



# Company Profile

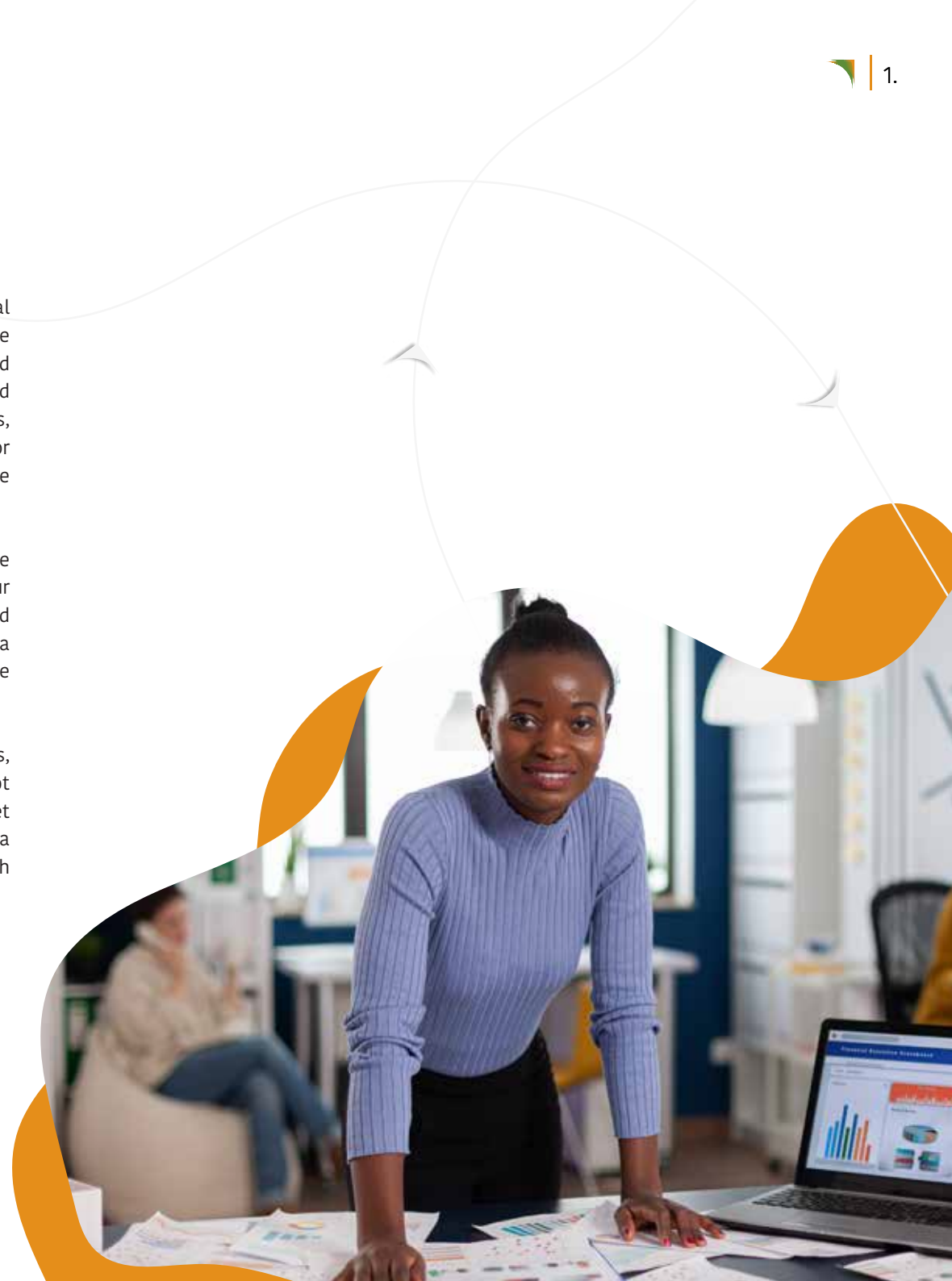
# About Us

Founded in Nairobi, Kenya, Tabala Digital Solutions is a full-service Digital Marketing Agency focused on helping businesses in crafting and delivering the right messages to their target audience, connecting their solution, service, and products with their pain point, and connecting business goals with the desired results. We'll help you define who your most lucrative target audience is, develop messaging that speaks directly to them, position your product or service as **THE** can't-live-without solution, and make it easy for them to engage and buy.

Once we're able to dig a little deeper, we'll provide you with a complete package customized to your brand. With a tailored plan of attack that aligns with your audience, your industry, and your goals, we will develop a well-rounded approach that meets your needs. It could be either or a mix of Social Media Marketing, Search Engine Optimization (SEO), Pay Per Click (PPC), Website Development, Branding, Online Advertising, and Content Marketing.

