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# COMP-RITE KENYA LIMITED

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## ONLINE DIGITAL MARKETING STRATEGY [-SOCIAL MEDIA MARKETING-]



NOVEMBER 28, 2018



## PRELIMINARIES

### DECLARATION

We declare that this research proposal on “**Digital (Social Media) Marketing Strategy for Comp-rite Kenya Limited**” is our ( **Wycliffe Ngatia and Felix Owino** ) original work that is aimed at strategically putting the company at the top of its competitive advantage. No part of this work should be reproduced without our consent or that of **Comp-rite Kenya Limited**.

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### DEDICATION

We dedicate this research and proposal to the **Management of Comp-rite Kenya Limited** for they have supported us with all the resources we needed to conduct the research, our main mission being to drive the company to flourish in its digital marketing strategy endeavors.

### ACKNOWLEDGEMENT

We would like first to express our boundless gratitude to God, for giving us the grace, energy and the brains behind the research. We also would like to express our deepest gratitude to the **Management of Comp-rite Kenya** for their constant support and constructive guidance throughout this research and also for providing helpful information whenever we needed it. Special thanks to **David Ngatia, Kevin Omondi and Stephen Kiwinda**

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## PHASE ONE: SOCIAL MEDIA MARKETING STRATEGY RESEARCH

### RESEARCH PROBLEM STATEMENT

Marketing looks very different now than it did a few years ago. And in order for Comp-rite Kenya to retain its competitive advantage, there's need to approach development and expansion in a digital marketing pull strategy rather push strategy; which is indeed more effective and scalable. As stated in the (*Digital Communication Strategy for Comp-rite Kenya - David Ngatia, 2018*), external communication of the brand COMP-RITE is mainly happening through standardized printed media. The digital avenue for communication has not been used / updated for long.

The research seeks to drive marketing decisions and strategy by both Business Intelligence & Analytics (Big Data), Creativity as well as Adaption to the dynamic and changing Digital age. This poses a need to venture and invest in Social Media which has become a very crucial powerful tool and driver for brand promotion & awareness, products & services marketing, online customer engagement and support, global market expansion and the major highway towards Comp-rite Kenya Limited Digital Strategy goals and objectives.

## RESEARCH STRATEGY UNDERTAKEN

- i) Detailed research on our **social media audience**.
- ii) Established our most important **Metrics**:
  - **Post reach** is the number of unique users who see our post. How far is our content spreading across social media? And whether the posts are actually reaching user's feeds.
  - **Clicks** which is amount of clicks and likes on our content, company name or logo. Link clicks are critical toward understanding how users move through our marketing funnel. Tracking likes and clicks and likes per campaign was essential to understand what drives curiosity or encourages people to buy.
  - **Engagement** which is the total number of social interactions divided by number of impressions. For engagement, it was about seeing who interacted and if it was a good ratio out of your total reach. This sheds light on how well our audience perceives us and their willingness to interact.
  - **Hashtag performance**.
- iii) We undertook a comprehensive **Competitors Research**.
  1. We identified our biggest Competitors Online - (e.g. Aren Software, Sage Software, Digital Framework IT Solutions – Wage-master Payroll Software, WinguBox etc.)
  2. Found some of our Competitors' Top performing content and we plan to adapt it - That is, topics & trends our audience is responsive to.
  3. Analyzed our competitors' Hashtags
  4. Tracked their audience growth over the years.
  5. Researched on who is mentioning them - how our competitors are responding to the users who are interacting with their brands, and how the mentions seem to impact their social media strategy overall.
  6. Tracked all their online activities.
- iv) Came up with **social media objectives** that solve our biggest challenges.
- v) Devised a **Strategic Plan** to building and creating engaging –social-media content.
- vi) Planned to monitor, engage with our audience without ignoring them (Social Customer Care & support).
- vii) Planned to post at the most appropriate time to reach and engage optimum audience while tracking our efforts and always improve on them.

## GOALS



## SIGNIFICANCE / IMPORTANCE / GOALS OF THE RESEARCH

**Increase brand awareness:** To create authentic and lasting brand awareness, we need to avoid a slew of promotional messages. Instead, we focus on meaningful content and a strong brand personality through our social channels, which shall in turn translate to both our product and services awareness.

**Drive in-person sales:** Some of our biggest competitors rely on social media marketing efforts to drive their in-store sales. Therefore, promoting our brand and grafting our social presence is intended to reward those who choose come to us. And, alerting our customers about what's going on in Comp-rite Kenya Limited.

