



MadHouse Wallet

Digital Marketing Audit

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INTRODUCTION

Welcome to your Digital Brand Audit. The purpose of this document is to give you a clear picture of where your brand is in terms of performance across digital platforms, where your Competitors and Benchmarks are and setting clear Targets for where your brand needs to be for it to achieve more from being on the digital space.

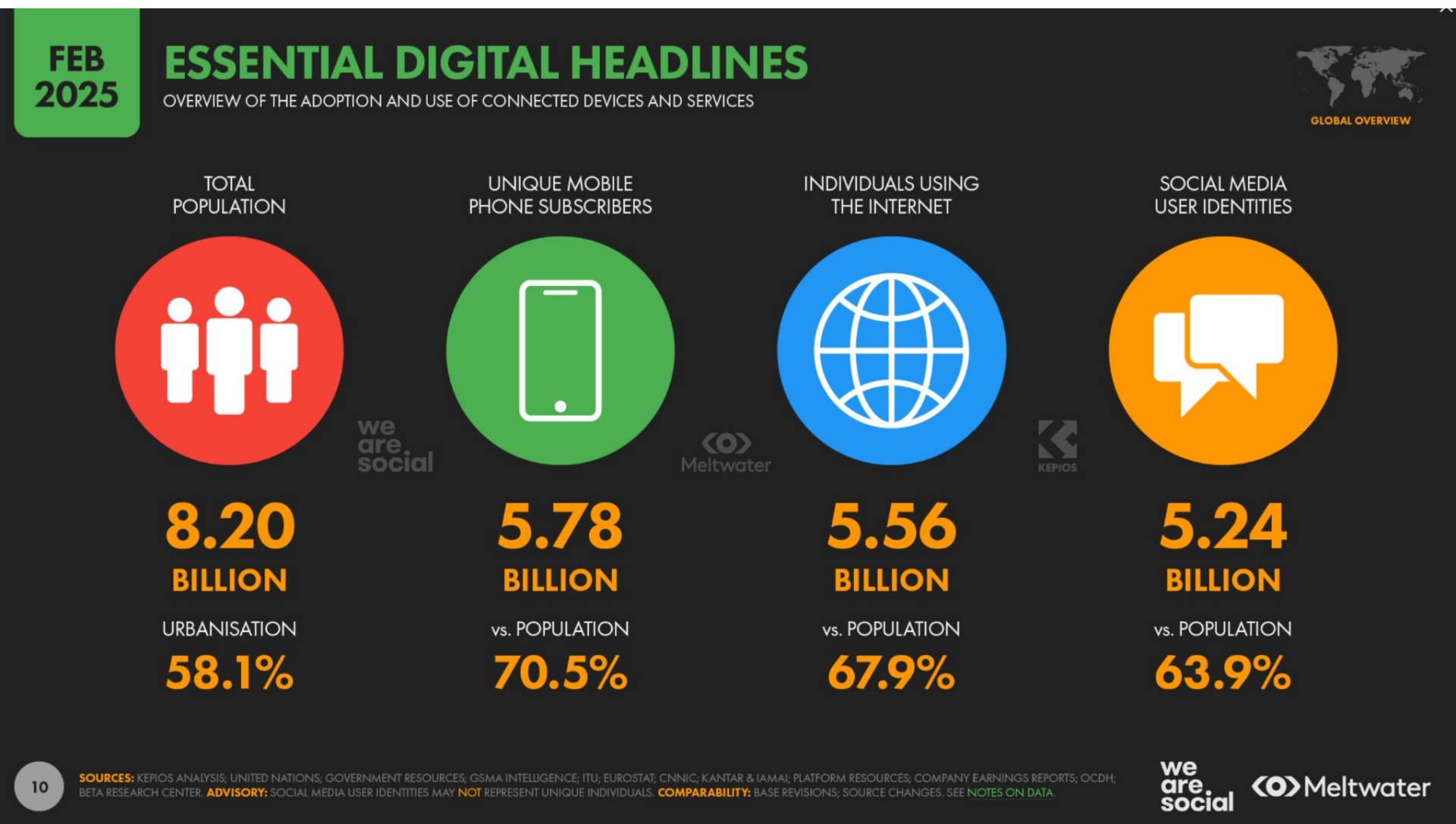
Once the Audit is approved after this presentation, a Digital Strategy will follow, detailing how we shall work together to ensure your brand achieves the targets set within this document.

The contents of this Brand Audit are divided as shared in the table of contents.

1. GLOBAL DIGITAL PRESENCE OVERVIEW

a. Overview of Global Digital Landscape

Data source: Use of Connected Devices and Service - [Digital 2025: Global Overview Report](#)

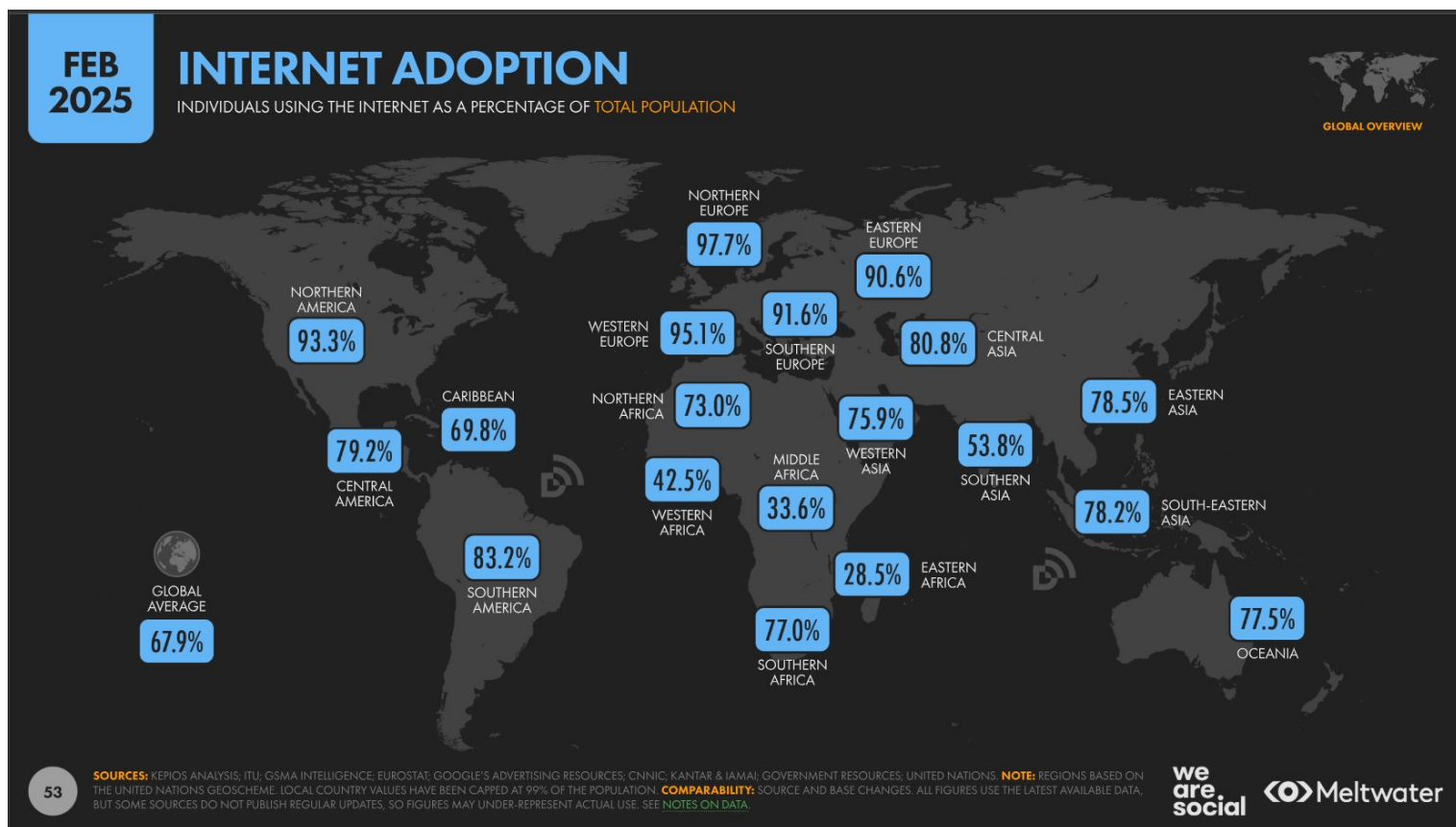


Overview of the Adoption and Use of Connected Devices and Services

- The global population stands at 8.20 billion, growing by 70 million people (+0.9%) over the past year, with 58.1% living in urban areas.
- 5.78 billion people now use mobile phones, representing 70.5% of the world's population, with smartphones making up 87% of all handsets.
- There are 5.56 billion internet users worldwide (67.9% penetration), up 136 million from last year, while 2.63 billion people remain offline.
- Global social media users have reached 5.24 billion (63.9% of the population), growing by 206 million (+4.1%) over the past year.

