GLF Nairobi

Social Media Workshop

Moses Kemibaro
Dotsavvy

August 28, 2018
Biography Moses Kemibaro

- Founder & CEO @ Dotsavvy since 2002
- Commercial Manager @ Perform Group since 2014
- Africa Sales Director @ InMobi in 2012
- Founder @ Dealfish EA (OLX Kenya) 2010
- TechBlogger @ MosesKemibaro.com
Biography Titus Maina

- Social Media Lead @ Dotsavvy since in 2018
- Digital Manager @ Old Boma in 2017
- Social Media Manager @ Trinc Media in 2016
- Social Media Manager @ Radio Africa in 2013
Social Media Workshop **Our Agenda**

- How to build and tell your story
- Use social media platforms to spread your story effectively
- Utilize events to increase your exposure and effectiveness
The Digital Context
Video Engagement Dominates Digital Platforms

80% Consumer internet traffic will be dedicated to video by 2019 - Cisco

- YouTube: Estimated 10-20 Billion
- Snapchat: 6 Billion
- Facebook: 8 Billion
- Twitter: 4 Billion
Facebook Is A **Digital Behemoth**

**2B+**
Facebook’s Monthly Active Users (MAUS) – June 2018
95%
Global mobile penetration in 2016 - ITU
Social Newsfeed Is Being Eclipsed By Stories

![Stories Product Daily Active Users Chart]

- **Facebook Stories**: 150M (May 2018)
- **Instagram Stories**: 300M (November 2017)
- **WhatsApp Status**: 450M (May 2018)
- **Facebook Messenger Stories**: 70M (September 2017)
- **Snapchat (whole app)**: 191M (May 2018)
15M+
SOCIAL MEDIA USERS IN KENYA

GLF Nairobi 2018 | Social Media Workshop
3 Drivers Behind **Digital Uptake In Africa**

**CONTENT**
Digital in Africa requires an investment in mobile-first digital content

**COMMUNITY**
Africans are young, mobile, and social, so engage with them accordingly

**CONVERGENCE**
Affordable smartphones & broadband is changing everything
What Is **Content Creation**

- Content creation is the contribution of information to any media and most especially to digital media for an end-user/audience in specific contexts.
- Typical forms of content creation include blogging, photography, videography, the maintenance of social media accounts, and editing and distribution of digital media.
On Digital Content

“Content is the atomic particle of all digital marketing. Everything. There's no owned media without content. There's no social media without content. And there's no paid media without content. And there's certainly no media-media, as in actual digital publications, without content. Pushing back even earlier, when you search, you're searching for content”

Rebecca Lieb
Great Digital Content Is About **Storytelling**

- You want to take your brand OUT of the story.
- Make the community of the content the HERO of the story.
- Digital storytelling is about content that is compelling
The Importance of Storytelling In **Digital Content**

• It ‘brings to life’ who you are and why you do what you do as a content creator.

• It helps you **connect to your social media communities** in a personalized and authentic way.

• **Builds relationships through relatable content**.
Digital Content Creation Workflow

1. Research
2. Plan
3. Create & Curate
4. Publish
5. Measure
6. Strategize
Digital Content Types

- Blog Posts & Social Media Updates
- Tutorials & How To Guides
- Infographics (PowerPoint Decks)
- Videos (YouTube)
- Podcasts (SoundCloud)
Topical & Evergreen Digital Content

1. Topical Content
   - Newsworthy
   - Time-sensitive
   - Limited repurposing

2. Evergreen Content
   - Timeless
   - Wider relevancy
   - Efficient
Digital Content Key Considerations

1. ENGAGEMENT
   Digital content has to be tailored for target audience to maximize impact

2. PERSONALISATION
   Focus on what, who and how your digital content will be used to engage your TA

3. OPTIMIZATION
   Optimize your content across digital platforms for higher impact
Know & Embrace Your **Target Audience**

- Who do you want to reach? And why?
- What do you want them to know?
- What do you want them to feel?
- What do you need them to do?
What Is A **Digital Persona**?