**Improve ROI:** There's not a single brand in Comp-rite Kenya Limited that doesn't want to increase its Return on Investment (ROI). On social media, this goal is specific to performing a thorough audit of our channels and ensuring cost of labor, advertisements and design stay on track.

**Create a loyal fan base:** Ensuring that our brand is promoting user-generated content. Enabling CKL followers and audience to react positively without any initiation. Getting to this point takes time and effort with creating a positive brand persona on social media.

**Better pulse on the industry:** Keeping abreast with what our competitors are doing on social media that seems to be working. The strategies they are using to drive engagement or sales. Having a pulse on the industry could simply help us improve our efforts and take some tips from those doing well.

**Higher quality of sales:** Digging through CKL's digital marketing is nearly impossible without monitoring or listening to specific keywords, phrases or hashtags on social media platforms. Through more efficient social media targeting, you reach your core audience much faster.

## SCOPE OF THE STUDY



## SCOPE

- Facebook Marketing Strategy.
- Instagram Marketing Strategy.
- Twitter Marketing Strategy.
- LinkedIn Marketing Strategy.
- YouTube Marketing Strategy.
- Pinterest Marketing Strategy.



## PHASE TWO: ANALYSIS

### 2.1 FACEBOOK

#### Key Consideration

- Content Creation and Curation – For all services, products and utilities– Pay100, iSharePro and Utilities.
- Providing real-time response to comments and engagement (customer care and support services).
- Adverts – (Graphics, Animation, Videos).
- Downloads links.
- YouTube Videos Links (Tutorials, Events, Promotion).
- Uploading and sharing of CKL’s events’ images, videos clips, graphics, and animation.
- Promotion of traffic to our official website.

#### Facebook Marketing Strategies

- 1) Business Page promotion.
  - Based on the number and type of audience targeted.
  - Placements – This is where our ads will appear (desktop feeds, mobile news feed, Instagram, Facebook feeds) NB: Audience network placement is available for boosted post that use video.
- 2) Post boosting.

Target – Define our audience based on:

  - Location, interest etc.
  - Contacts we already have or on people we already have as clients, followers or friends
- 3) Use of customizable Budget – The Cost of boosting a page or a post shall depend on number of clients / audience we want to reach. Achieved by use of CPM’s and CTR’s Facebook functionality.
- 4) Post boost scheduling – commit on number of post per day/week/month and strive to remain consistent.
- 5) Content Mining and Development – Need for well thought, creative and appropriate text, videos, image, graphics, and animation content.

## 2.2 TWITTER

### Key Consideration

- Our Twitter Handle.
- Our Bio.
- Our Hashtags.
- Our Banner and Avatar.
- Content (Tweets and Adverts).
- Likes, Followers, Following.

### Twitter Marketing Strategy

1. Write an engaging & benefit-driven Bio. Optimize our twitter Account.
2. Cross promote our twitter account on other social media platform.
3. Include a traceable link.
4. Regularly updated our pinned tweets.
5. Take advantage of Twitter Algorithm to make our tweets stand out.
6. Make genuine Connection with our customers and clients.
7. Use twitter for customer service (This strategy has proved more than productive for many successful companies, institutions and businesses).
8. Tweet frequently.
9. Automate our tweet schedule.
10. Plan to work with social media influencers' and personalities' accounts.
11. Build a relevant twitter following and perfect on our twitter following approach tactics. By:
  - Following users that mention us.
  - Recommend followers.
  - Exploit twitter directories.
  - Use of Social Media Management tools for twitter for analyses, scheduling, account optimization, integration and management. These tools include *SemRum*, *FolloweWonk*, *Sprout Social* and *BuzzSumo*.
12. Monitor our growth, engage our audience more and get involved in twitter chats, conversations and hashtags.

## 2.3 INSTAGRAM

### Key Considerations:

- Clear visual style.
- Consistent frequency.
- Familiarity with your Audience.

### Instagram Marketing Strategy.

- i) Effective Hashtag use. (Branded Hashtags) which could prove valuable for events, helping improve coverage and participation.
- ii) Integration of direct message.
- iii) Use of Instagram Live Stream Feature.
- iv) Stories – Use of stories Archive and Highlights Functionality.
- v) Visual Composition & Consistency.
  - Layout, Formats, Quality.
  - Creative, imaginative images.

✚ Our top goal is to build and nurture an engaged community of Buffer users and supporters.

✚ The second goal for our Instagram marketing strategy is to continually increase engagement on every one of our posts.

✚ Build our content pillars:

- Behind the scenes content.
- User generated content.
- Product demos / showcase.
- Educational (e.g. the best social media tips).
- Culture focused (showing the human side of your company).
- Fun / lighthearted.
- Customer stories.
- Get to know the team.
- Team member takeovers.

