



Company Profile

Contact Us

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info@michdigital.co.ke

www.michdigital.co.ke



ABOUT US

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.

Our marketing strategy aims to create a major milestone in how you connect, engage and generate revenue..



The Science of Attention & Persuasion

BRANDING



**WE HELP
YOUR
BRAND
GO
BEYOND.**

Constant | Evolving | Creative | Hub



WHAT WE DO BEST



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:

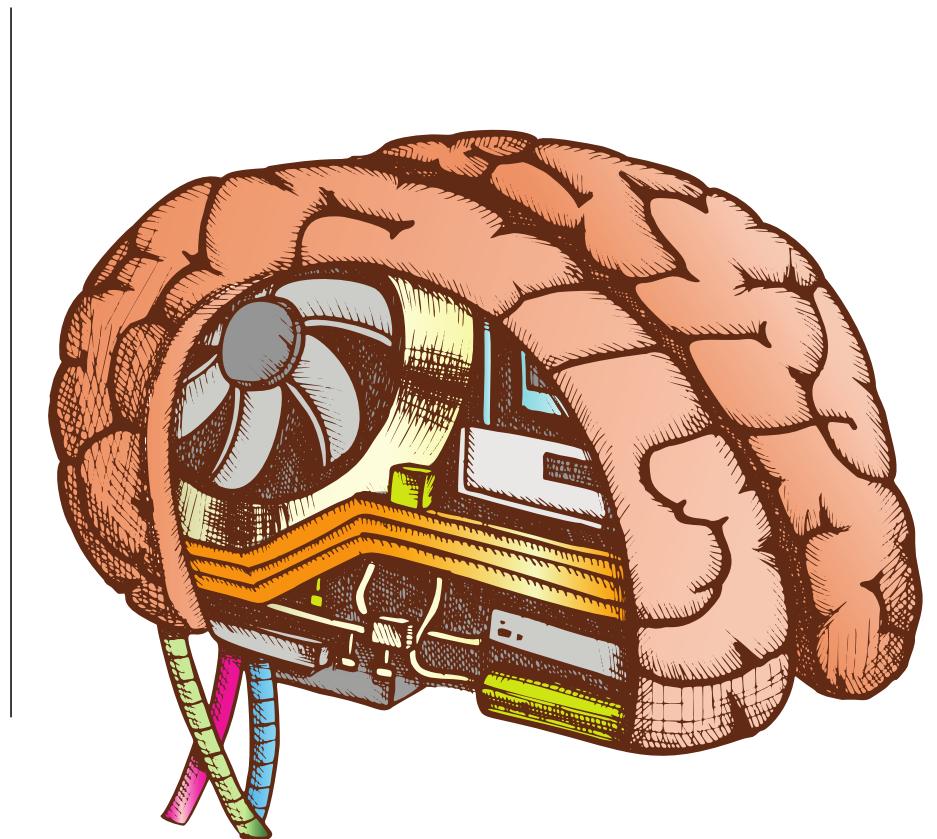
- 1. Mystery**
- 2. Curiosity**
- 3. Authenticity**

WHY CHOOSE US

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

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

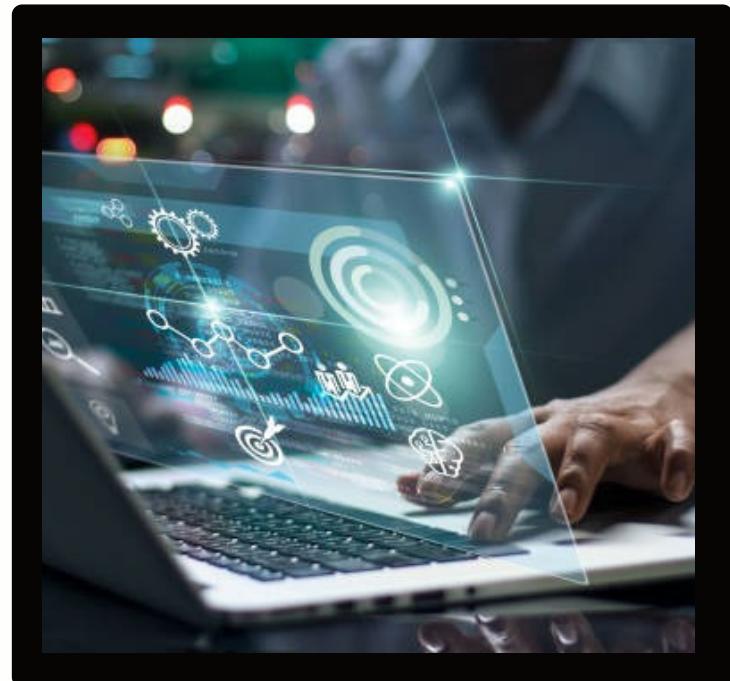
SOCIAL NETWORK

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

OUR SERVICES

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 (Image Consultancy)