1. Describes the ways in which certain types of people use digital channels
2. Usually one persona is created for each type of user/audience
3. Personas help brands focus on important aspects of the target audience
Defining Personas

- Define Market Segments
- Refine Your Personas
- Define Demographics
- Share Your Personas
- Articulate Their Values and Beliefs
- Give Them a Face and a Name
- Get To "Know" Your Personas
- Define The Value They Get From Your Brand
- Refine Your Personas
Persona John Kamau

John is in his late 20s and single. He is ready to take on the world. John has been a web designer since campus days and makes decent money from his clients. He's not rich, and believes that money corrupts. He also believes in the power of collective activism, and Arsenal Football Club! He is very wary of "being sold" when he visits websites and plays with loads of mobile apps. He's very passionate, but he's very smart. He uses a late model iPhone 5 and iPad 4 when he is on the move. He wants to grow!
Persona Akinyi Odongo

Akinyi is in her late 30s and dating. She has no children so spends a lot of time with her girl friends who share the same passions as she does – investing in their ‘chama’ and fashion. Akinyi’s an Architect with some disposable income. She’s making good money and dreams of starting her own architectural firm. She also supports her Mum and Dad back in ‘shaggs’ as the oldest child in her family. She is always online on Pinterest, Facebook & Instagram getting inspired. She uses an Infinix Zero2 and generally loves technology.
Persona Duncan Kiptum

Duncan is in his 40s. He's married with two kids and is a strong community member. Duncan wants to be part of something bigger than himself, but he's a little skittish and shy. He needs to feel heard and understood before he'll make substantial commitments. He drives a late model BMW and frequents the golf club. He has the latest Samsung Galaxy S6 and considers himself to be “with it”. A fierce Liverpool Football Club Supporter you can find him at Radisson Blu every game day for a drink with his mates!
The **Target Audience**

- **Use platforms such as Facebook, Twitter and Instagram** – allowing them to share photos and videos
- **Love sharing significant moments in their life on social media across the board**
- **Social media is very discovery oriented, and in many ways Instagram has become the new blogging platform for the target audience**
- **They live their lives surrounded by digital content – content they create and content they collect.**
- **Resonates with millennials and gen z which draws them to digital influencers**
What Kind Of Content Gets Attention?

• This is why video works so well.
• Movement and motion!
• Lots and lots of vibrant color
• Eye-catching.
• “Thumb-stopping”
• Great visuals are essential
Consider The Things That Get Attention!

- What is unexpected?
- What is timely?
- What is provocative?
3C Digital Content Strategy

1. **Communities**
   Empower & develop digital communities via digital platforms for engagement

2. **Content**
   Surprise, inspire & change perceptions for your digital communities

3. **Context**
   Digital content ‘brings to life’ your differentiation for your digital communities
Audit your current content & look at what you already have or own. Read the copy on every page and adjust it so that you are engaging them and telling them your story.
Identify what your target audience wants. The best way to do this is go speak to them or listen to their conversations on social media.
Creating **Great Content** /3

Analyze the quantity of your content. What do you have which could be repurposed for social media and what do you not have lots of which can be produced?
Create the social media content plan for how you will broadcast or publish your content on social media which must align with your overall social media strategy.
Be results driven. Is your content performing well in terms of social media engagement? How many likes, followers, comments and shares is it getting?
Digital Content Road-Map

1. Develop personas based on their interests and needs, then target content accordingly.
2. Map content to social media engagement cycles and ensure this content ‘works’.
3. Build a social media content calendar for creating and publishing content.
4. Come up with creative content topics that are relevant, helpful, and fun for social media communities.
A digital content plan should answer the following questions:

- What types of content do you intend to post and promote?
- How often will you post content?
- Who is the target audience for each piece of content?
- Who will create your content?
- How will you promote your content?
What Is A **Content Calendar**?

- A content calendar is a shareable resource that can be used to plan all social media activities.
- The benefit of using the content calendar is that we can visualize how content is distributed on a weekly or monthly basis.
### Sample Content Calendar

