

Creative
Marketing
Agency

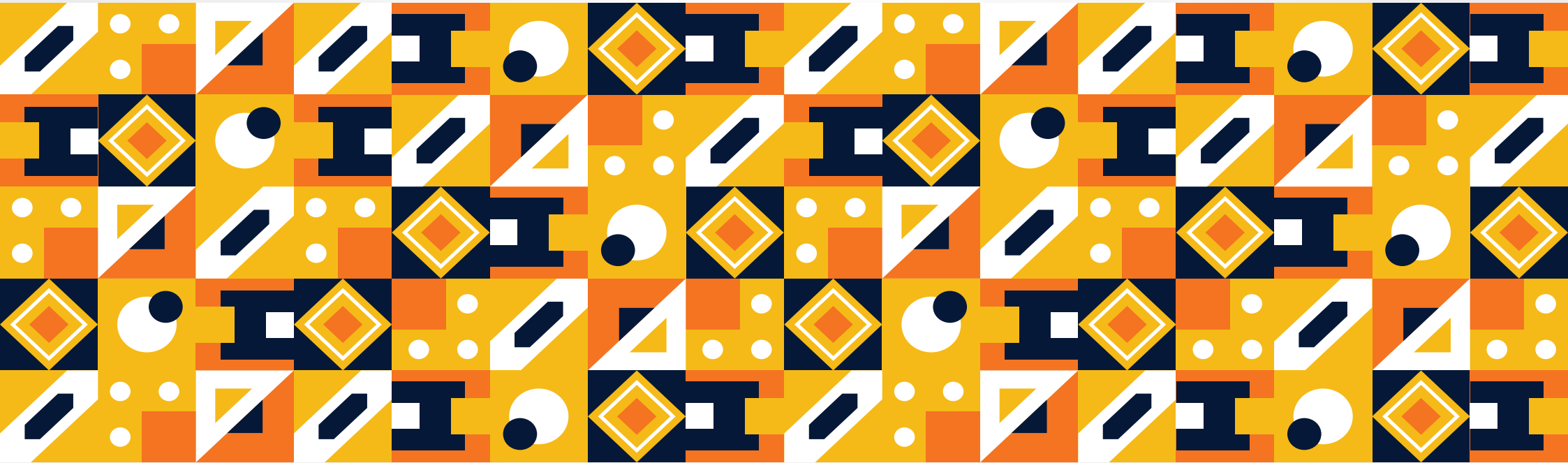


Company
Profile

2024

SERVICES OVERVIEW

- Brand Development
- Digital Marketing
- E-mail Marketing
- Publications & Reports
- Media Production
- SEO and Analytics
- Brand Activations
- Social Media Management
- Content & Influencer Marketing
- Mobile App Development



ABOUT US

Biashara Initiatives Ltd (BIL) is a Creative Marketing Agency offering a complete bouquet of digital services using the latest trends and cutting-edge marketing tools, with a single goal in mind; to maximize your ROI and propel your brand to new heights.

Our team of creatives, developers, media gurus and editors ensure every project is tailored to its unique audience and objective. Furthermore, we take pride in timely delivery of projects, conformity to industry standards and most importantly, monitor feedback and reporting for every assignment.

VISION

To become a regionally recognizable creative marketing agency.

MISSION

To consistently deliver top quality work to our clients, delivering creativity, professionalism and efficiency.

VALUES

1. Originality
2. Creativity
3. Team work
4. Quality Always
5. Integrity



OVER 100 TRUSTED PARTNERS

Selected client showcase: Past and Present



MOHAMMED MUIGAI LLP



INVEST IN
YOUR BRAND

A CASE STUDY



In-Vitro DIAGNOSTICS (EA) Limited

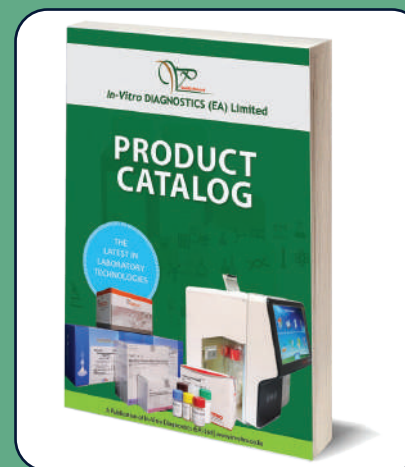
In-Vitro Diagnostics EA Limited is a supplier of pharmaceuticals, laboratory reagents, X-ray imaging accessorial products and medical equipment. The company has established itself as a reliable partner to many hospitals, clinical laboratories, research institutions and various organizations.

