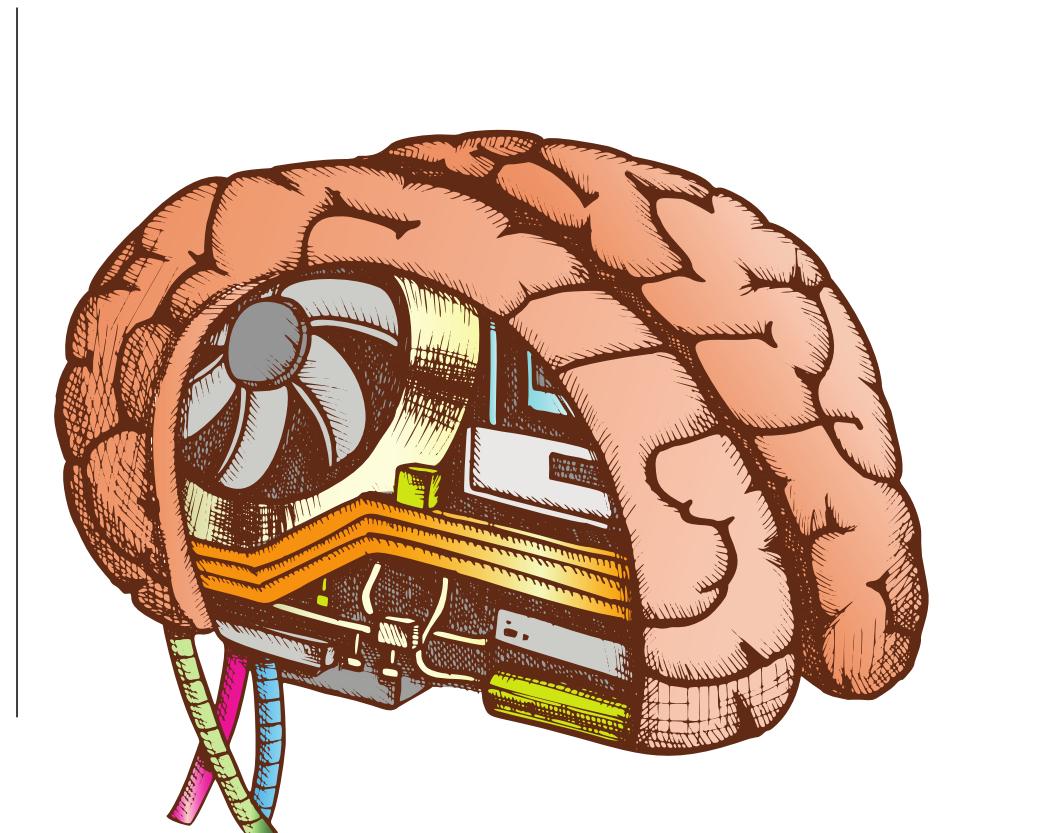
# WHY YOU SHOULD CHOOSE US

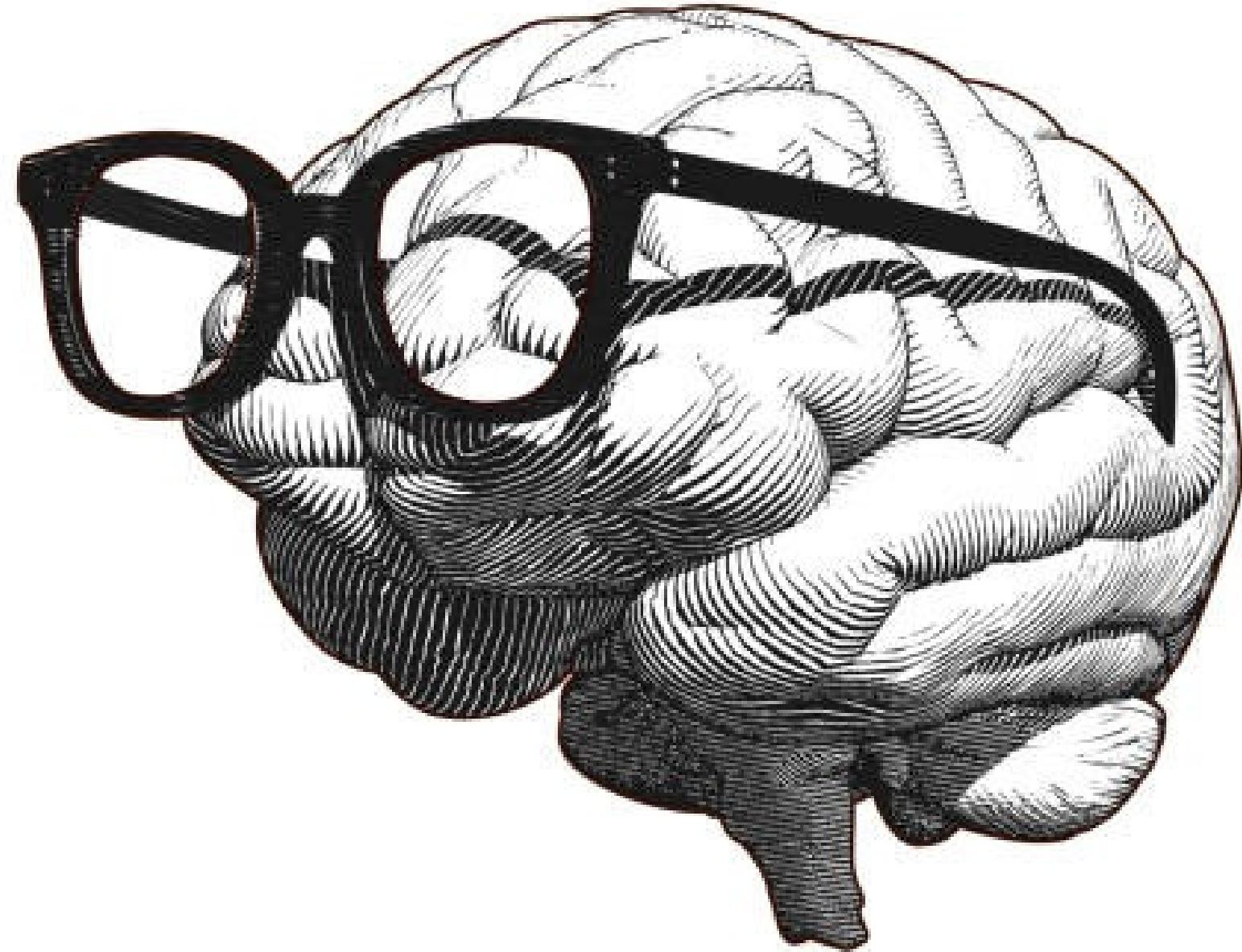
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## INNOVATIVE IDEAS

We treat digital platforms as less of technology and more of sociology & psychology.

Our services are customized as per every client's current needs & challenges. We love data, we love numbers and we only care about delivering results





# CREATIVE DEVELOPMENT

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## MESSAGING STRATEGY

A keen focus not only in who your target audience are but also what they want at the moment.



## BRAND POSITIONING

This is link-building, online Community and Generating buzz around your brand through healthy organic back-links

