

A Digital Marketing Agency



Digital Marketing,  
done right. Increase your brand  
visibility and sales.

*“Your Digital Marketing Partner”*

[www.choradigital.com](http://www.choradigital.com)

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# Chora Digital

## About us

Chora Digital is a digital marketing agency in Kenya that delivers an effective online presence, which ensures brand visibility and increase in sales. We aim to effectively create awareness, inform and convert potential clients for any business based on their digital marketing campaign

As an Agency, we boast of a small but effective team of individuals who are experienced and appreciate the need to keep abreast with the latest trends in the market, which has ensured we create and run content that not only effectively engages your target audience but ensures you also make sales to current and future clients.



# Profile Description

## What we do

Search Engine Optimization

Graphic Design

Digital Marketing Strategy

Social Media Management

Content Creation

Animations

Backlinks



## Search Engine Optimization (SEO)

SEO is the core foundation when it comes to digital marketing. It ensures your customers find you when they search for you on Google.

## Graphics Design

Creating good graphics is at the heart of communicating what your brand is, separating you from your competitors.





## Social Media Management

Social Media Management involves managing your online interactions and content across social media platforms



## Digital Marketing Strategy

Marketing has always been about connecting with your audience in the right place and at the right time. We create this strategy to do exactly that.



## Web Development

We create amazing user experience where your customers get the information they need, make that purchasing decision all the more reason to have a good website

## Content Creation

With the best equipment in the industry, we help you create content that is not only informative but also engaging. We provide the best photography and cinematography services in the industry. Your content will definitely be seen by your target audience.



## Backlinks

Backlinks ensure your website; is credible, ranks higher on Google, increase in the referral traffic from other websites, faster indexing and discovery of your website.



## Animations & Traction Videos

A great way of marketing your business is through animations or trending videos. We create animations and traction videos that will enhance your marketing strategy in a fun and informative way





# Digital Marketing Strategy

## Digital Marketing

Marketing has always been about connecting with your customers in the right place at the right time. Marketing today means that you have to identify where they are spending time, which is on the internet. Digital Marketing is targeting your customers on the internet, using digital marketing efforts targeting the internet. Your business will be able to leverage on areas such as social media, emails, websites and search engines such as Google, to connect with current and prospective customers.



## Digital Marketing Strategy,

There's no question that, in the modern landscape, a big part of your marketing strategy is digital. Consumers and businesses alike are almost always online and you want to be able to reach them and observe their behavior where they spend the most time. We help you develop a winning strategy that maximizes your effectiveness while minimizing the time and money required to achieve your goals. In Digital Marketing where **Content is King** and **Data is Supreme** we leverage on both which form the core Ingredient to a successful digital campaign.







# Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the process of increasing website traffic and also ensuring your website gets quality traffic. At Chora Digital we ensure that out of the 86% of the Kenyan population which has internet access, can search and find your business or service and not your competitors.



We at Chora Digital focus on ensuring your website has a good SEO presence in order to appear on the first page of a Google search result. Google has more than 43 Million active users in Kenya alone, which means there are 43 Million Kenyans searching for businesses or services, SEO ensures your business or service is seen by your current clients or prospective. Our areas of expertise which allows you to rank higher on Google revolve around the following:

1. Keyword Generation
2. Google Ads
3. Google AdSense
4. Organic SEO
5. Digital Strategy



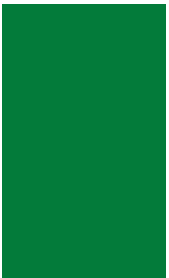
# Content Creation

Content creation is the most important aspect of a successful Digital Marketing campaign. With an ever-changing landscape in the digital sphere, content today becomes irrelevant tomorrow, so to have constant engagement, you will need to have enough content to engage your audience.

We create content from the following areas of specialization:

- a) Photography
- b) Animation Creation
- c) Cinematography
- d) Editorial Content
- e) Graphic Design





### Did you know:

86% of businesses today use content for Digital Marketing. 67% of buyers engage with 3-5 pieces of content before directly engaging with a company.

### What does this mean?

It means that content is key to any digital marketing strategy. Content can be used to engage with your prospects at every step of the buying process, which can be categorized as the following:

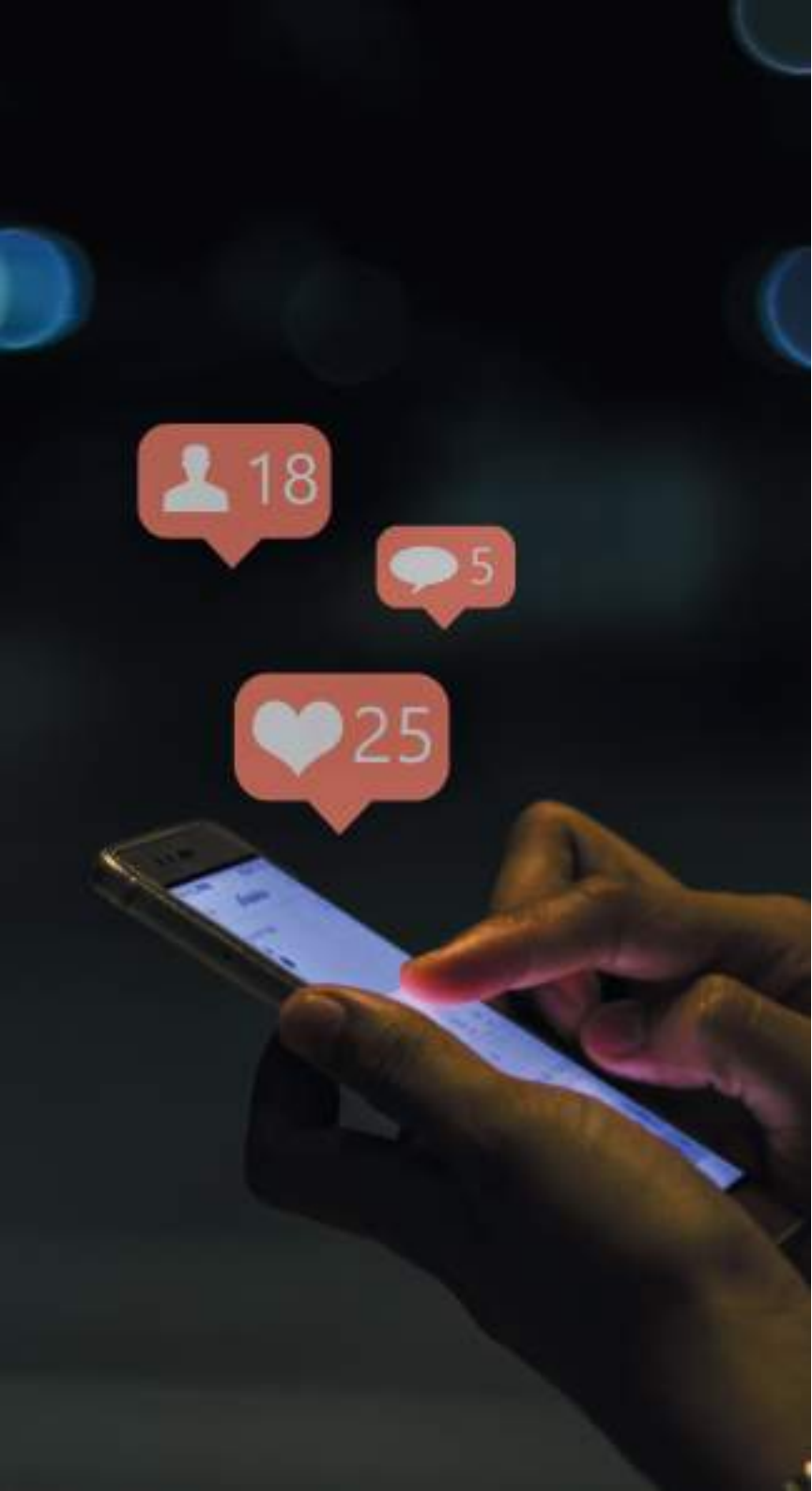
1. **Brand Awareness Stage:** The customer identifies the need to solve a problem and tries to identify which brand can help them solve it(the problem)
2. **Consideration Stage:** The customer searches around for brands that help solve the problem
3. **The Decision Stage:** After comparing the various brands out there the customer makes a decision on one or two# brands that could solve this problem.

Your content have will inform a customers decision throughout this buying process.



# Social Media Management

Social media management for us is the process of communicating your brand in a clear, informative and engaging manner across the social media platforms such as Facebook, Twitter, Instagram, and Youtube. Social Media Management is critical to ensure your marketing is a success, your customers prospective or current are on these social media platforms so how you communicate to them will ultimately determine if you continue being in business or not.



### Did you know that

Facebook has 2.32 billion monthly active users

Twitter has 261 million monthly active users

Instagram has 1 billion monthly active users

YouTube .has 1.9 billion monthly active users

### Our Social Media Management Process

Chora Digital's Social media management process includes setting up, updating and optimizing your social media pages, to communicate your brand more coherently. Periodic updates with high-quality content relevant to your business. Increase the number of followers or interactions on your social media pages. Monitoring and responding to any questions queries and concerns. Our Social Media management ensures that the content we are posting on your behalf targets the right audience, converting your social media visitors into instant or potential clients.





# Backlinks

Backlinks are incoming links that direct a user to a specific website or webpage. When a webpage links with another webpage, that is called a backlink.

Google uses backlinks to determine a website that is an authority based on how many websites or webpages link to it. Hence it's importance in ensuring you rank on the first page.