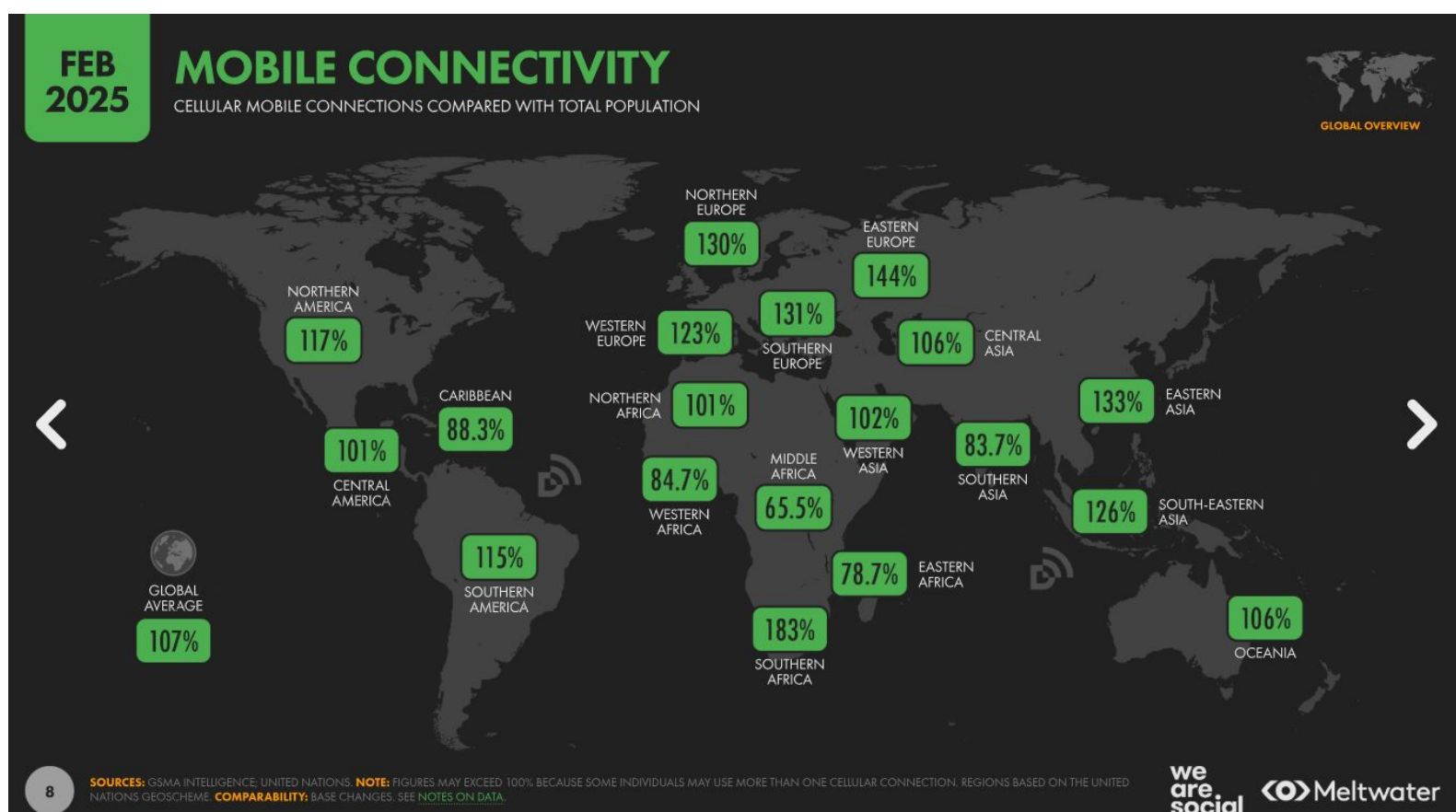
a. Overview of Global Digital Landscape

Data source: Use of Connected Devices and Service - [Digital 2025: Global Overview Report](#)



A total of 19 countries now report internet penetration of 67percent or higher, suggesting that almost everyone in these countries who want to use the internet and is able to do so is already online.

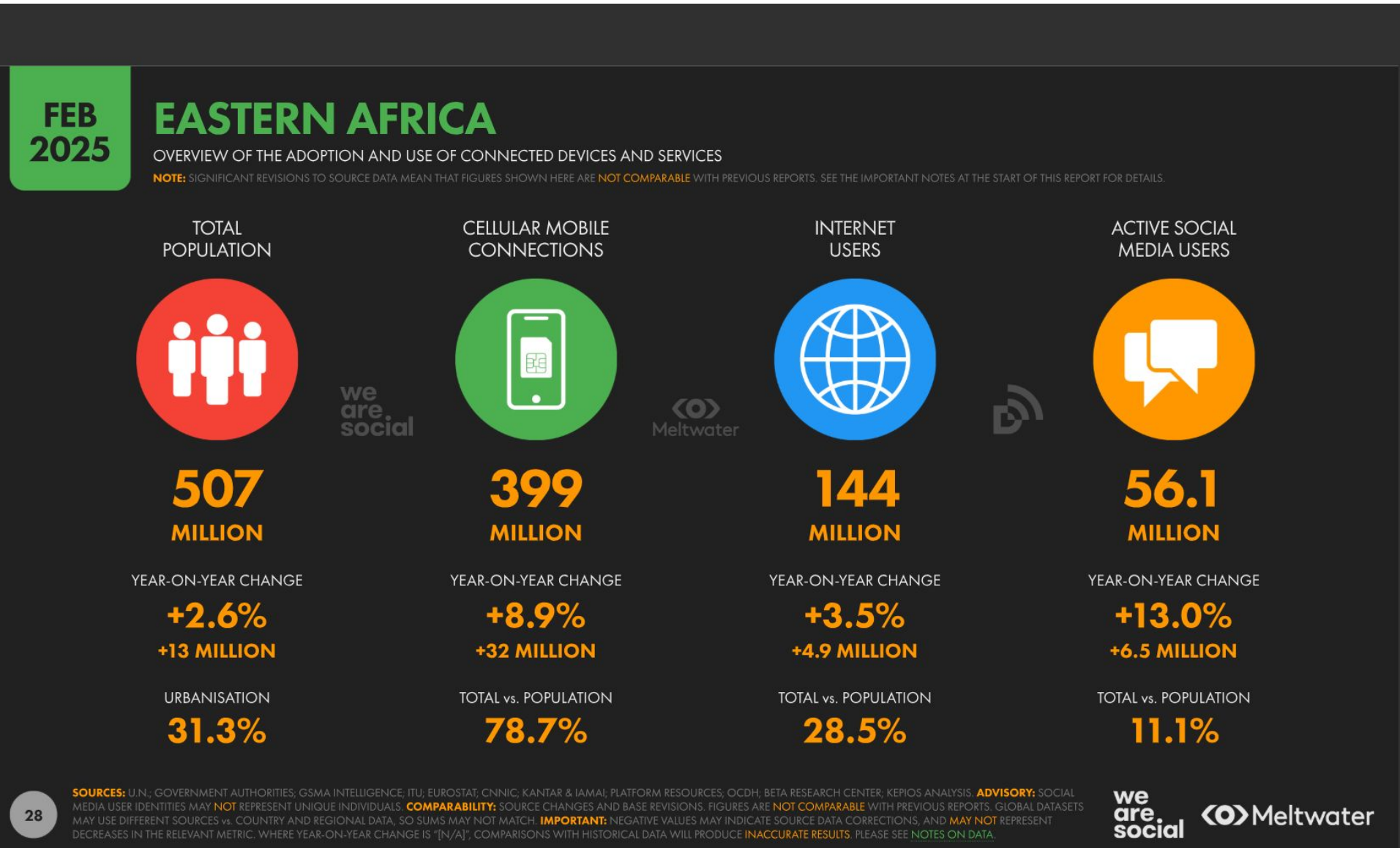
- At a regional level, Northern Europe reports the highest rate of internet penetration at 97.7%, while Eastern Africa reports the lowest rate at 28.5%.
- In terms of mobile connectivity, Eastern Europe reports the highest rate at 144% Middle Africa reports the lowest at 65%.



b. Overview of Digital Landscape in Eastern Africa

Burundi, Comoros, Djibouti, Ethiopia, Eritrea, Kenya, Rwanda, Seychelles, Somalia, South Sudan, Sudan, Tanzania, and Uganda.

Data source: Use of Connected Devices and Service - [Digital 2025: Global Overview Report](#)

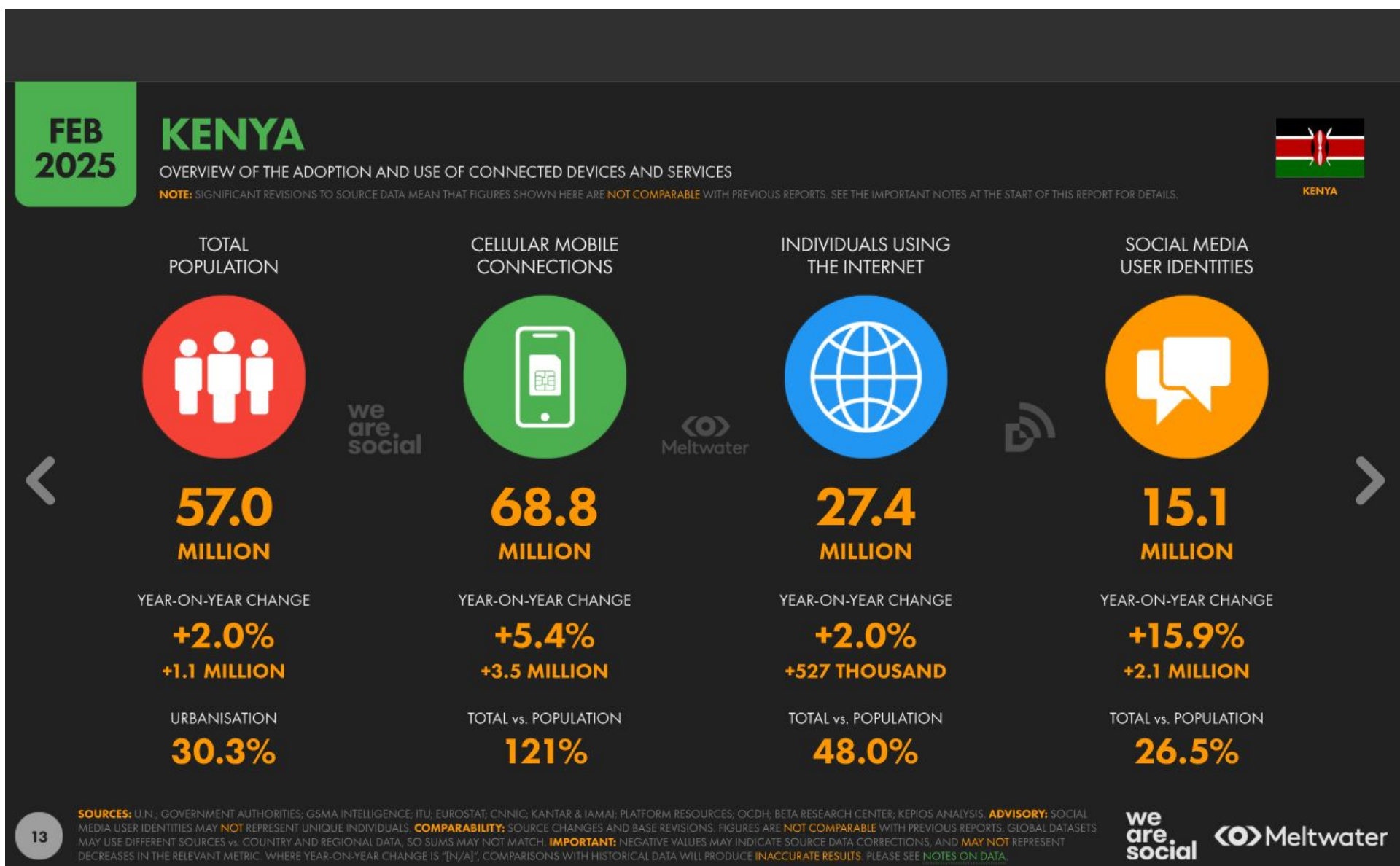


Mobile and Internet Penetration

- Mobile Penetration: Eastern Africa has achieved 78.7% mobile penetration, translating to 399 million subscribers, which is below Africa's average of 107% but above the global average of 70.5% as of Feb 2025
- Internet Users: The total number of internet users in East Africa is estimated at 144 million, representing a penetration rate of about 28.5% of the population.