## TARGET MARKET

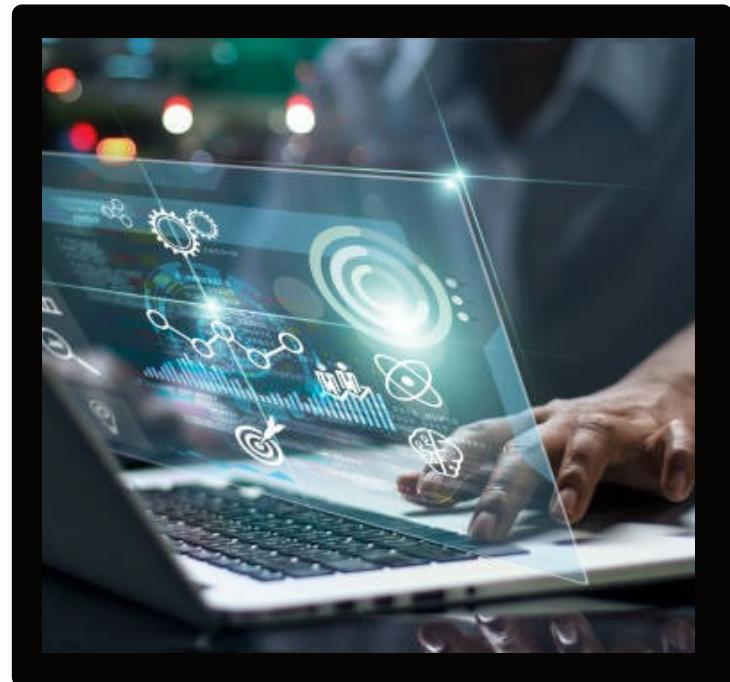
Targets editors, influential bloggers, referral partners and key social media accounts with content that does a mileage for your brand footprint

# OUR SERVICES

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## DIGITAL MARKETING STRATEGY/CONSULTANCY

Our job is to guide your marketing efforts towards creating and executing A Digital Strategy that scales your Revenue and Visibility across multi-platforms



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# PERSONAL BRANDING

The term branding has long been associated with companies and the products or services they sell. Well, in our world of connectivity today (LinkedIn, Twitter, Instagram, Facebook, Tiktok etc)....we all have a personal brand. whether by design or unintentionally



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# WEBSITE CREATION & MAINTANANCE

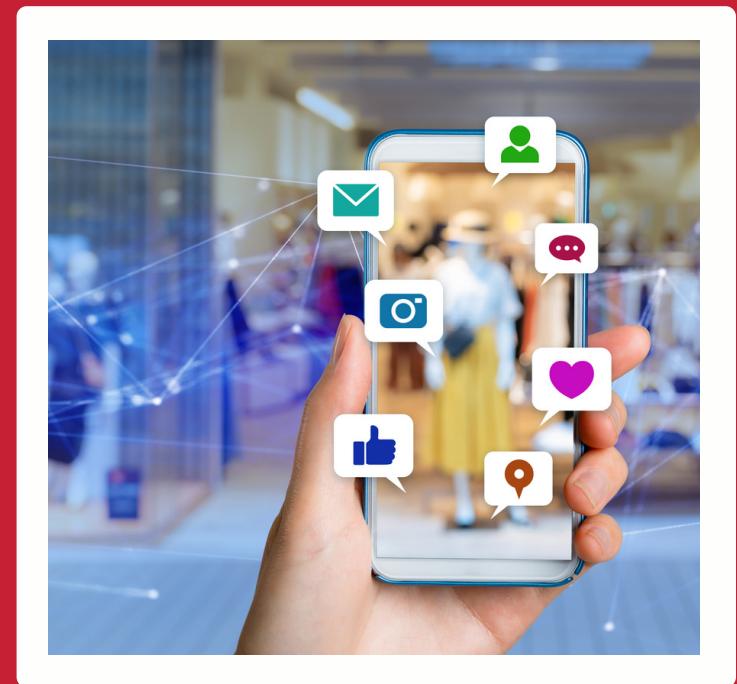


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# SOCIAL MEDIA MANAGEMENT

We improve your social media presence with 51% in the first 90 days. When we take the role as your company voice, we bring a variety of skill-set into your digital marketing campaigns across different platforms.

We work daily to produce new content, constantly innovating to push new ideas, measure how well those ideas perform, and work with other departments in lead generation campaigns that convert into revenue goals.



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[www.michdigital.co.ke](http://www.michdigital.co.ke)

# SEARCH ENGINE OPTIMIZATION

Overlay innovative and scalable technology over each strategy which ultimately optimizes website & marketing campaigns.

Our technology suite is designed to bring your potential client at your doorstep.

