

MONEYACADEMYKE

INFLUENCER PROFILE



@moneyacademyKE



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www.moecapital.com



0769000111

ABOUT US

We are a Twitter-focused news channel that stands out in the ability to convey complex financial issues to the general public.

We have been writing financial content for over 10 years, starting as a blog called moneyacademy.co.ke, a BAKE awards nominee for Best Business blog in 2015.



1Y ANALYTICS:

400K

Twitter followers

1M+

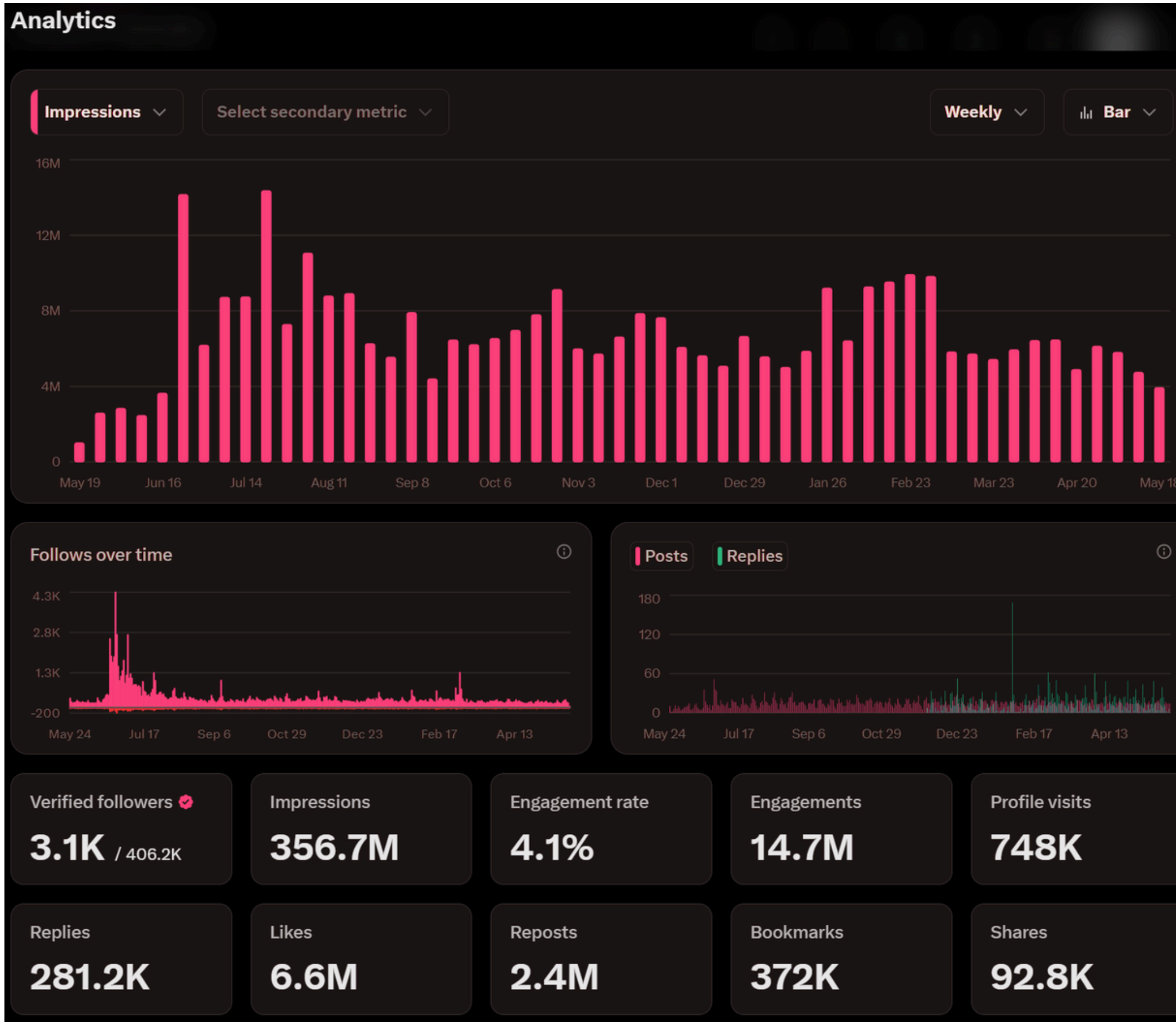
Daily Impressions

6K

Reposts Daily

18K

Likes Daily



AUDIENCE:

84%

Male

90%

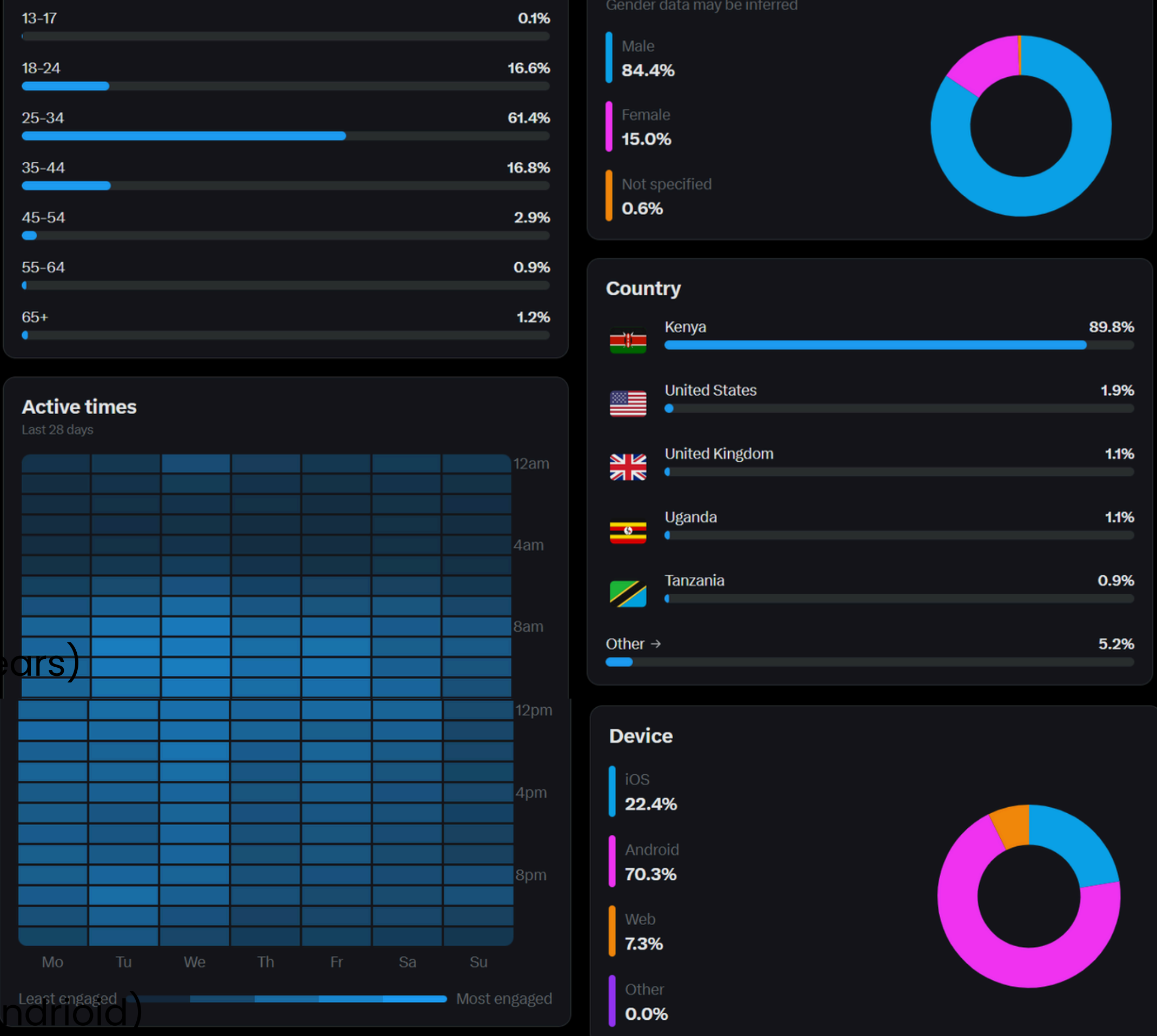
Kenyan

78%

Youth (18-34years)

90%

Mobile (iOS & Android)



SERVICES:

1 Tweet Threads

Promotional or educational threads related to brand/product.