Our team is made up of individuals with a wide variety of skills and interests, who have worked on several different projects. With those projects comes not only a great experience, but also knowledge in areas such as Internet marketing, Website Design and Development, Graphic Design, and Social Media Marketing. Relationships are also a part of connections. Our relationship with our clients is both a priority and a point of pride for us.

**We are committed to meeting your company's marketing needs.**



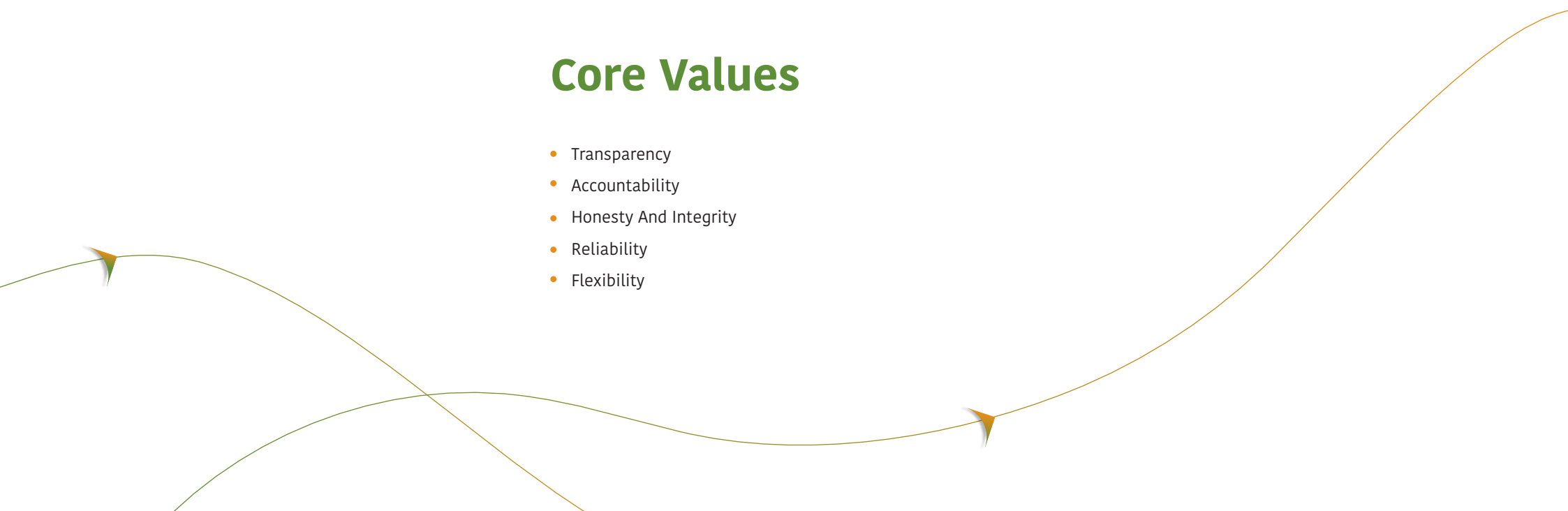
## Mission

- To provide our clients with the highest quality digital marketing services while creating value for their brand.

## Vision

- To create a long-lasting customer experience through our reliable and honest customer relationship managers and provision of the most affordable, professional, genuine and result-driven digital marketing services.

## Core Values

- Transparency
  - Accountability
  - Honesty And Integrity
  - Reliability
  - Flexibility
- 
- The bottom of the page features two decorative wavy lines. One is a light green line that starts on the left, peaks, and then descends. The other is a light orange line that starts lower on the left, dips, and then rises towards the right. Both lines have small arrowheads pointing in the direction of their flow.

# What We Do To Help Our Clients

## World Class Digital Strategy

To accomplish your goals, we develop a winning strategy that maximizes your effectiveness while minimizing the time and money you have to spend.

## Award Winning Website Design & Development

Our award-winning design team can create the best-looking and most effective website for your business.

## Guaranteed Results Guaranteed Results

Quite simply, we deliver results. No matter what your needs – more website traffic, more leads, more sales, more social followers, higher engagement rates, higher email open rates, whatever it is – we can help. 100% guaranteed.