## 2.4 YOUTUBE



### Key considerations

- a) YouTube channel profile.
- b) Quality Content creation.
- c) Integration with our other social media platforms.
- d) CTA's functionality.

### YouTube Marketing Strategies

- ✓ Creating and Optimizing our YouTube channel by:
  - i. Creating a brand/product account on YouTube.
  - ii. Customizing channel icon and channel art.
  - iii. Writing a channel creative and strategic channel metadata (description).
  - iv. Add links.
  - v. Create a channel trailer/featured video.
- ✓ Produce Optimized Video Content. Achieved by:
  - i. Creating the content.
    - a) Doing your research.
    - b) Check out for competitors.
    - c) Use Google trends.
    - d) Keyword research-*Google Adwords keyword* planner.
  - ii. Finding our differential advantage.
  - iii. Diversify our video Content.
  - iv. Explainer Videos and Tutorials.
  - v. Customer Testimonials.
  - vi. Product Demonstrations and Tutorials.
- ✓ Uploading the Content.
  - a. Use keywords in your title and video description.
  - b. Write a compelling description.
  - c. Choose right tags.
  - d. Create a custom thumbnails.
  - e. Include CTA'S buttons-subscribing, making a purchase and visiting the website.



✓ Basically our Main Focus shall be on:

- + Smart Use the Facebook Native Video Up-loader for YouTube Links.
- + Maintain a Regular Schedule for Uploading Videos.
- + Embedding the YouTube Video URLs on our Website.
- + Adding a Proper Title to Every Single Video on our YouTube Channel.
- + Use Long Tail Keywords to Bestow Better Experience with the Search Results.
- + Take Care to Maintain Short Video Duration.
- + Arranging our Videos in Playlists on Customized Thumbnails.
- + Adding a Dynamic Intro in the Video.
- + Adding a Call to Action at the End of the Video.
- + Adding a Catchy Trailer on the Homepage of Your YouTube Channel.
- + Use of the 'Subscribe' Button in Solid Color at Appropriate Places.
- + Give Replies to the Comments.
- + Build a Community Relation with Other YouTube Channels.
- + Use the GrowViews Tool.
- + Ask our Loyal Audience to Share the Videos.
- + Using our Email Subscribers List to Promote the Videos.
- + Synchronize our Google+ Account with the YouTube Channel.

## 2.5 LINKEDIN

### Key considerations

- a. Company profile.
- b. Networks.
- c. LinkedIn groups.
- d. Inmails.

### LinkedIn Marketing Strategies

- ✓ Explore opportunities:
  - i. Use advanced search to find prospects.
  - ii. Go deeper with Boolean search.
  - iii. Review the connections of our contacts
- ✓ Expand Network:
  - i. Send personalized connection requests to prospects.
  - ii. Connect with people with those you've recently met offline.
  - iii. Join LinkedIn strategic groups with our target market.
- ✓ Engage connections:
  - i. Engage in Conversation after connecting
  - ii. Avoid a sale pitch as much as possible
  - iii. Engage with our connections Content
- ✓ Establish relationships:
  - i. Show interest in our connections.
  - ii. Engage with those who like, comment and share our content.
  - iii. Be a connector; introduce our connections to each other.
- ✓ Expert Positioning:
  - i. Provide value content.
  - ii. Share content consistently.

## PHASE THREE: IMPLEMENTATION

### 3. PROPOSED BENEFITS.

#### 3.1 General Benefits.

- a) With the use of affordable digital marketing tactics digital marketing is one of the most important benefits of is that it is the most cost-effective ways to market our Business.
- b) An important tool for building relationships with customers and increasing customer retention levels.
- c) While traditional marketing tactics often come with various hidden costs, the only cost to social media and digital marketing is time.
- d) Most measurable form of marketing.
- e) Almost all of our customers are on social media, and social media marketing shall help us reach them.
- f) Digital Marketing isn't tied to geography or time zone. It is global.
- g) Our digital marketing campaign shall run for 24 hours a day, 7 days a week (around the clock). It shall not constrain us with opening hours. At the same time, we would not be worrying about overtime pay for our staff.
- h) Showcasing our company culture and values.
- i) Increasing brand loyalty.
- j) Enhance sharing of company news and updates.

#### 3.2 Platform Specific

##### i) Facebook:

- ✓ Growing brand/product/services awareness.
- ✓ Drive revenue through promotion of sales and marketing from reaching out to a vast market.
- ✓ Provision of Online Customer Care and Support.
- ✓ Intensify our Social Media and Online presence.