Overview of Digital Landscape in Kenya

Data source: Use of Connected Devices and Service - [Digital 2025: Global Overview Report](#)



Internet and Mobile Penetration

- **Mobile Penetration:** As of early Feb 2025, mobile penetration in Kenya was approximately 121%, with around 69 million mobile subscribers.
- **Internet Users:** The total number of internet users in Kenya was estimated at 27.4 million, representing a penetration rate of about 48% of the population.

Overview of Digital Landscape in Kenya

Internet Usage

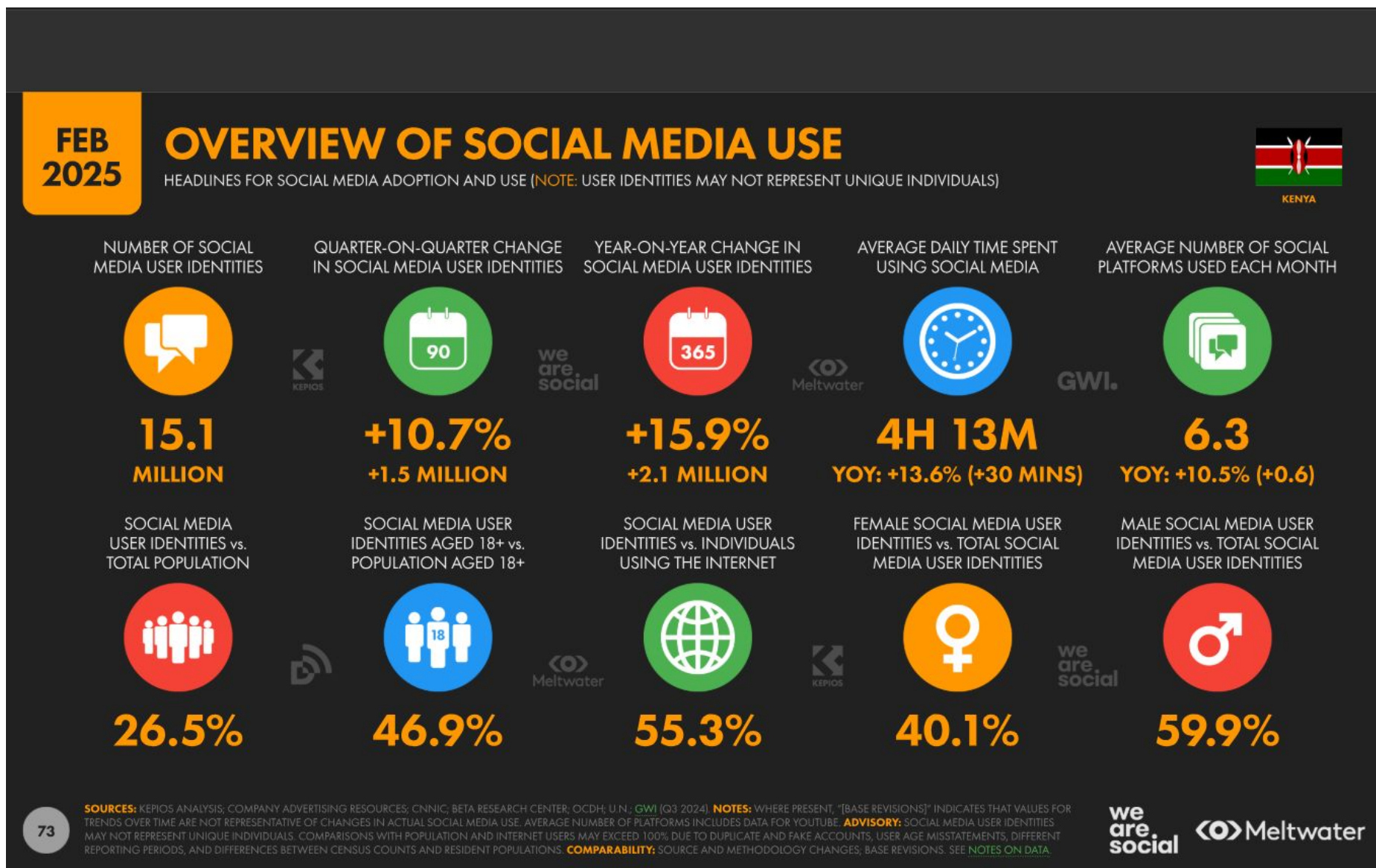
- There were 27.4 million individuals using the internet in Kenya at the start of 2025, when online penetration stood at 48.0 percent.
- The number of internet users in Kenya increased by 527 thousand (+2.0 percent) between January 2024 and January 2025.

Demographics

- A total of 68.8 million cellular mobile connections were active in Kenya in early 2025, with this figure equivalent to 121 percent of the total population.
- Data shows that Kenya's population increased by 1.1 million (+2.0 percent) between early 2024 and the start of 2025.
- Meanwhile, in early 2025, 30.3 percent of Kenya's population lived in urban centers, whereas 69.7 percent lived in rural areas.
- At that time, 50.3 percent of Kenya's population was female, while 49.7 percent of the population was male.

Challenges

- Despite the growth in mobile and internet usage, challenges persist, including disparities in access between urban and rural areas and varying costs of data services across different countries.



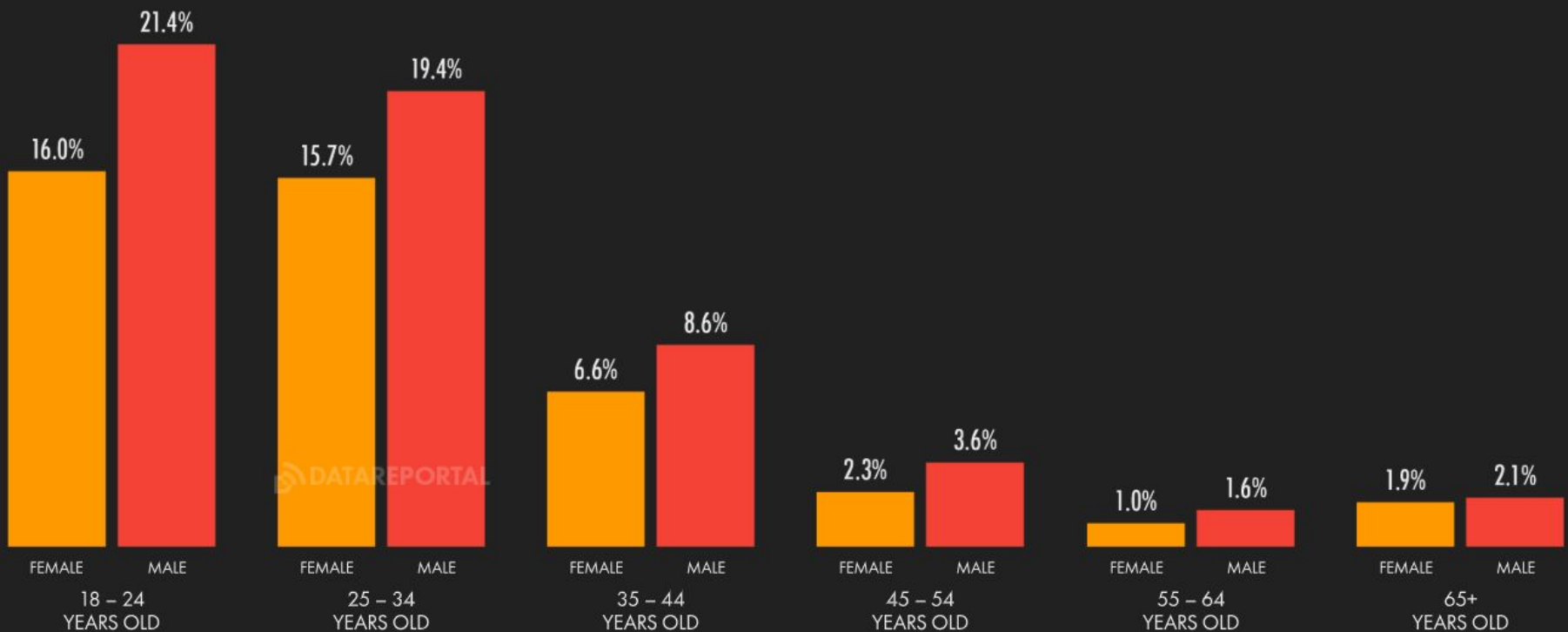
Social Media Usage

- Kenya was home to 15.1 million social media user identities in January 2025, equating to 26.5 percent of the total population.
- Ookla's data reveals that the median mobile internet download speed in Kenya increased by 8.19 Mbps (+37.6 percent) in the twelve months to January 2025.
- Meanwhile, the company's data shows that the download speed of the typical fixed internet connection in Kenya increased by 4.76 Mbps (+48.7 percent) during the same period.