<table>
<thead>
<tr>
<th>DAY</th>
<th>DATE</th>
<th>TIME</th>
<th>DATE &amp; TIME</th>
<th>UPDATE COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/4/2015</td>
<td>9:00:00</td>
<td>04/02/2015 09:00</td>
<td>Quote of the day</td>
<td></td>
</tr>
<tr>
<td>2/5/2015</td>
<td>12:00:00</td>
<td>05/02/2015 12:00</td>
<td>Sign-up for the Kotex Makeover Challenge here!</td>
<td></td>
</tr>
<tr>
<td>2/6/2015</td>
<td>15:00:00</td>
<td>06/02/2015 15:00</td>
<td>What do you crave? Tell us and you could win Kes. 1,000.00 KFC voucher</td>
<td></td>
</tr>
<tr>
<td>2/7/2015</td>
<td>17:00:00</td>
<td>07/02/2015 17:00</td>
<td>Fill in the space_______ for #MyDressMyChoice</td>
<td></td>
</tr>
<tr>
<td>2/5/2015</td>
<td>9:00:00</td>
<td>05/02/2015 09:00</td>
<td>Quote of the day</td>
<td></td>
</tr>
<tr>
<td>2/6/2015</td>
<td>12:00:00</td>
<td>06/02/2015 12:00</td>
<td>We are going to be at the Junction this weekend. Retweet to win a free #KotexMakeOver</td>
<td></td>
</tr>
<tr>
<td>2/7/2015</td>
<td>15:00:00</td>
<td>07/02/2015 15:00</td>
<td>Share your holiday fantasy for a chance to win it from #KotexGetaways</td>
<td></td>
</tr>
<tr>
<td>2/8/2015</td>
<td>17:00:00</td>
<td>08/02/2015 17:00</td>
<td>Quote of the day with photo</td>
<td></td>
</tr>
<tr>
<td>2/6/2015</td>
<td>9:00:00</td>
<td>06/02/2015 09:00</td>
<td>Quote of the day</td>
<td></td>
</tr>
<tr>
<td>2/7/2015</td>
<td>12:00:00</td>
<td>07/02/2015 12:00</td>
<td>Just 2 more days to the next #KotexMakeover at the Junction. Retweet to win a free #MakeOver</td>
<td></td>
</tr>
<tr>
<td>2/8/2015</td>
<td>15:00:00</td>
<td>08/02/2015 15:00</td>
<td>The elections are just round the corner, what will YOU stand for in Kenya? Say it at iStand4Ke.com</td>
<td></td>
</tr>
<tr>
<td>2/9/2015</td>
<td>17:00:00</td>
<td>09/02/2015 17:00</td>
<td>Last week at TRM Mall was awesome with Elani. See pics here!</td>
<td></td>
</tr>
<tr>
<td>2/7/2013</td>
<td>9:00:00</td>
<td>07/02/2013 09:00</td>
<td>Quote of the day</td>
<td></td>
</tr>
<tr>
<td>2/7/2013</td>
<td>12:00:00</td>
<td>07/02/2013 12:00</td>
<td>Stand up and be counted! The #Kotex Makeover Challenge. Sign up here and she with the most votes gets the #KotexMakeover</td>
<td></td>
</tr>
<tr>
<td>2/7/2013</td>
<td>15:00:00</td>
<td>07/02/2013 15:00</td>
<td>Talking to your Man about periods. What should he know and not know? Tell us here...</td>
<td></td>
</tr>
<tr>
<td>2/7/2013</td>
<td>17:00:00</td>
<td>07/02/2013 17:00</td>
<td>Check out these #Kotex Makeover tips from our amazing makeup experts. See videos on our YouTube channel</td>
<td></td>
</tr>
</tbody>
</table>

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Creating A Great Blog Post!

1. **Plan your blog post** by choosing a topic that interests or you or you know well, creating an outline, **conducting research**, and **checking facts**.

2. **Craft a headline** that is both **informative** and will **capture readers’ attention**.

3. **Write your blog post**, either writing a draft in a single session or gradually word on parts of it. **Keep sentences and paragraphs as short as possible**

4. **Use images and/or videos** to enhance your blog post, improve its flow, **add humor**, and explain complex topics – **break things down as much as possible**

5. **Edit your blog post**. Make sure to avoid repetition, **read your blog post aloud** to check its flow, **have someone else read it and provide feedback**, keep sentences and paragraphs short, don’t be a perfectionist, **don’t be afraid to cut out text or adapt your writing last minute**.
Examples of Great Blog Post Headlines

• How to Turn 1 Idea Into 2 Months of Content Marketing
• Do You Truly Know How to Love Yourself?
• How We Increased Our Facebook Traffic by 332% in 2018
• Why Strong Customer Relationships Trump Powerful Brands
• Why Exercising Is a Higher Priority Than My Business
• 5 Reasons Arsenal Is A Better Football Team Than Manchester United – Number 2 Will Surprise You!
• 9 Ways to Entertain Your Toddler Without Using a Smartphone
25 Things To Help You Get Out Each And Every One Of Your Frustrations

AAAARRRRRRRGGGGGGGGGHHHHHHHHHHHHH!!!!!!! "phew"

Katy Herman • 7 hours ago

This Breakfast Quiz Will Reveal Which Continent You Should Actually Live On

There's a whole world of food out there.