# OUR SERVICES

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## CREATIVE CONTENT MARKETING & COPYWRITING

Suite of Creative engaging content ideas that deliver greater efficiency and growth to performance media campaigns.

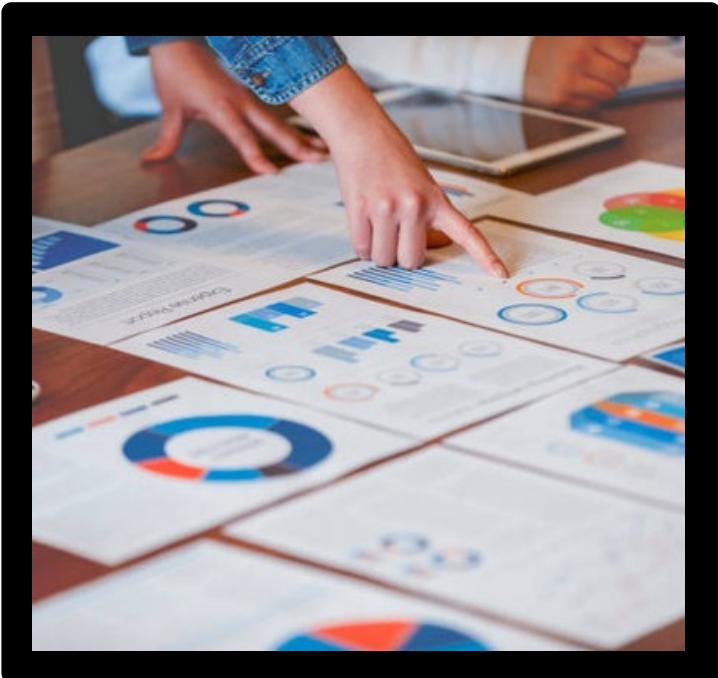


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# OUR SERVICES

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## DIGITAL MARKETING TRAINING

We equip your marketing team with the relevant creative skills and unique insight to navigate through the transitioning marketing technologies and take charge of all digital platforms with authority

# GOOGLE ADS, META ADS, LINKEDIN & YOUTUBE

Promote your business with a competitive edge. Get in front of customers when they're searching for the services you offer across different platforms



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# **EMAIL & BULK SMS TARGETING**

Reach the right masses and share new products, sales and updates with prospects.



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# PROCESS

01

## PRE- TESTING PHASE

Data analytics and market research of your brands social media audience with attributes like demographics, affinities and purchase behavior

02

## LIVE CAMPAIGNS

Creative Suite of engaging content ideas that scale and deliver greater efficiency and growth to performance media campaigns.

03

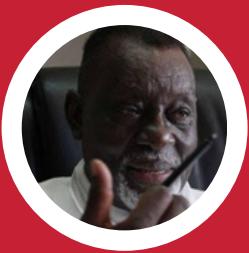
## TARGET MEASURING EFFECTIVENESS

Conversation of consumer intent into visibility, awareness and revenue for our clients



**G O A L  
P L A N  
A C T I O N**

# Don't take our word for it



## Dr. Joseph Aluoch

President Pan African Thoracic Society | Nairobi Hospital Pulmonagist

“ Successfully engineered our digital shift in Strategy & Communication at Kenya Hospital Association



## Michael Adwera

Head of Business Development, Vivo Energy | Chairman, Africa Inuka Group

“ They understand Consumer behavior even through uncertain times. A key support system during Covid19 onset



## Chrispin Oduor

CEO Langu Green Technologies |

“ More Creative, Credible & Convincing in Competitive Markets



## Abel Munda

MD, Liberty Kenya |

“ An extremely pro-active team on deliverables and very passionate about their art.



# SOME OF OUR CLIENTS

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THE NAIROBI HOSPITAL



AFRICA INUKA HOSPITAL LTD  
*Passionate Community Healthcare*



The V.I.P  
Hotel Ltd



BiddersPortal



langu.GT

Pioneer the possible



Hospital  
*A Legacy of Care*



LIBERTY





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