FEB
2025

DEMOGRAPHIC PROFILE: META'S ADULT AUDIENCE

SHARE OF COMBINED, DEDUPLICATED AD REACH FOR USERS AGED 18+ ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



75

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

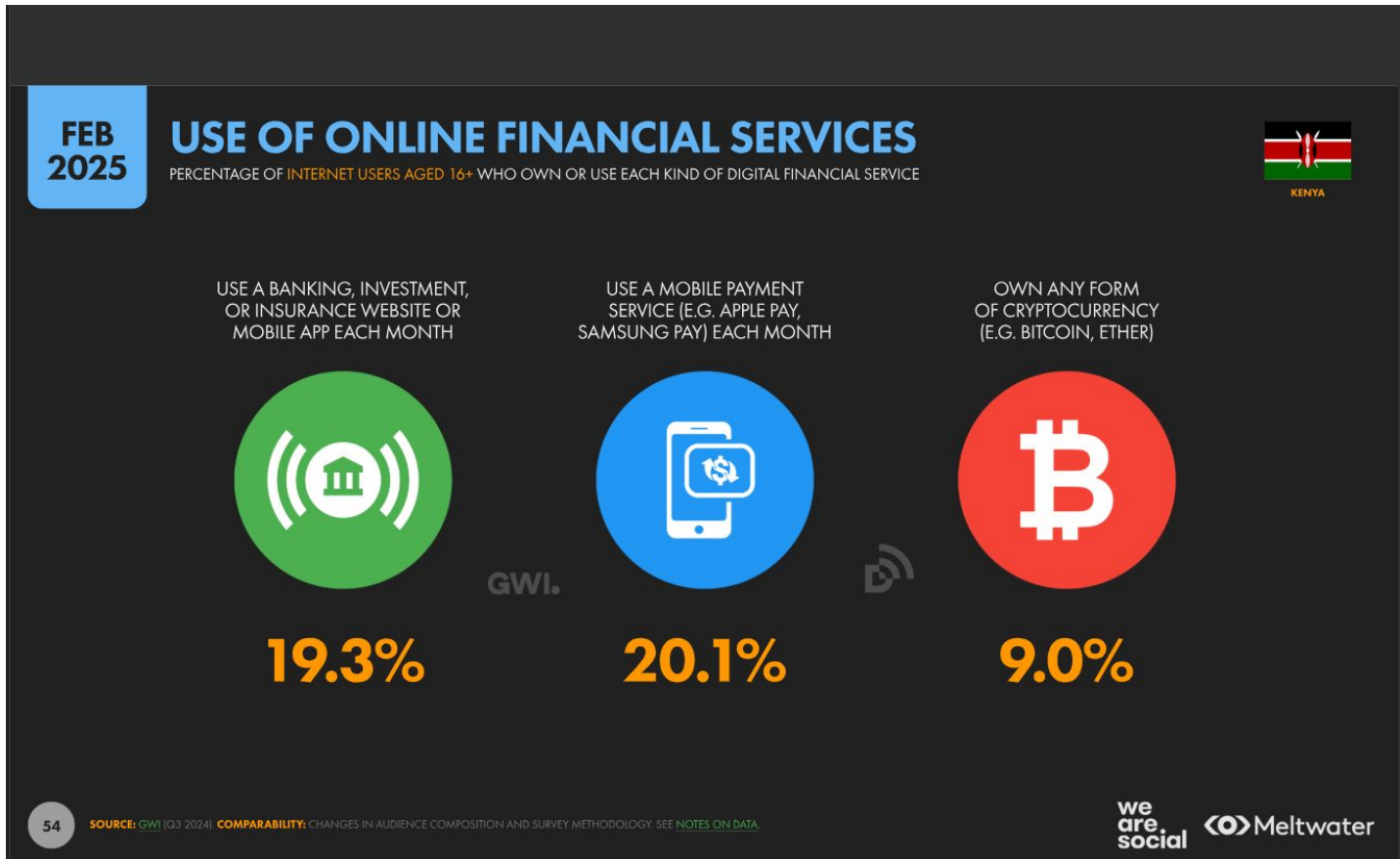
Demographics

- On Meta platforms, the 18–24 age group represents the most active users, with 21.4% of men and 16.0% of women engaging regularly.
- However, social media usage is lowest among the 55–64 age group, where 1.6% of men and 1.0% of women are active users.

Social Platforms

- The most used social media platforms in Kenya include, WhatsApp with 87.8%, TikTok with 78.3%, Facebook with 75.9% Instagram with 70.9% and X with 53.2% population.

Overview of Digital Landscape in Kenya

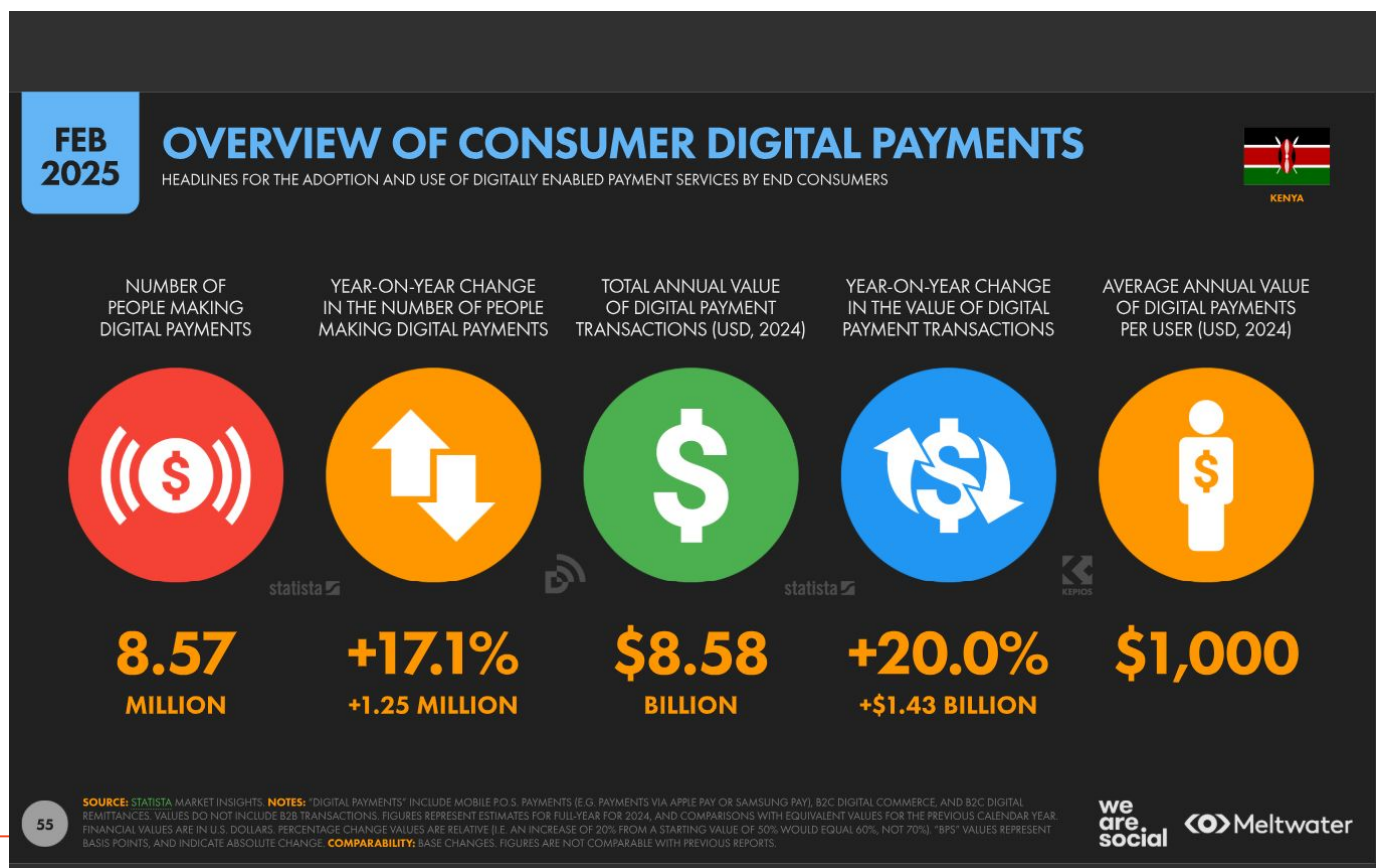


Use of Online Financial Services

- People using banking, investments, or mobile Apps are approximately 19.3% of the total population.
- 20.1% of the population use mobile payment services that include Apple Pay, Samsung Pay etc, each month.

Growth Trends

- Digital Payment: Number of people making digital payments is approximately 8.57 million
- Growth Trend: The year-on-year change in the number of people making digital payments grows by 17.1%



2. NETWORK OVERVIEW- MadHouse Wallet



PLATFORMS

This section is not applicable at the moment since MadHouse has not launched its social media platforms.

3. INDUSTRY COMPARISON AND INSIGHTS

INDUSTRY COMPARISON

The criteria used was looking at:

Industry Benchmarks - organizations in the same industry as Madhouse Wallet.

Other Competitors– organizations not necessarily in the same industry or space, but comparable to Madhouse Wallet in terms of scope of communication and projects being done.

The following are competitors of Madhouse Wallet:

Industry Competitors:

- Pesapal
- Kopo Kopo
- Safaricom / Mpesa
- DPO / Pay by Network

Other Competitors:

- Paypal Invoices
- Payoneer
- Flutterwave

DIGITAL PRESENCE BREAKDOWN

LOCAL COMPETITOR - Pesapal

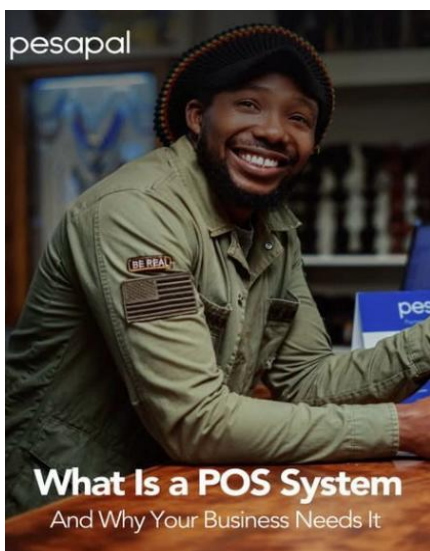
a. Digital Presence

- Facebook: 65K Followers
- X: 28.6K followers
- Instagram: 4553 Followers
- TikTok: 403 Followers
- LinkedIn: 35K followers
- YouTube: 2.68K Subscribers

Comments: Facebook had the most amount of followers, followed by LinkedIn, X, Youtube, Instagram and Tiktok which has the least number of followers.

b. Content Type

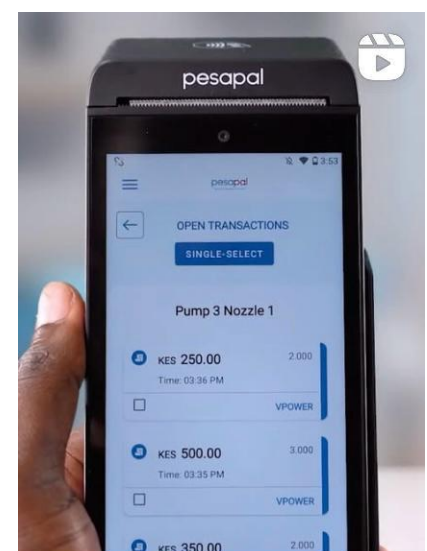
Pesapal uses its social media platforms to educate, engage, and build trust around digital payments, fintech innovation, and business empowerment across Africa. Their content blends informative visuals, product education, and customer-focused storytelling.