##### ii) Instagram:

- ✓ Connecting across multiple channels.
- ✓ Building our brand creating our product & services awareness.
- ✓ Insta. LiveStream shall be used for product demos, news update and events' live broadcast.

##### iii) YouTube:

- ✓ Search Engine Optimization Capabilities that shall enhance our Google search ratings.
- ✓ Reaching out to a wide range of audience (potential customers) and connecting with the YouTube community to increase information and knowledge flow within and outside our niche.
- ✓ Providing Online Technical support through video tutorials to our clients.
- ✓ Company's Events Video Archive.
- ✓ Building our brand creating our product & services awareness.


**iv) LinkedIn:**

- ✓ Lead Generation.
- ✓ Increased Exposure.
- ✓ Higher level of credibility.
- ✓ Quality Business connections.
- ✓ Subject to use by HR for recruiting new employees and sales persons.



## 4. BASIC REQUIREMENTS

### 4.1 HARDWARE REQUIREMENTS

HARDWARE	SPECIFICATION (minimum requirements)	QUANTITY	WHY...
<b>Laptop Computer</b>	<ul style="list-style-type: none"> <li>✓ Perfect HD Display.</li> <li>✓ 8GB RAM and ABOVE.</li> <li>✓ Core i5 x86 processor at 2.2 GHz +</li> <li>✓ NVidia Graphic Card.</li> <li>✓ 1 TB HDD (500 GB min)</li> </ul>	2	<ul style="list-style-type: none"> <li>• Combined with the desktop computers available in the office, this shall provide a Dual (Tri) monitor functionality for easier management, monitoring and timely access of our SM accounts during office hours.</li> <li>• Portability from one station to another within and outside the office.</li> <li>• Space and speed.</li> <li>• Significant for Website Redesign Strategy in the near future.</li> </ul>
<b>Smart Phone / Tablet / iPad</b>	<ul style="list-style-type: none"> <li>❖ 2GB RAM +</li> <li>❖ 6 Inch HD display</li> <li>❖ Adequate Storage Capacity</li> <li>❖ At least 16 GB internal storage</li> <li>❖ Ability to support 16 GB external SD and above</li> </ul>	2	<ul style="list-style-type: none"> <li>• Dynamic portability.</li> <li>• Content Capture, Creation and Update.</li> <li>• Real-time Monitoring and Engagement with our fan-base on our social media platform even past office hours ().</li> <li>• The need to hold &amp; release post and page boost strategically (which means working even unofficial days and hours i.e. late-night and early-morning hours and weekends).</li> <li>• Real-time monitoring of engagements, page &amp; post boosts performance.</li> <li>• Fast response to customer care and support plus other online SM queries</li> </ul>
<b>Camera</b>	 Nikon Digital	1	<ul style="list-style-type: none"> <li>• High Quality Image and Video Capture especially for our You-tube Channel.</li> <li>• Image Pixel and High Video Quality.</li> </ul>

## 4.2 SOFTWARE REQUIREMENTS

SOFTWARE & APPLICATIONS	DESCRIPTION	AVAILABILITY
Rival IQ	Facebook Analysis Tools and Supplementary Insight Applications.  (These tools shall also enable the marketing team to track our competitors' social media pages and their content thus providing helpful insight).	Premium
BuzzSumo		Free
Klear		Free
SEMrush		Premium
Buffer	Twitter analyses, scheduling, account optimization, integration and management tools	Free
MeetEdger		Premium
CoSchedule		Free
HootSuties		Free

## 4.3 PERSONEL REQUIREMENTS

JOB DESCRIPTION	TASK AND RESPONSIBILITY	AVAILABLE SKILLS	SKILLS TO OUTSOURCE
	<ul style="list-style-type: none"> <li>Digital Marketing Strategizing.</li> <li>Graphics Designing (Image, Animation &amp; Video Creation and Editing).</li> <li>Content Creation &amp; Brand Promotion.</li> <li>Real-time online customer care and support.</li> <li>Social Media Management and Control.</li> </ul>	<ul style="list-style-type: none"> <li>Digital (Social Media) Marketing Strategist.</li> <li>Digital Content Creator and Promoter.</li> <li>Basic Graphic Designer.</li> <li>Web Developers.</li> <li>Expert Photographer.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Professional Graphic Designer, Animation and Video Editor.</li> </ul>

#### 4.4 OTHER BASIC REQUIREMENTS:

- + Fast and Reliable internet Connectivity.
- + Time; including Overtime.
- + Consistency.
- + Patience.
- + Smart and Hard work.
- + Management Support.