2 Investor Relations

Strategic investor education services through persistent social media campaign

3 Content & Strategy

Finding the right content and strategies for Twitter campaigns

4 Event coverage

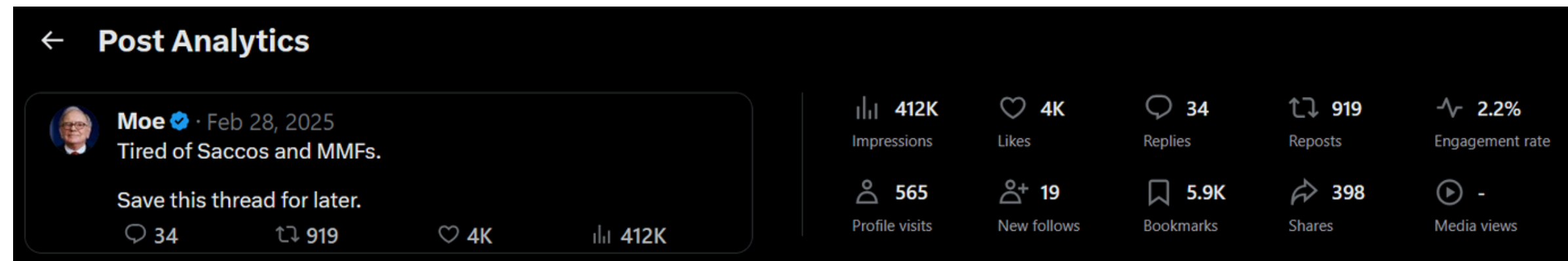
Working to get news and events trending

SOME PREVIOUS CLIENTS



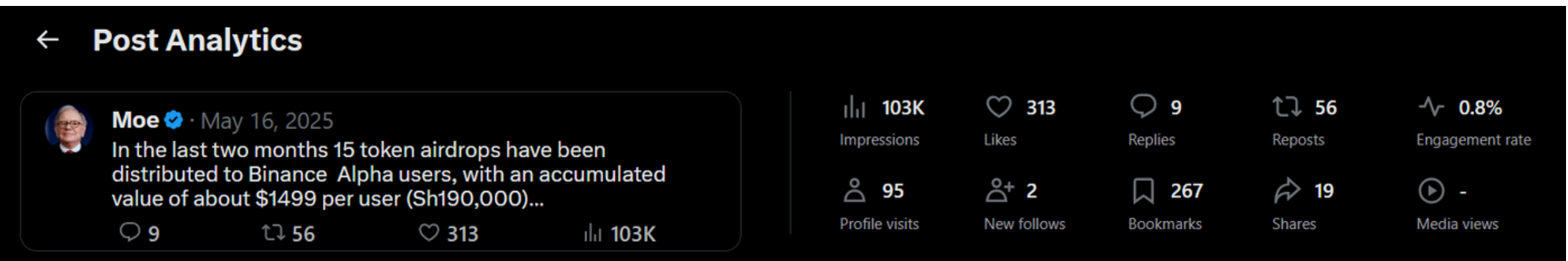
CASE STUDY: BINANCE CAMPAIGN

Over the last three months we've had great success pitching crypto as an alternative to Money Market Funds and Sacco savings. (Click image to see thread)



412K
Impressions

We helped Binance pitch the Binance Alpha product by showcasing its initial numbers. (Click image to see thread)



103K
Impressions



PRICING*

Sh200,000 monthly

Educational and product-led threads
Event and webinar awareness
Co-influencers management
Traffic generation



*upfront payments only.

Let's work

TOGETHER

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