Educative Post



Thought Leadership Post



Product Knowledge Posts

Comments:

- Pesapal's content mix focuses on financial education, convenience, and digital empowerment for both businesses and consumers.
- Their storytelling emphasizes trust, innovation, and accessibility, appealing to both B2B (business) and B2C (customer) audiences.
- Visual content is polished and branded, using consistent colors, fonts, and iconography that align with fintech professionalism.

d. Tone / Voice

- **Informative & Educational:** Focuses on simplifying financial concepts and educating audiences on payment solutions.
- **Professional & Authoritative:** Maintains credibility as a trusted payment solutions provider in Africa.
- **Empowering & Supportive:** Encourages entrepreneurs and SMEs to embrace digital payments as a way to grow their businesses.
- **Engaging & Conversational:** Uses relatable examples, questions, and light humor to connect with users and build community trust.

e. Digital Competitive Edge

We observed the following digital competitive edge for Pesapal:

- **Trust-Building Through Transparency:** By demystifying digital payments and clearly communicating features, Pesapal reduces hesitation among first-time digital users.
- **Localized Storytelling:** Their content often features African merchants, small business owners, and regional success stories making their message authentic and relatable.
- **Consistent Brand Identity:** A unified visual identity across platforms using Pesapal's signature colors, clean layouts, and tech-inspired design builds instant recognition and trust.
- **Multi-Platform Integration:** They use each platform with intent LinkedIn for partnerships, Instagram/TikTok for awareness and education, and YouTube for deeper understanding ensuring they meet audiences where they are.
- **Data-Driven Content Strategy:** Performance insights inform their posting schedule, ad targeting, and campaign optimization, ensuring that content not only educates but converts.

DIGITAL PRESENCE BREAKDOWN

LOCAL COMPETITOR - Kopo Kopo, Inc

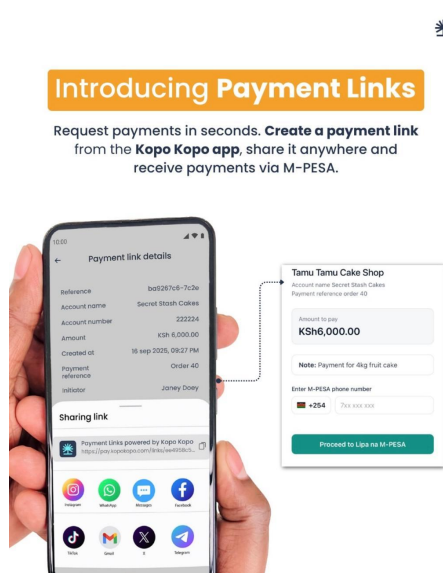
a. Digital Presence

- Facebook: 40K Followers
- Instagram: 1538 Followers
- X (Twitter): 5.1K Followers
- TikTok: 400 Followers
- LinkedIn: 9K Followers
- YouTube: 2.33K Subscribers

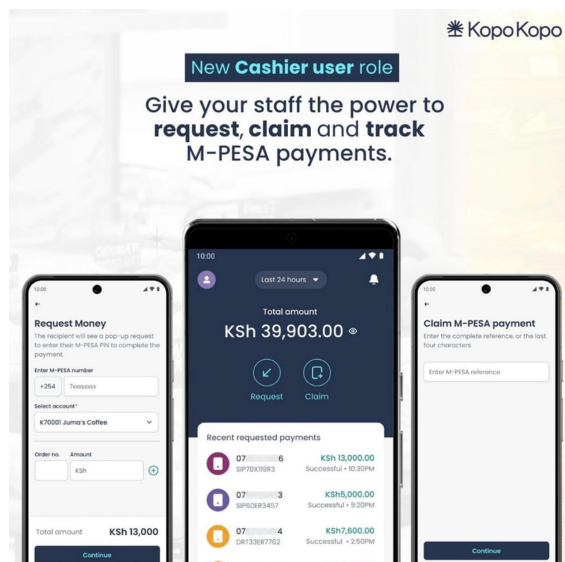
Comments: Kopo Kopo are present on the 6 major social media platforms. Facebook had the most amount of followers, followed by LinkedIn, X, Youtube, Instagram and Tiktok which has the least number of followers.

b. Content Type

Kopo Kopo uses its social media platforms to position itself as a trusted digital payment and business growth enabler for SMEs across Africa. Their content focuses on education, product awareness, customer empowerment, and partnership visibility.



Launch Post



Educative Post



Product Update Post

Comments:

- Kopo Kopo's content is solution-driven, addressing real challenges faced by small business owners.
- They prioritize education and empowerment, using simple, relatable language to break down complex fintech topics.
- Visuals are clean, consistent, and branded reflecting a modern, tech-forward company that supports business growth.

d. Tone / Voice

The tone of voice used by Kopo Kopo is predominantly:

Informative & Helpful: Provides clear explanations on how Kopo Kopo's tools work, helping businesses make confident decisions.

Empowering: Encourages entrepreneurs to embrace digital finance as a growth enabler, often through motivational copy and success stories.

Professional & Credible: Communicates authority in fintech innovation while maintaining trustworthiness and clarity.

Friendly & Supportive: Uses a conversational tone to make digital finance feel accessible and easy to understand.

e. Digital Competitive Edge

Kopo Kopo maintains a competitive edge in the digital space through:

- **SME-Focused Storytelling:** Their content directly speaks to entrepreneurs showcasing real users, relatable challenges, and simple financial solutions that resonate with small business owners.
- **Localized Education:** By using relatable scenarios, local languages (where possible), and examples from the African market, Kopo Kopo connects deeply with its audience.
- **Consistent Brand Messaging:** Their branding is clean, trustworthy, and human balancing fintech sophistication with community warmth.
- **Customer Trust Through Transparency:** Kopo Kopo's consistent messaging around financial inclusion, business empowerment, and security builds strong trust and loyalty within its community.

DIGITAL PRESENCE BREAKDOWN

LOCAL COMPETITOR - Safaricom / Mpesa

a. Digital Presence

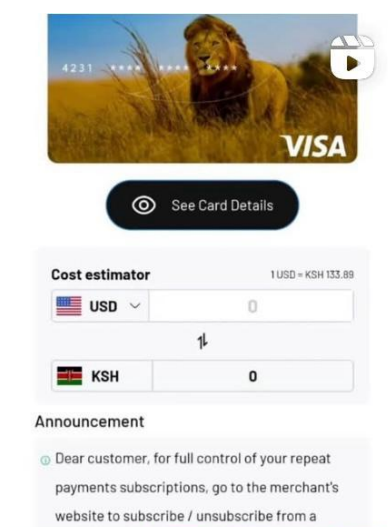
- Facebook: 2.4M Followers
- Instagram: 363K Followers
- X (Twitter): 2.1M Followers
- TikTok: 252K Followers
- LinkedIn: 537K Followers
- YouTube: 148K Subscribers

b. Content Type

Safaricom / M-PESA use their social media platforms to communicate innovation, connection, empowerment, and trust. Their content blends education, brand storytelling, product marketing, and community impact designed to reach both corporate and everyday audiences.



Thought Leadership Post



Educative Post



Storytelling Post

Comments:

- Safaricom's content ecosystem blends brand storytelling, innovation updates, and customer-centric communication.
- Each platform has a clear intent from community engagement on Facebook to corporate leadership on LinkedIn and youth connection on TikTok.
- Their content aligns with the brand values of purpose, trust, and empowerment, showcasing how technology transforms lives.

DIGITAL PRESENCE BREAKDOWN

Safaricom / Mpesa

Tone of Voice

Safaricom / Mpesa maintains a tone of voice that is:

- **Professional & Trustworth:** Upholds brand credibility in the fintech and telecom sectors through factual, clear messaging.
- **Friendly & Relatable:** Uses conversational language, humor, and visual storytelling to connect with youth audiences.
- **Informative & Helpful:** Provides clear guidance on products, services, and features while addressing customer queries.
- **Inspirational & Purpose-Driven:** Communicates Safaricom's role in connecting people and driving positive social change.

Digital Competitive Edge

Safaricom / Mpesa's digital strategy provides it with a competitive edge through:

- **Powerful Brand Storytelling:** Their campaigns ("Tuinuanne," "We Keep Going," "The Future is M-PESA Global") combine emotion with innovation, strengthening brand loyalty and national identity.
- **Multi-Segment Targeting:** Safaricom tailors content to reach youth (TikTok/Instagram), professionals (LinkedIn), and mass audiences (Facebook/X), ensuring comprehensive reach.
- **High Visual Standards:** Professional-grade visuals, consistent brand colors (green, white, black), and local imagery make their content instantly recognizable and emotionally resonant.
- **Community-Centric Engagement:** Safaricom builds community through CSR stories, digital inclusion initiatives, and customer response threads that humanize the brand.
- **Innovation-Led Messaging:** They lead digital conversations around fintech, 5G, sustainability, and tech innovation reinforcing M-PESA's dominance as Africa's mobile money pioneer.

DIGITAL PRESENCE BREAKDOWN

LOCAL COMPETITOR - DPO / Pay by Network

a. Digital Presence

- Facebook: 31K Followers
- Twitter: 2.8K Followers
- TikTok: 126 followers
- Instagram: 4106 Followers
- LinkedIn: 34K Followers
- YouTube: 54.4K Subscribers

Comments: DPO / Pay by Network has 6 social media accounts, with Youtube having the highest number of subscribers, followed by LinkedIn, Facebook, X, Instagram and TikTok has the least amount of fans.

b. Content Type

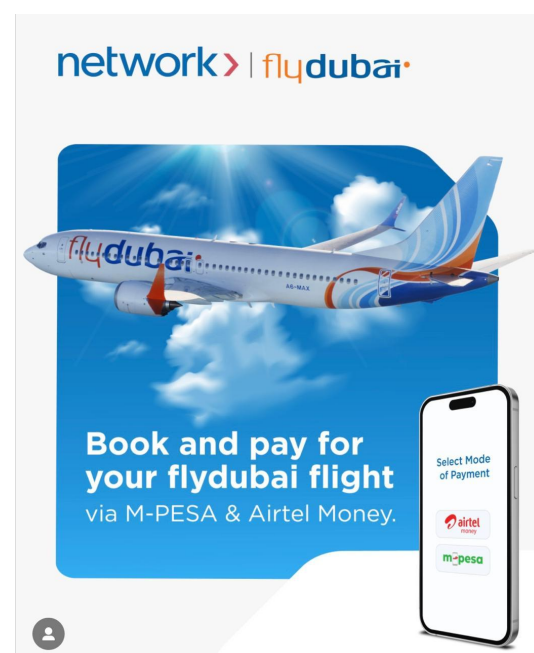
DPO Group (Pay by Network) uses its social media platforms to position itself as a trusted, pan-African digital payments partner for businesses of all sizes. Their content highlights innovation, security, inclusivity, and digital transformation within Africa's growing fintech ecosystem.



Educative Post



Product Feature Post



Call To Action Post

Comments:

- DPO's content balances education with authority, aimed at businesses seeking secure digital payment solutions.
- The brand communicates through clean visuals, minimal copy, and professional language, maintaining a premium fintech image.
- Their cross-platform consistency reinforces trust, professionalism, and technological excellence.

DIGITAL PRESENCE BREAKDOWN

DPO / Pay by Network

Tone of Voice

DPO's tone of voice can be characterized as:

- **Authoritative & Trustworthy:** Establishes confidence through clarity, professionalism, and security-focused messaging.
- **Innovative & Forward-Thinking:** Highlights technology-driven solutions and DPO's role in shaping Africa's digital economy.
- **Customer-Centric & Supportive:** Encourages digital adoption by showcasing real merchant experiences and practical benefits.
- **Informative & Educational:** Explains complex payment systems in simple, digestible ways for SMEs and enterprise clients.