#### 5. ANTICIPATED CHALLENGES & LIMITATIONS.

- i) Working with a limited budget.
- ii) Time Constraints -Need to engage our audience, customers and clients during both the working hours and overtime. Digital and Social media marketing and strategy is one of the most time-consuming activity in any company that requires a lot of official and informal time input for results.
- iii) Growth and Results shall be driven by Consistency, Hard-work and putting in a lot of time as well as adequate resources provision.
- iv) Concentration on follower count rather than total engage.
- v) Cluttered Market - This create the need to filter our audience during posts and page boost.
- vi) Unpredictable Social Media Audience/Fan-base and Trends.

## 6. RECOMMENDATIONS.

- ✓ Need to set up an active and well defined **Digital Strategy & Social Media Department** in the Company.
- ✓ Adaption of Ideas for new techniques, new types of posts, or even certain subjects that are doing better and giving us a competitive advantage.
- ✓ Real time Online Customer Care & Support (OCCS) personnel in all our social media Social Media platforms.
- ✓ Re-designing our Website to incorporate and integrate with all our Social Media platforms.
- ✓ Adequate Time and Resource Investment on our Digital and Social Media Strategy.

*For any Question regarding the above Research and Proposal, Contact - **Wycliffe Ngatia.***



# APPENDICES

## APPENDIX 1: BUDGET

### 1.1 SOCIAL MEDIA CAMPAIGN BUDGET FOR CPM

SOCIAL MEDIA CAMPAIGN BUDGET for (CPM Cost per Mille (Thousand) )			
Social Media Platform	Promotion Type	Duration	CPM Cost Estimate (Minimum)
Facebook	Page/Post boost	Weekly	\$10
YouTube	Channel Promotion	Weekly	\$10
LinkedIn	Inmail Post boost	Weekly	\$10
Instagram	Post boost	Weekly	\$10

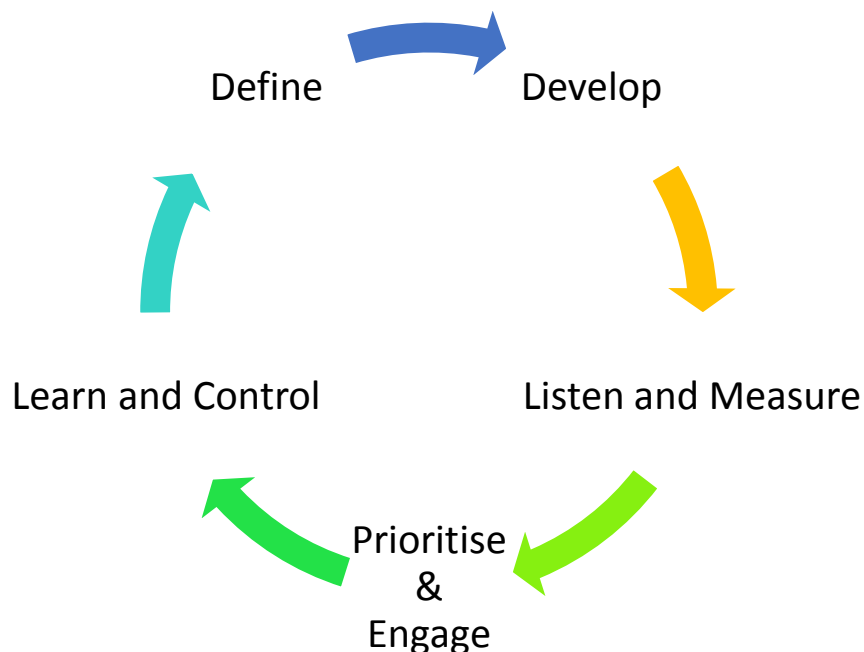
### 1.2 DIGITAL CAMPAIGN GENERAL BUDGET

***NB:*** The Digital Campaign General Budget is in an MS Excel Document format and shall be attached during the submission of this document.

## APPENDIX 2: TIME SCHEDULE FOR EACH PLATFORM

ACTIVITY	DURATION IN WEEKS						
	1	2	3	4	5	6	7
Research and Study							
Data Cleaning and Analysis							
Accounts Design, Creation, Set up And Optimization							
Content Creation, Curation and Development							
Re-designing							
Page and Post Boost (Brand Promotion)							
Engagement, Testing and Control							

**NB:** Social Media Strategy is a Continuous Process (Closed Loop).



## APPENDIX 3: IMPLEMENTATION MODEL FOR OUR DIGITAL

### 3.1 THE MAIN DIGITAL STRATEGY



*For any Question regarding the above Research and Proposal, Contact - **Wycliffe Ngatia.***