BIL has been the creative partner to In-vitro EA since inception. Our partnership with the Brand, and through strategic marketing initiatives has seen the Firm grow into a local powerhouse within 10years. We continue to offer a full array of services to the Company that include:

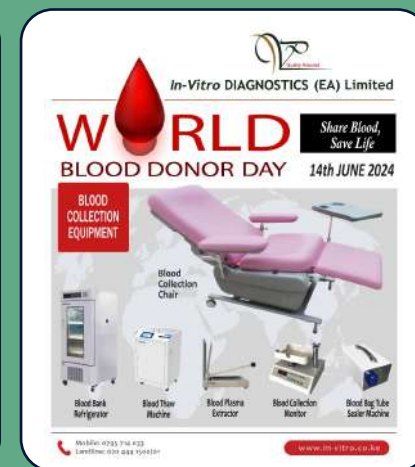
- Brand Development
- Product Photography
- Product Catalogue
- E-mail Marketing
- Digital Marketing Services



Corporate
Website



Product
Catalogue



Email
Marketing

BRAND DEVELOPMENT

We build your communication with the external world

Brand development is an ongoing process, it analyzes on how a brand is currently perceived in the market, and proceeds to plan how the brand should be perceived inline with its objectives.

The objective here is to strategically manage and grow the brand over time, building lasting brand equity, spreading awareness, connecting emotionally with target customers, and standing out.

For those in business, it involves retooling your marketing strategies and existing communication platforms. For new enterprises, we build from ground-up with branding solutions that include:

- **Corporate Identity (Logo) & Brand Manual**
- **Website Development**
- **Merchandise**
- **Marketing Materials**
- **Content Marketing Strategy**
- **Social Media Management, and**
- **Brand Management**



DIGITAL MARKETING SERVICES

54%

social media users use social media to research products and services, according to GlobalWebIndex

02

Number of social media accounts, either instagram, facebook, twitter or tiktok owned by adults between the age of 24-60

BIL provides our clients the following strategies and tools required to tap into this huge demographic.

Social Media Management

- Overseeing and managing the brand's online presence
- Audience-targeted advertising
- Creating content to drive sales
- Building an online audience

SEO and Analytics

Search engine optimization enhances the quantity of website traffic to a website from search engines. We use a mix of SEO techniques to target organic unpaid traffic and paid traffic. A summary of your site and social media interaction is availed through several analytical tools.

E-mail (Newsletter) Marketing

Reach thousands at the click of a button. Newsletters are one of the most powerful digital marketing tools as they let you communicate directly with your prospects and customers. They are useful in communicating new products, promotions, events and research. They offer statistical insight about open rate, bounced emails, forwards and unsubscription helping to channel marketing efforts to subscribers who read the email.

Mobile App Development

We build mobile apps that integrate with your existing enterprise systems. This helps consumers make direct purchases from mobile phones and accounts reconciliation seamless. We also offer in-app advertising through 3rd party vendors.



A man is sitting in front of a green screen in a studio setting. To his left, a large monitor on a stand displays a live feed of him. He is wearing a light-colored polo shirt and light-colored trousers. The background is a solid green screen. A smaller monitor is visible to the right, also showing a feed. The scene is dimly lit, with the primary light source coming from the front, likely the monitor and studio lights.

Media Production

BIL has consistently and meticulously delivered on high quality productions for our clients.

Our growth has been courtesy of referrals which is a testament to our work. We give the client a walk-through from pre-production to final product.

Our Speciality

- Product or service launch
- Commercials for youtube and television
- AGM's and Corporate functions
- Tradeshow and events
- Interactive kiosk
- Brand awareness
- Promotional and marketing videos
- Customer interviews and testimonials
- Short Films Narratives
- Documentaries
- Animations

PUBLICATION & REPORTS

Over the years, BIL has churned out numerous commissioned works. Our clientele range from government, development partners to private sector.

We are involved in the entire production chain from ideas to press.

Booklet Categories

- Reports
- Corporate Profiles
- Journals
- Events & Expo Catalogues
- Product Catalogues
- Real Estate Brochures
- Marketing Prospectus and
- Magazines



ENGAGEMENT & POSITIONING



Content Marketing

Storytelling is an art critical in appealing to buyers emotions, thus moving the purchase from a want to a need. Our seasoned wordsmiths craft concise anecdotes that resonate with the target audience. Whether print, social media or video, we package the message that delivers results.



Influencer Marketing

Once the story is crafted, it needs a messenger. We work with influencers who have built loyal followings and have become trusted voices that can sway buying choices through sponsored partnerships with brands.



Brand Activations

Finally, we take the Brand to the people. We create events and campaigns that drive customer action through interaction with the Brand representatives and products. Activations generate brand awareness and build lasting relationships with the target audience.

CLIENT TESTIMONIALS



Kevin Doyle
Principal Consultant,
Institute for Research & Policy Alternatives (IRPA)

Wesley and his team have been our go to partner in generating reports and developing our media campaigns. We have worked with the team successfully through several projects and I have recommended and referred his services to my networks



Prof. Dan Kiage
Director, Kisii Eye Hospital

BIL set us off on a good trajectory when we engaged them for the branding of the hospital. The direction they provided at commencement in 2013 is still in use in all our marketing materials, website and vehicles. I feel confident in recommending them as a partner to your organisation.



Rebecca Wanyama
Head - Corporate & Advisory Services
Wanyaga & Njaramba Advocates

BIL provided brand development services when we needed to repackage and enhance our online presence. They also provided SEO and training for our team to easily update the website.



ADDRESS

Jahazi, James Gichuru Road
P. O. Box 17682 - 00100 Nairobi
Tel: 0722 633897, 0777 633897
Email: evolve@bil.co.ke
Website: www.bil.co.ke