Digital Competitive Edge

DPO maintains a competitive edge in the digital landscape through:

- **Pan-African Reach:** DPO's digital presence highlights its footprint across multiple African countries — positioning it as a unified payment gateway for cross-border business.
- **Trust Through Transparency:** Their content emphasizes compliance, reliability, and transaction security, building confidence among merchants and corporate clients.
- **Unified Visual Identity:** The brand maintains a clean, corporate aesthetic using consistent blue, white, and gold tones to signal trust, innovation, and excellence.
- **B2B Focused Content:** DPO's platforms prioritize educational and partnership-driven content that appeals to business decision-makers and financial institutions.
- **Tech & Innovation Storytelling:** By sharing insights on the future of payments, DPO establishes itself as a thought leader in Africa's fintech landscape.

DIGITAL PRESENCE BREAKDOWN

INTERNATIONAL COMPETITOR - Payoneer

a. Digital Presence

- Facebook: 1M Followers
- Twitter: 89K Followers
- Instagram: 120K Followers
- LinkedIn: 235K Followers
- YouTube: 79.2K Subscribers

Comments: Payoneer has 5 social media accounts, with Facebook having the highest number of followers, followed by LinkedIn, Instagram and X. Youtube has the least amount of fans.

b. Content Type

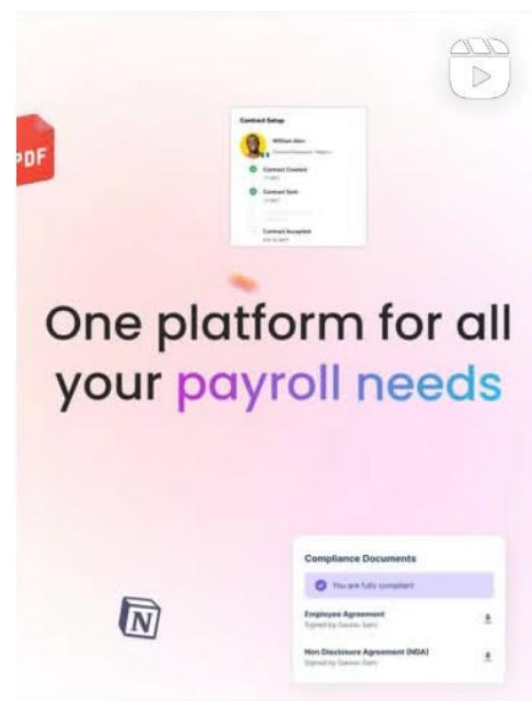
Payoneer uses its digital platforms to position itself as a global financial partner that empowers freelancers, entrepreneurs, and businesses to send, receive, and manage cross-border payments with ease. Their content focuses on education, empowerment, global opportunities, and community success stories.



Product Feature Post



Educational Post



Evergreen Post

Comments:

- Payoneer's content emphasizes empowerment and accessibility, blending professional fintech education with relatable global success stories.
- The brand maintains a balance between corporate credibility and human-centered storytelling across all platforms.
- Their visuals and captions reflect a global yet inclusive approach appealing to both individuals and large enterprises.

DIGITAL PRESENCE BREAKDOWN

Payoneer

Tone of Voice

- **Empowering & Motivational:** Encourages freelancers and businesses to achieve financial independence and global reach.
- **Professional & Reliable:** Reinforces trust through factual, transparent, and informative messaging.
- **Educational & Supportive:** Simplifies complex global payment systems for everyday users and growing businesses.
- **Community-Driven & Inclusive:** Highlights customer stories from diverse regions and industries, reflecting global unity.

Digital Competitive Edge

Payoneer has a distinct digital competitive edge by focusing on the following strategies:

- **Global Community Storytelling:** Showcases real users from different countries and industries, building relatability and humanizing financial services.
- **Educational Value:** Strong focus on breaking down financial topics into easy-to-understand content making global finance accessible to all.
- **Consistent Brand Presence:** Unified color palette (orange, white, and black), professional visuals, and clean typography reinforce Payoneer's trust and authority.
- **Diverse Audience Targeting:** Content speaks effectively to freelancers, e-commerce merchants, startups, and enterprises, tailoring tone and messaging by platform.
- **Thought Leadership in Global Commerce:** Payoneer positions itself as a leader in global payments through insights on trade, digital transformation, and cross-border business growth.

DIGITAL PRESENCE BREAKDOWN

INTERNATIONAL COMPETITOR - Flutterwave

a. Digital Presence

- Twitter: 147.1K Followers
- Instagram: 65K Followers
- LinkedIn: 223K Followers
- YouTube: 13K Subscribers

Comments: Flutterware has 4 social media accounts, with LinkedIn having the highest number of followers, followed by X, Instagram. YouTube has the least amount of fans.

b. Content Type

Flutterwave positions itself as a pan-African fintech innovator enabling businesses and individuals to make and accept payments globally with ease. Their content focuses on innovation, empowerment, partnership, and African excellence, showcasing how technology bridges local and global commerce.



Educational Post



Thought Leadership Post



Informative Post

Comments: Their content mainly consists of:

- Flutterwave's content blends tech sophistication with cultural pride, making fintech feel relatable and aspirational for African businesses.
- Their visuals are bold, modern, and clean integrating vibrant colors (yellow, black, white) that represent innovation and African identity.
- They maintain strong storytelling consistency across all platforms, especially in showcasing how Flutterwave empowers businesses to go global from Africa.

DIGITAL PRESENCE BREAKDOWN

Flutterwave

d. Tone / Voice

Flutterwave tone of voice can be characterized as:

- **Innovative & Visionary:** Showcases tech-driven solutions and forward-thinking ideas. Evident on LinkedIn, X, and YouTube.
- **Empowering & Youthful:** Encourages African entrepreneurs and small businesses to scale globally. Strong presence on Instagram, TikTok, and Facebook.
- **Authentic & Human-Centered:** Uses real customer stories and relatable success narratives. Consistent across Instagram and YouTube.
- **Confident & Impactful:** Speaks with authority on fintech and Africa's digital economy. Prominent on LinkedIn and Twitter.

e. Digital Competitive Edge

- **Pan-African Narrative:** Flutterwave celebrates African entrepreneurship and innovation — positioning itself as Africa's gateway to the global economy.
- **Tech with Culture:** Combines fintech education with culturally relevant, community-driven campaigns that connect emotionally with users.
- **Dynamic Visual Branding:** Strong, consistent color palette (yellow, black, and white) and sleek digital design across all platforms ensure instant recognizability.
- **Community Empowerment Focus:** Regularly highlights small business owners, startups, and creators across Africa using Flutterwave tools to scale globally.
- **Thought Leadership:** CEO and leadership posts drive credibility, discussing innovation, partnerships, and the future of digital payments in Africa.

DIGITAL PRESENCE BREAKDOWN

INTERNATIONAL COMPETITORS - Paypal Invoices

a. Digital Presence

- Facebook: 6.6M Followers
- Twitter (X): 1.1M Followers
- Instagram: 684K Followers
- LinkedIn: 2M Followers
- TikTok: 55.7K Followers
- YouTube: 165K Subscribers

Comments: Paypal has 6 social media accounts, with Facebook having the highest number of followers, followed by LinkedIn, X, Instagram, YouTube and TikTok having the least amount of followers.

b. Content Type

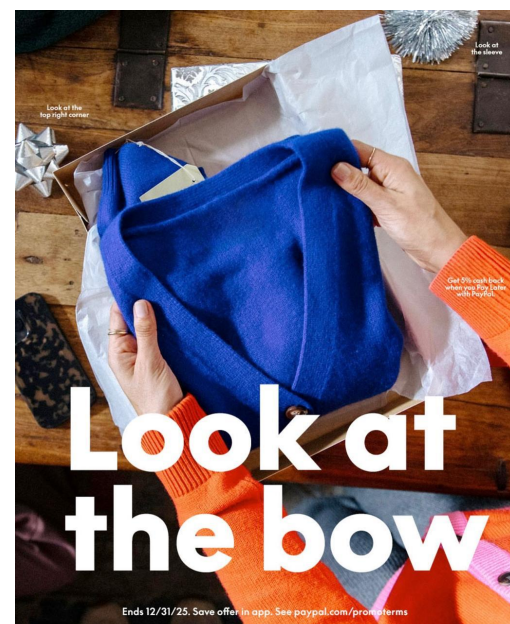
PayPal Invoices uses its digital platforms to position itself as a trusted and seamless invoicing solution for freelancers, entrepreneurs, and small to medium-sized businesses looking to get paid faster, securely, and globally. Their content focuses on education, trust, convenience, and global accessibility.



Creative Post



Promotional Post



Visual Hook Post

Comments: Their content mainly consists of

- PayPal's content is educational, solution-oriented, and visually consistent, designed to build confidence in using their tools.
- Their platforms create a balance between trust and simplicity, showing how invoicing digitally can save time and reduce payment risks.
- Emphasis is placed on global reach — allowing businesses to invoice clients anywhere, in multiple currencies, securely.

DIGITAL PRESENCE BREAKDOWN

Paypal Invoices

d. Tone / Voice

The tone of voice used can be characterized as:

- **Trustworthy & Secure:** Reinforces PayPal's reputation for safe transactions and reliable payments.
- **Educational & Supportive:** Simplifies invoicing and payment processes for freelancers and businesses.
- **Professional Yet Approachable:** Uses clear, simple language that builds confidence without jargon.
- **Empowering & Global:** Highlights success stories from businesses across different countries and industries.

e. Digital Competitive Edge

Their strongest attributes on social media include:

- **Global Trust & Brand Authority:** As a leading digital payments brand, PayPal's reputation provides immediate credibility for freelancers and businesses using its invoicing solution.
- **Simplicity & Accessibility:** Easy to create, customize, and send users can issue professional invoices in under a minute, even on mobile.
- **Security-Focused Messaging:** Strong emphasis on fraud prevention, safe transactions, and verified sender identity critical in online invoicing.
- **Educational Value:** Consistent creation of tutorials, FAQs, and social explainers that help businesses understand invoicing best practices.
- **Cross-Border Advantage:** PayPal Invoices supports multiple currencies and international clients, positioning it as an ideal solution for remote workers and digital entrepreneurs.
- **Customer-Centric Communication:** Active engagement on X (Twitter) and LinkedIn shows responsiveness and focus on supporting small business growth and freelancer empowerment.