# Our Services



## Pay Per Click (PPC)

- Google Search Ads
- Google Display Ads
- Google Shopping Ads
- Google Video Ads
- Youtube Ads



## Social Media Management, Marketing & Monitoring

- Facebook marketing
- Twitter marketing
- Instagram marketing
- YouTube marketing
- LinkedIn marketing



## Search Engine Optimization (SEO)

- On-site SEO
- Off-Site SEO
- Technical SEO
- Local SEO



## Website Design & Development

- Templates Website
- Custom Website
- Ecommerce Website
- Website Maintenance



## Graphic Design

- Logo design
- Brand Identity
- Letterhead
- Business cards
- Banners



## Google My Business Management

- **OPTIMIZATION:** To reach a local audience, we enhance your listing
- **ENGAGE:** We post new content to keep customers interested and to drive traffic to your website.
- **TRACK:** We provide you with monthly updates on the health of your Google profile.

# Our Approach

We deliver powerful Digital marketing solutions through the following steps;

## Defining Your Product or Service

0.1

In other words, what's the big idea? Here you will inform us about your products, your services, and what makes you tick as a business. Our customer experience experts listen carefully and work closely with you to define the customer's experience - from first contact to maintenance and retention.

## Identifying and Engaging Your Target Customers

0.3

So what? Now that we know what's special about you, matchmaking begins. Winning clients and customers is a courtship process, and we've got you covered from the first date to going steady. Like any healthy relationship, it's a two-way street. We'll listen more than we talk, and build trust in an old-fashioned way through dialogue and evidence-based decisions.

## Analytics – Measuring and Assessing Result

0.5

Where's the beef? Our work here is done when we can show you - on paper - the tangible results of your investment. Whether it's page views, website visits, conversion of prospects, or the bottom line, we're confident that the recommended marketing strategies will literally pay off. We'll work with you to set goals and meet them, tweaking plans and tactics along the way.

## Understanding Your Market

0.2

What hurts? You already have the solution - the key is to determine precisely where the problem is. Research is the key. We identify the clients and customers who need and want what you offer, analyze your competition, and find the sweet spot for long-term customer relationships. Once we've built a foundation of facts, we'll find the perfect communication mix to reach, engage, and persuade your target market.

## Creating Your Communications and Promotion Strategy

0.4

What do YOU need? There's a lot of noise out there. We don't sell you a canned marketing strategy full of checkboxes - we draw on years of experience and a sincere belief in what you do and create a tailored and tactical approach to marketing your product or service.

Once we've built a foundation of facts, we'll find the perfect communication mix to reach, engage, and persuade your target market.

# Our Team

## Digital Marketing Strategists

Amazing results start with amazing strategies. We've worked with the top companies. Many of them used us specifically for strategy!

## Expert Website Designers & Developers

The website is still the hub of your digital presence. We are able to deploy awesome solutions because we have awesome "web guys".

## Talented Graphic Artists

Great looking assets are a must! From web pages to email blasts to social media posts, everything must look great!

## Social Media Experts

Growing your social footprint and creating engaged followers is an art and a science. You need a talented team leading the charge.

## SEO Experts

Ranking at the top of GOOGLE requires skill and persistence.

## Skilled Content Writers

Great content is the engine that makes everything run. Your website, sales material, email blasts, social media posts, etc. – all need great content writing.



## Why Us

**We live and breathe the art and science of marketing. While we love facts and figures, we also enjoy having fun. You can have it all.**

Website & graphic design, advertising, media, and all things digital are part of our team's expertise. We build your specialized strategy from the ground up based on our integrated marketing philosophy of building sincere, authentic relationships and setting measurable, manageable goals. It's simple - we deliver what we promise, and we mean what we say. Developing your brand and growing your business is our primary concern.

We're passionate about it, and we know how to make it work for our clients. We are a digital marketing agency that seeks to understand the business goals of our clients. Digital marketing services at Tabala Digital Solutions are customized according to the needs and goals of each client.





# Why Us

## 01. ——— **One-stop Shop**

We've got the expertise to do all of our work in-house. We don't offer services that we cannot fulfil ourselves.

## 03. ——— **We're Professionals**

Our client trusts us because we pitch the need for our services and actually deliver positive results as well. We practice what we preach.

## 05. ——— **Reports Are Not Enough, Results Are**

We're results-driven. We don't cover up anything that isn't producing positive results, nor do we act like everything is fine when it isn't.

## 02. ——— **Long-term Commitment**

We're committed to helping your business find success. We focus on long-term strategic partnerships and opportunities to grow your brand

## 04. ——— **Digitized**

Utilizing the latest technology, we can position your business as a leader in your industry and surpass all competitors.

## 06. ——— **Transparency In Communication**

Our company understands the importance of open and timely communication. Here, you are speaking with our experts.

# We would love to hear from you

There's no doubt you have something great, and we'd love to be part of it. No matter what you need, we provide exceptional results, whether it's a bespoke website, social media marketing or Pay Per Click campaign.

digitaltabala



## Get in touch with us now



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**Tabala**  
DIGITAL SOLUTIONS