**COMPANY PROFILE**

**INTRODUCTION**

Afrom Media is a Digital Media Training and Management Company based in Kenya. We exist to offer digital media trainings and general social media solutions to our client base which includes corporates, organizations and individuals.

We are a market leader in social media services provision, combining industry expertise to provide professional services, suited to the client’s needs. We are committed to offering the best in Digital Media Trainings, Social Media Activation for government, regional bodies and organization events.

We measure the value of digital media by how it benefits people, both individuals and corporates and the coverage we enable them to achieve on various global web platforms primarily focused on enhancing their online presence.

We’ve trained journalists from a leading media house in East Africa, organization leaders from various African countries. We’ve also handled social media activation for major UN conferences, government events as well as international rugby events.

**WHY DIGITAL MEDIA?**

Communication is shifting to online channels. Gradually digital media is taking center stage in corporate branding, public relations and mass communication. With the digital revolution, access to information has become instant and more efficient. This is part of organization efficiency processes.

**CUSTOMER SERVICE**

The customer is always at the top of our daily engagement seeking their loyalty as we expand our operations regionally. We provide statistics on social media reach as well as customized trainings for our clients depending on the industry they are operating in.

**We add value to our clients through:**

* Customized Content creation to create consumable information
* Online visibility optimization to a global audience
* Brand building for businesses hence reducing the cost of advertisement
* Events Online presence to enhance interaction with target audience

**OUR MISSION**

Create the next generation of digital media experts and provide seamless flow of information globally.

**OUR VISION**

To be the most trusted digital media partner in Africa.

**Core Values**

* Diversity
* Commitment
* Reliability
* Innovation

**OUR SERVICES**

Digital Media has changed the marketing and communication landscape. It has opened new avenues for marketing and communication departments that didn’t exist before or were too complicated. Now we have a new easy and powerful tool at our finger tips that can share a piece of content all over the world in seconds.

We work hand-in-hand with our clients to understand the kind of content they want posted on their digital media networks. We also create targeted messages from the client pool of data fit for consumption by different client’s customers.

We provide the following services:

**DIGITAL MEDIA TRAINING**

Understanding the importance of digital media is relevant in both professional and personal communication. This training aims at developing the learner’s ability to be more effective in the use and deployment of digital media as a tool for connecting to industry experts and opportunities.

As part of the company’s commitment to creating a dedicated community of digital media champions, we conduct physical trainings in communities, institutions of higher learning and corporates.

Through partnerships with local media houses, we’re able to provide social media training services on air to serve the client base that is not able to reach us for physical trainings. The shows are aired during convenient hours of the day. Currently, we offer our lessons on School TV (Channel 115 on Star Times).

**DIGITAL MEDIA TRAINING COURSE**

**MODULE 1**

**Lesson 1:** Common mistakes on social media – 2 hours

**Lesson 2:** Basic & Advanced tips (Facebook, Instagram, Twitter) – 2 hours

**MODULE 2**

**Lesson 3:** Introduction to Blogging, Blog Layout, Content Development techniques – 2 hours

**Lesson 4:** Integrating Facebook , Twitter, & Instagram in blogging – 2 hours

**MODULE 3**

**Lesson 5:** YouTube (basics) and Advanced YouTube Features – 2 hours

**Lesson 6:** Automated tools for social media (Storify, Hootsuite) – 2 hours

**MODULE 4**

**Lesson 7:** Automated tools for social media (Tweetdeck, Google Tools) – 2 hours

**Lesson 8:** Search engine optimization (Facebook, Website & Twitter bio) – 2 hours

**Notes:**

* Each Lesson Costs USD 12 equivalent to Kes. 1200
* Trainees are at liberty to choose the lessons they would like to undertake
* A certificate of completion is only provided to those who complete the 8 lessons
* The lessons can be scheduled as per the arrangements made with the trainer

**SOCIAL MEDIA MANAGEMENT for events**

Managing your social media platforms can prove tricky. We make life easier for you and your business by employing our expertise in every step to ensure you get the best global presence for your company.

Through SEO (Search Engine optimization) we increase the amount of visitors to your website. We help your business transform its events into content that broadcasts your brand. We capture and recap your content for optimized search allowing your content to be found in a variety of social media channels with ease.

Our rates range between **Kes. 10,000 - 25,000** per day

(Kindly provide the social media packages in graphic form)

**WEB DESIGN**

We design mobile and desktop friendly websites that strengthen your brand across the web. At Afrom Media, we help you to take advantage of every online interaction with an engaging website, custom built for your success. Through SEO (Search Engine optimization) we increase the amount of visitors to your website.

Our rates range between **Kes. 25,000 - 95,000** per website.

(Kindly provide the web packages in graphic form)

**OUR TEAM**

We have highly qualified personnel of 3 Team members with diverse set of skills to serve our client needs. The team is made up of Trained Journalist, Web Designer and Digital Media Activation Expert and Trainer. Our diverse skills create a pool of experts that handle all your tasks professionally.

**Stephen Machua - Managing Director**

Stephen Machua is an Award Winning Social Entrepreneur. He holds a Postgraduate in Global Social and Sustainable Enterprise from Colorado State University and a Bachelor of Commerce degree from The Technical University of Kenya. His experience is drawn from handling Digital Media communication for various UN agencies, Government and Corporate events.

**Tabitha Mwai – Digital Media Trainer**

Tabitha Mwai is a Trained Journalist and a Blogger. She holds a degree in Journalism and Mass Communication from Masinde Muliro University of Science and Technology. Her experience is drawn from training individuals and organizations on digital media technologies as well as serving as a writer for different Non-Governmental and Corporate organizations .

**Kevin Barassa – Web Developer**

Software developer and a UX /UI expert, he is a holder of Bsc. in Computer Science & Engineering, and a budding entrepreneur. He has varied programming experience in mobile and web application development of different levels of complexities and is the co-founder of Digitart Technologies , a web-design and IT-consulting enterprise which has a wide portfolio of global clients.

**CONTACT US**

We aim to provide great customer service. For any inquiries, contact us:

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