Recommendations

How To Enhance Online Presence

To enhance Madhouse Wallet digital presence, the following recommendations are suggested based on the current data:

1. Build a strong Media Foundation

Launch official, verified accounts across these core platforms:

- LinkedIn: For credibility, partnerships, and fintech updates.
- Instagram: For brand storytelling, visuals, and relatable user education.
- Facebook: For awareness and customer engagement.
- X (Twitter): For real-time updates and fintech conversations.
- TikTok: For youth-focused, simplified financial education and product explainers.
- YouTube: For tutorials, success stories, and thought leadership videos.

Start small (LinkedIn + Instagram + X) and scale up as traction grows.

2. Define Clear Digital Voice

Adopt a tone that mirrors successful fintech players:

- Trustworthy (like PayPal)
- Innovative yet relatable (like Flutterwave)
- Educational and community-centered (like Safaricom)

Use this tone consistently to communicate:

“Madhouse Wallet is the smart, secure and a simple way to move money across Africa.”

3. Focus on Educational & Trust- Building Content

Create posts and videos that demystify digital payments.

Content ideas include:

- “How to use Madhouse Wallet for faster business payments”
- “Why digital wallets are the future of African commerce”
- “Safety tips for online transactions”
- “Meet the small businesses growing with Madhouse Wallet”

This builds trust and utility, especially for first-time users who may not yet trust a new fintech.

Recommendations

How To Enhance Online Presence

4. Use Visual Storytelling & Local Relevance

- Share stories of real users boda riders, freelancers, small merchants, or youth entrepreneurs.
- Highlight cultural and community pride, showing how the brand empowers local innovation.
- Use short-form video (TikTok / Reels) for behind-the-scenes, feature explainers, and customer testimonials.

5. Leverage Strategic Partnerships

Collaborate with:

- Local SMEs and e-commerce brands using Madhouse Wallet.
- Influencers or creators in fintech, business, and tech education spaces (e.g., Just Ivy Africa, Victor Karanja, or niche business creators).
- Universities or startup hubs to create brand awareness through workshops or pop-ups

6. Showcase Transparency & Security

Trust is non-negotiable in fintech.

Use digital content to:

- Explain how Madhouse Wallet keeps money secure.
- Share simple visuals about data protection, transaction safety, and customer guarantees.
- Introduce the team behind the product — humanize the brand.

7. SEO & Blog Integration

Add a blog section to the website featuring:

- Fintech insights, user stories, and financial literacy tips.
- Keywords like “secure digital payments in Kenya,” “wallet for small businesses,” etc.

This improves discoverability and positions Madhouse Wallet as a thought leader in the regional fintech space.

8. Launch a Flagship Campaign

Once platforms are live, introduce Madhouse Wallet with a campaign theme like:

“Move Smart. Move Safe. Move with Madhouse.”

Use this campaign across:

- Short launch videos.
- Partner shoutouts
- Thought-leadership posts on LinkedIn
- Thought-leadership posts on LinkedIn

By implementing these strategies, Madhouse Wallet can enhance its online presence significantly, leading to greater engagement and participation from its audience.

3. BENCHMARK AGAINST CASH APP

CASH APP FINDINGS

Their strongest attributes on social media include:

1. Product & Services Offerings

Cash App offers peer-to-peer payments, cash card, stocks and bitcoin investing, savings and tax services. It uses feature layering to drive daily engagement and revenue. Prioritize security and trust-building tools (AI fraud detection, anti-scam education)

2. Digital Communication Style

Cash App uses a playful, simple and culturally relevant tone. Leveraging creators, social moments and trend-based visuals. Constantly reassures users with clear, proactive safety messaging.

3. User Experience & Community Engagement

Fast, intuitive interface with clear pathways for advanced products. Encourages social sharing through Cashtags, group payments and custom cards. Fostering organic advocacy via user-generated content and creator programs.

4. Growth Strategies & Audience Targeting

Scales through product-led growth, viral social loops and partnerships. They also focus on Gen Z, young professionals and small business users.

Key Learnings Madhouse Wallet Can Borrow from Cash App

- **Feature Layering:** Expand from payments into everyday habits (auto-savings, shared pools) to boost app frequency and revenue.
- **Make Money Social:** Introduce shareable links, group payments and social handles (like cashtags) for organic growth.
- **Trust as a Brand Pillar:** Integrate visible anti-fraud tools and proactive safety content to build credibility.
- **Personalization & UGC:** Allow customization (avatars, handles) to drive emotional connection and viral sharing.
- **Education as Empowerment:** Create short, engaging content that demystifies crypto, gold and savings for the first-time investors
- **Cultural Relevance:** Use local music, humor and creator collaborations to resonate with Kenyan's youth market.

SUMMARY OF CASH APP FINDINGS

Madhouse Wallet can draw from Cash App's winning formula of simplicity, social connection and trust, while tailoring it to Kenya's fast-growing digital audience. Cash App turned money into a lifestyle not just a utility by making payments personal, social and secure. Madhouse can do the same by blending fintech innovation with local culture and community values.

By introducing social payment features like group pooling and personalized handles, Madhouse can make finance feel human and engaging, driving organic buzz and user loyalty. At the same time, strong trust and safety education can help the brand stand out in a market where digital security and transparency are key to adoption.

Madhouse can adopt the same feature layering approach as Cash App by start with seamless payments, then gradually add meaningful layers like:

- Bill-splitting or group savings
- Cashback rewards or loyalty features
- SME tools (for small business payments)
- Educational or social engagement layers

This approach helps the brand grow sustainably, keeping the experience simple while expanding value over time.

Finally, through creator-led storytelling and community-driven content, Madhouse can connect authentically with young, digital-first users. Real stories and relatable campaigns can turn users into brand advocates.

In essence, Madhouse Wallet can evolve beyond a financial app into a lifestyle companion, one that's easy, social, safe and reflecting the everyday life and aspirations of modern Africans.

3. DIFFERENTIATOR / USP



UNIQUE SELLING POINT

Based on the questionnaire we had sent, the following were the USPs identified:

- **Easy To Use**

Madhouse Wallet is designed with simplicity and accessibility at its core. The platform's intuitive interface allows users to navigate, send, and receive payments effortlessly, even for first-time users. By eliminating unnecessary complexity, Madhouse Wallet ensures a seamless experience for both individuals and businesses, setting it apart from traditional financial platforms that may require extensive onboarding or technical know-how.

- **High Withdrawal Limits**

Recognizing the needs of growing businesses and frequent users, Madhouse Wallet offers generous withdrawal limits that provide flexibility and convenience. This allows users to manage larger transactions without restrictions, making it ideal for SMEs, freelancers, and entrepreneurs who require efficient cash flow management.

- **Fast Onboarding**

With Madhouse Wallet, getting started takes just a few minutes. The streamlined onboarding process eliminates lengthy paperwork and verification delays, allowing users to register, verify, and start transacting almost instantly. This customer-first approach reflects Madhouse Wallet's commitment to accessibility and efficiency.


- **Reliable Transactions**

Reliability is at the heart of Madhouse Wallet's technology. Users can trust that every transaction from payments to withdrawals is processed securely and consistently. The platform's robust infrastructure minimizes downtime and errors, ensuring that users can transact anytime with confidence.

- **Instant Money Transfers**

Speed defines the Madhouse Wallet experience. Users can send and receive money instantly, enabling faster settlements and better cash management. Whether it's paying suppliers, sending money to staff, or transferring between accounts, transactions are processed in real time, giving Madhouse Wallet a competitive edge over slower traditional systems.

4. TARGET AUDIENCE



MadHouse Wallet serves a global community of digital workers, families, and businesses who need fast, secure, and simple ways to send, receive, and manage money across borders.

Primary Audience:

- **1. Digital Gig Workers (Under 35)**

Who they are:

- Freelancers and remote workers offering services such as software development, virtual assistance, writing, or design to clients abroad.

Needs:

- Fast, low-fee international payments.
- Reliable currency conversion and access to funds.
- Simple, mobile-first financial tools.

Opportunity for MadHouse Wallet:

- Position as a payment hub for freelancers—seamless cross-border payouts, quick withdrawals, and digital wallet convenience without complex banking.

2. Families Sending or Receiving Remittances

Who they are:

- Individuals transferring money between Kenya and countries such as the USA, EU nations, Tanzania, and Ghana to support family members.

Needs:

- Affordable and secure remittance options.
- Instant access to funds.
- Transparent exchange rates.

Opportunity for MadHouse Wallet:

- Market as a trusted remittance solution—fast transfers, low fees, and easy conversion to local currency.



Secondary Audience:

3. Internationally Connected Businesses

Who they are:

Agencies, startups, or SMEs managing remote teams or international clients that require multi-currency payment and payroll solutions.

Needs:

- Simplified payment management for global contractors.
- Multi-currency support and transparent reporting.
- Integration with existing business tools.

Opportunity for MadHouse Wallet:

Position as a business payments' enabler, offering easy bulk transfers, payroll solutions, and currency management.

4. Unbanked and Wealth-Security Users

Who they are:

Individuals who prefer digital wallets over traditional banks due to accessibility, trust, or convenience concerns.

Needs:

- Safe, reliable digital wealth storage.
- Accessibility via mobile.
- Easy deposits and withdrawals.

Opportunity for MadHouse Wallet:

Promote as a secure, bank-free alternative for saving, storing, and accessing money digitally.



AUDIENCE STRATEGY

MadHouse Wallet serves a global community of digital workers, families, and businesses who need fast, secure, and simple ways to send, receive, and manage money across borders.

1. Content Tailoring

- Create relatable, value-driven content that speaks to each audience segment, from freelancers and remote workers to families and small businesses, showcasing real stories of financial freedom and global connectivity powered by MadHouse Wallet.

2. Interactive Campaigns

- Run engaging social media campaigns that invite users to share how they earn, save, and move money with MadHouse Wallet.

3. Educational Webinars and Live Q&A Sessions

- Host live sessions with fintech experts and entrepreneurs on topics like managing cross-border payments, building digital wealth, or working safely online.

4. Influencer Partnerships

- Collaborate with trusted creators — from gig economy influencers to business mentors, who can authentically demonstrate how MadHouse Wallet simplifies global transactions.

5. User-Generated Content

- Encourage users to share testimonials, payment success stories, or short clips showing how the app helps them receive payments, support family, or grow their businesses.

6. Highlighting Impact

- Showcase real-life examples of how MadHouse Wallet empowers users, from enabling freelancers to get paid faster to helping families send money securely across borders.

7. Targeted Ads

- Use precise digital targeting to reach freelancers, SMEs, and remittance senders, tailoring ad messages to their specific needs such as “Get paid globally” or “Send money home instantly.”

8. Engagement through Polls and Surveys

- Leverage polls and surveys on social platforms to learn about user needs, such as preferred payment methods or saving goals — and use insights to improve user experience.