## Why we use backlinks

Backlinks ensure your website; is credible, ranks higher on Google, increase in the referral traffic from other websites, faster indexing and discovery of your website.



# Graphic Design

Graphic Design goes beyond creating banners and posters. At Chora Digital we believe that graphic design is more than that it's an are of planning, executing and projecting ideas or experiences to a specific audience through visual and textual content. Our Graphic designs draw positive feedback from your targeted audience.

## Our services include:

- Logo Design
- Business Cards
- Company Profiles
- Illustrations and Infographics
- Banners
- e-Newsletters & Magazines
- Illustrations and Infographics
- Posters and Fliers
- Brochures and Advertising Materials





# Animations and Traction Videos

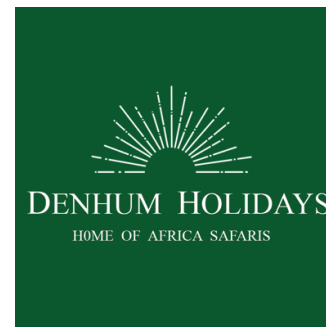
In the Digital Marketing World today, animations and traction videos are very crucial in creating engagement, informing and promoting brands

*Did you know?*

65% of people are visual learners and 90% of the information transmitted to the brain is visual, hence people like watching and sharing anything interesting which indirectly increases wider and faster spread of information. We shall help you create an engaging videos that will help you tell your story more comprehensively



# Some of our Happy clients





# Testimonials



## **Kwetu Sacco**

*"We were impressed with the work Chora Digital did in our rebranding, we were able to create a new feeling to an established Sacco founded in 1967 and still retaining our core values of trust and eagerness to serve... We recommend them highly" - Mr. Daniel Nzioki Vice-Chairman*



*Pearls & Treasures Trust*  
Purity Healing and Restoration

## **Pearls and Treasures Trust**

*"Pearls and Treasures is an NGO in Kenya and we had previously worked with another developer to create a website for us who disappointed us. We gave Chora Digital a chance and they delivered, the process was seamless, everything we wanted in the website was delivered. We are a satisfied client"*  
**- Dr. Faith Kimani - Gitau**



## **DNRC(UK)**

*"Working with Chora Digital ensured we ran a successful online competition in the UK. We were able to reach more than 20,000 people and 10,000 of them took part in the competition. The results given by Chora Digital superseded our expectations in ensuring we targeted the right audience."*  
**Oliver Poole - Team Lead (A Poem to Remember Competition)**



## Benefits of Digital Marketing over Conventional Marketing

### Feedback

Digital marketing on Google's search engine and social media platforms allow your audience to give immediate feedback on your products and services. You, therefore, have a chance to enhance your services or products based on the feedback you get. Traditional Marketing, on the other hand, is dependent on the information your sales team is given which at times takes a long time to come or gets distorted along the way, also changes to your product or service could be overtaken by sales trends since it took longer to implement.





## Affordable

Digital Marketing is much cheaper compared to other forms of marketing as seen in the table below:

Method	Price per day	Price per week	Price per month
Chora Digital			Ksh 100,000*
Billboards			Ksh 1,500,000**
Radio	Ksh 70,000	Ksh 350,000	Ksh 2,100,000
TV	Ksh 100,000	Ksh 700,000	Ksh 2,800,000
Newspaper	Ksh 250,000	Ksh 1,750,000	Ksh 7,500,000

\* Chora Digital Standard Digital Marketing package

\*\* Price factors in a minimum of 10 billboards for substantial visibility

## Measured results

The ease of tracking and measuring results in digital marketing is more superior to conventional marketing. Reports showing website traffic, number of people who clicked on your advert and got converted, level of engagement and response to your advert, are all results and many more indicators that are available in digital marketing. This is important for business owners who want to measure the success of a campaign vis-a-vis the marketing budget



## Reach

Digital Marketing allows you to get the reach you want, there is no guesswork, you can reach a specific age group, gender or even an area with your advertisement which is not possible with conventional advertising which leaves everything to chance or probability, which doesn't assure you of the number of people your advert reached and if the group you targeted actually saw it or were actually your typical customer.

## Disruptive

Digital Marketing is overtaking and displacing conventional marketing practices. Digital marketing focuses on targeting the right audience wherever they are on the internet. Targeted marketing identifies where your potential customer is, for example, your customer could be reading an article or on social media and your advert pops up and since they are actually interested in your product they click the advert and before long they make a purchase or book that appointment based on whatever you want the sales process to be.



## **Benefits of Digital Marketing to your Business**

1. Improve brand loyalty
2. Humanize your brand
3. Establish your brand as an authority
4. Faster communication
5. Targeted advertising
6. Cut marketing cost
7. Brand visibility and awareness Reputation management
8. Generate enquiries
9. Generating sales volume
10. Business credibility and authenticity
11. Saves the sales budget
12. Automate businesses
13. Immediate feedback





**Location**

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