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



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WEBSITE CREATION, REVAMP & MAINTANANCE

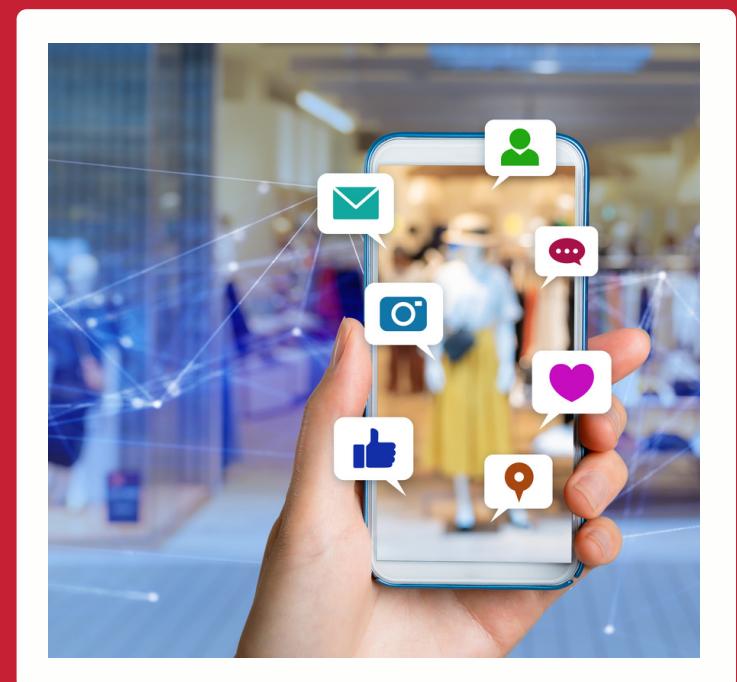


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SOCIAL MEDIA MANAGEMENT

We improve your social media presence with 51% plus 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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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

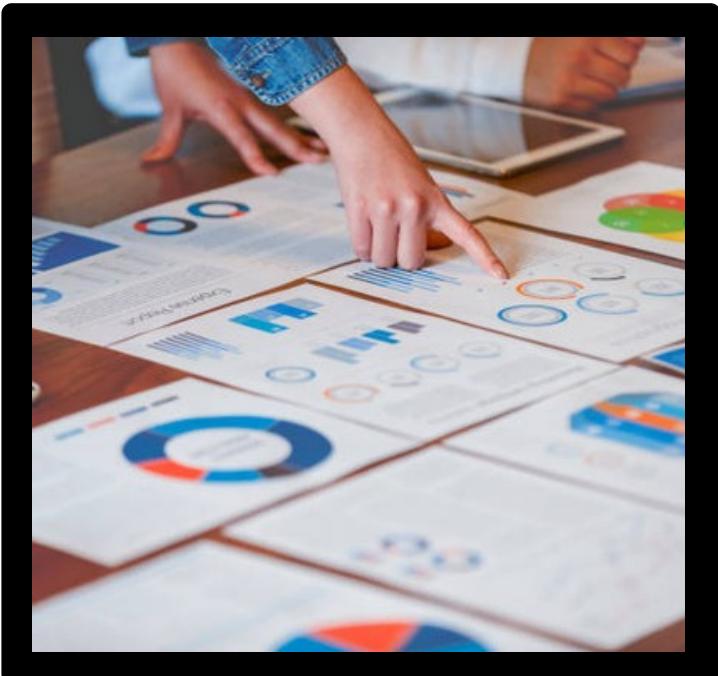
CREATIVE CONTENT MARKETING & COPYWRITING

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 visibility, 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

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

GOAL
PLAN
ACTION

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, VIP HOTELS 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



THE NAIROBI HOSPITAL



AFRICA INUKA HOSPITAL LTD
Passionate Community Healthcare



The V.I.P
Hotel Ltd



BiddersPortal



langu.GT
Pioneer the possible



LIBERTY

Fortis



Awesomeness



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