By implementing these strategies, MadHouse Wallet can strengthen its connection with digital workers, families, and businesses across Africa, building trust, engagement, and advocacy around seamless cross-border payments.

5. MARKETING OBJECTIVES

MARKETING OBJECTIVES

a. Generic Marketing Objectives

The following shall be the marketing objectives for the new MadHouse Wallet’s digital platforms for 2025:

Platform	Metrics	Ideal	
Facebook	Page Visits	10,000+	Per Month
	30-Day Cumulative Reach	1,000,000+	Per Month
	Page Followers	5,000+	Per Month
	Post Engagements	10,000+	Per Month
Twitter	Followers	500+	Per Month
	Impressions	5,000+	Per Month
	Engagement Rate	10%+	Per Month
	Reposts	100+	Per Month
Instagram	Followers	2,500+	Per Month
	Cumulative Reach	75,000+	Per Month
	Impressions	150,000+	Per Month
	Profile Visits	1,000+	Per Month
LinkedIn	Followers	2,000+	Per Month
	Reactions	500+	Per Month
	Impressions	10,000+	Per Month
	Clicks	1,000+	Per Month
YouTube	Subscribers	100+	Per Month
	Impressions	10,000	Per Month
	Views	1,000	Per Video
TikTok	Followers	500+	Per Month
	Video Views	5,000+	Per Month
	Profile Views	500+	Per Month
	Likes	300+	Per Month

MARKETING OBJECTIVES

b). Specific marketing objectives

1. Build Brand Awareness & Visibility

Goal: Establish a strong digital presence and position the brand as the go-to platform for gig workers, remote earners, and global remittance users.

Objectives:

- Develop brand recognition among gig economy earners (under 35) and cross-border remittance users within 3–6 months of launch.
- Achieve top-of-mind recall through consistent, educational, and relatable digital storytelling.
- Drive traffic to the website and app store listing through digital ads, influencer marketing, and content partnerships.

Key Metrics:

- Website traffic growth (new vs. returning visitors)
- Reach and impressions across digital platforms
- Brand search volume uplift
- Follower growth on social media

2. Drive App Sign-ups and First-time Use

Goal: Convert awareness into tangible action — encourage downloads, registrations, and initial transactions.

Objectives:

- Achieve a set number of app sign-ups (target to be set post-launch benchmark).
- Reduce friction during sign-up through UX optimisation and clear education on onboarding.
- Use targeted campaigns (performance ads, influencer tutorials, referral programmes) to turn awareness into trial.

Key Metrics:

- Number of new app sign-ups
- Conversion rate from ad clicks to app installs
- Percentage of users completing onboarding

MARKETING OBJECTIVES

b). Specific marketing objectives

3. Encourage Active Usage & Retention

Goal: Nurture users from first-time use to consistent activity by building trust, showcasing convenience, and emphasising reliability.

Objectives:

- Drive repeated transactions within 30 days of sign-up.
- Introduce a loyalty or referral incentive to encourage peer-to-peer advocacy.
- Create value-driven content (tips for remote workers, success stories, remittance hacks) to maintain relevance and strengthen user trust.

Key Metrics:

- Active user rate (weekly/monthly)
- Repeat transaction frequency
- Referral-driven sign-ups

4. Build Trust & Credibility in a Financial Space

Goal: Overcome user hesitation around digital money platforms by emphasising safety, transparency, and reliability.

Objectives:

- Highlight key USPs: *easy to use, high withdrawal limits, fast onboarding, reliable transfers, and instant receipt of funds.*
- Use testimonials, case studies, and educational explainers to demystify the product.
- Position the brand as a **secure, borderless financial companion** for digital earners and families.

Key Metrics:

- Positive sentiment and brand trust scores (via social listening, surveys)
- Reduced drop-off during onboarding
- Increased share of positive reviews or mentions

5. Establish a Scalable Digital Ecosystem

Goal: Build a sustainable digital foundation that enables long-term growth and campaign measurement.

Objectives:

- Launch and grow brand-owned digital platforms (social media, blog, email CRM).
- Create a consistent visual and verbal brand identity that connects across all channels.
- Implement analytics and tracking tools to inform campaign performance and optimise spend.

Key Metrics:

- Growth in followers and engagement (once platforms are launched)
- Email list growth and open rates
- Campaign ROI and cost per acquisition

6. SUMMARY AND RECOMMENDATIONS

SUMMARY OF DIGITAL AUDIT

Key Findings from the Digital Presence Overview Section

The analysis examines both local and international competitors within the digital payments industry, highlighting trends in branding, communication style and digital competitiveness.

1. Local Market Insights:

Kenya's digital payments space is dominated by strong, trusted brands such as Safaricom (M-Pesa), Pesapal, Kopo Kopo, and DPO. These players maintain an edge through long-standing credibility, customer-centric innovation, and strategic communication focused on convenience and empowerment.

- Safaricom leads through innovation and emotional brand storytelling that reinforces national trust.
- Pesapal and Kopo Kopo appeal to SMEs using educational, relatable content that fosters community and loyalty.
- DPO differentiates itself through a corporate, security-first approach, appealing to enterprise clients that value compliance and reliability.

2. International Market Insights:

Global and pan-African competitors including PayPal, Payoneer, and Flutterwave continue to shape user expectations through scale, technology and design excellence.

- PayPal and Payoneer emphasize professionalism, trust, and global accessibility, targeting freelancers and cross-border businesses.
- Flutterwave stands out for its dynamic, youthful, and tech-forward identity, resonating strongly with Africa's digital-native audience through creative storytelling and bold visual branding.

3. Tone and Digital Positioning:

Each successful competitor aligns its tone with its core audience:

- Corporate & Trust-driven: DPO, PayPal
- Community & Empowerment-driven: Kopo Kopo, Pesapal
- Innovative & Youthful: Flutterwave, Safaricom

This alignment enables consistent, authentic engagement and strengthens each brand's market position.

SUMMARY OF DIGITAL AUDIT

MadHouse Wallet's Digital Presence Compared to Competitors

Compared to its peers, Madhouse Wallet has an opportunity to strengthen its digital footprint by:

- 1. Establishing a Distinct Brand Voice:** Madhouse Wallet can adopt a tone that blends professionalism with approachability, appealing to SMEs and modern consumers. By communicating with clarity and cultural authenticity, the brand becomes relatable, human, and emotionally engaging.
- 2. Investing in Educational Storytelling:** Through value-driven storytelling, Madhouse Wallet can simplify digital finance and build thought leadership. Content like explainer videos, SME success stories, and tutorials can build trust and position the brand as an educational authority.
- 3. Enhancing Visual and Social Presence:** Creative design, consistent branding, and relatable influencer collaborations can elevate visibility. Each platform LinkedIn, Instagram, X, Youtube and TikTok should serve a tailored role in driving engagement and conversion.
- 4. Building Strategic Partnerships:** Collaborating with SACCOs, fintech hubs, and e-commerce platforms can boost credibility and scale adoption. These partnerships will position Madhouse Wallet as a connector within Kenya's digital economy.
- 5. Prioritizing User Experience & Education:** Focusing on simplicity, transparency, and customer education will enhance trust and retention. An intuitive interface and strong customer support can make Madhouse Wallet easy to use and easy to love.
- 6. Championing an African Fintech Identity:** By embracing a "Proudly African" narrative, Madhouse Wallet can celebrate creativity, entrepreneurship, and authenticity. This positions the brand as a distinctly African fintech built on trust, innovation, and local relevance.

STRATEGIC RECOMMENDATIONS

The following are the key recommendations from this Audit report:

1. Digital Foundation & Channel Rollout

- **Website optimisation:** Strengthen the site with SEO and user flows that lead directly to *sign-up or download actions*.
- **Social media launch:** Prioritise **LinkedIn** (for B2B audiences), **Instagram & TikTok** (for gig worker lifestyle storytelling), and **X/Twitter** (for thought leadership + updates).
- **Paid media:** Run targeted awareness and conversion campaigns on Meta, Google, and YouTube, focusing on keywords like “*receive international payments fast*”, “*pay remote teams*”.

Build a credible, consistent digital footprint.

Actions:

- Launch with a **clear brand story**; who we are, who we serve, and why we're different.
- Create branded templates and a cohesive visual identity for consistency across platforms.
- Prioritise **Instagram, TikTok, LinkedIn, and X (Twitter)**.
 - **Instagram/TikTok:** Human storytelling, lifestyle, tutorials.
 - **LinkedIn:** B2B and partnership credibility.
 - **X/Twitter:** Updates, fintech insights, product credibility.

Success Indicators:

- 5K–10K organic followers within 3–6 months
- 5–7% average engagement rate on lifestyle and educational content

B. Retain Through Value & Community Building

Goal: Turn followers into advocates and users into ambassadors.

Actions:

- Introduce a **referral or ambassador program** for loyal users.
- Create a **community hashtag** (e.g., #MyDigitalPayDay or #MoveMoneySmart) to unify user stories.
- Share **user-generated content** regularly to build trust and peer validation.
- Maintain responsive customer engagement; 6-hour reply turnaround

STRATEGIC RECOMMENDATIONS

The following are the key recommendations from this Audit report:

2. Messaging & Positioning

- **Brand Position:** *“The smarter, faster way for digital earners and businesses to move money across borders.”*
- **Key Messaging Pillars:**
 - **Ease & Speed:** Instant setup, instant money.
 - **Freedom:** No banks, no boundaries. Access your earnings anywhere.
 - **Trust:** High withdrawal limits, safe storage, global reliability.

Use real user scenarios: a Kenyan VA paid by a U.S. client, a Ghanaian dev sending money home, to make the brand relatable and credible.

3. Competitive Positioning

Compared to **Pesapal, Kopo Kopo, DPO, and Safaricom/M-PESA**, Madhouse’s key advantage lies in **global accessibility** and **multi-currency flexibility**, appealing to borderless gig earners and agencies.

Against **PayPal, Payoneer, and Flutterwave**, the opportunity is to lead with **local trust + faster withdrawals + simpler onboarding**, areas where users often experience friction with global players.

Position the brand as:

“A global payments platform built for Africa’s new digital workforce.”

Fast, flexible, and trusted.”

Conclusion

The client is entering a dynamic digital payments space where **trust, speed, and user simplicity** are decisive factors. By building strong brand visibility, leveraging community-driven storytelling, and focusing on seamless onboarding, the brand can carve a niche between **traditional African payment providers** and **global fintech platforms** — positioning itself as *the borderless solution for Africa’s digital earners*.



Now that we know:

- Our Digital Performance
- Our Competitors Performance
- Our Digital Marketing Goals

Here's how we'll grow.
Your digital strategy is
on the way