Jasmin Naher • 2 hours ago

What's the difference between a WP host and a digital experience platform?
Blog Post Headlines BuzzFeed /2

9 Genius Ideas That Are Helping To Save The Planet And 9 That Are Doing, Well...The Opposite
For everything good, there's something equally evil.

We Need To Talk About This New Argument For Keeping Abortion A Crime
Anti-abortion groups claim decriminalising the procedure will increase sex selective terminations.

“To All The Boys I’ve Loved Before” Cast Finds Out Which Character They Really Are

What’s the difference between a WP host and a digital experience platform?
What To Write About **On Your Blog**

- Set up a **content plan for your blog**
- Set a **writing goal**
- Add to the topic list
- Invite guest writers from time to time to complement your content
- Blog, share on social media, and **grow your community!**
Setting Up Your Blog /1

• Choose an appropriate **tone of voice for your blog**
• Get help with writing - if you need it
• Read as many blogs as you can to see what’s working and what’s not
• Create traffic by **distributing your blog posts on your social media channels**
Setting Up Your Blog /2

- Add tags or keywords (SEO value)
- Set up analytics to get valuable insights on how your blog is performing
- Look like you are interesting and interested in your readers
- Check in with your content plan to stay on track
Setting Up Your Blog /3

• Optimize your blog for various platforms (mobile, social, etc)
• Use feeds to update followers
• Readers can use aggregator, reader, or e-mail for updates
• Make sure to offer e-mail updates, too
Blogging Platforms **WordPress**

**Build your beautiful site today**

Everything you need for a website that works for you.

[Get Started]

[Compare plans]
Content Management System (CMS) **WordPress**

- **60M**
  - Over 60 million websites globally run on the open source WordPress content management system (CMS)

- **23%**
  - WordPress used on by over 23% of the top 10 million websites as of January 2015

- **LAMP**
  - WordPress is built on the globally popular Open Source LAMP (Linux Apache, MySQL and PHP) Stack. It was designed to be user-friendly meaning it is easy to manage, even for non-techies
WordPress Role-Based Multiple Editors

- Multiple author environment via role-based access for administrators, editors, author, contributors & subscribers.
- A subscriber cannot write or manage posts. A contributor can write and manage posts, but he/she cannot publish them as they need to be approved by an editor or administrator.
Opera News has reached a new milestone of 1.1 million downloads in the Kenya during the first quarter of the year, becoming the leading news mobile app in Kenya in the process which is no mean feat! The app itself has also achieved over 5 million downloads in Africa in the same period which is impressive!
Blogging Platforms **Medium**
Great Bloggers Kaluhi’s Kitchen

Kaluhi’s Kitchen


Cajun Chicken Wings in Pineapple Tangawizi BBQ Sauce

AUGUST 22, 2018 / KALUHIISKITCHEN / 0 COMMENTS
Emissaries From Nimbus.

14.08.2018 / People / 110 / 154

Sometimes when you are at an airport trying to get into AlwaysOn wifi and you look up, you might see them. Actually you see him first because he’s always a stride ahead, the leader of the pack.

CONTINUE READING...
Great Bloggers Owaahh
Blogging Benefits

1. SEO
Search engines love fresh content. By blogging, Google indexes new content that boosts your visibility on search engine results pages (SERPS)

2. CONVERSATIONS
Blogging enables you to connect with your social community via conversations with them, leading to valuable insights, feedback & engagement

3. LEADERSHIP
Blogging helps build trust and clout within an profession or industry by providing valuable expert information, ultimately leading to better engagements

4. ENGAGEMENT
Blogging enables you to show the personal side of who you are, what you do and your passions which provides a basis from which to build an engaged followership

5. SOCIAL
Every blog post is an opportunity for your audience to share your blog content with others via social media. It's free marketing & validates your credibility
Social Media *Is Where We Live, Online*
Primary Uses of Social Media Platforms

- Large scale reach
- Real-time conversation
- Professional networking
- Curated photos & video
- Vertical, ephemeral storytelling
Social Media Terminology

<table>
<thead>
<tr>
<th>News Feed</th>
<th>Engagements</th>
<th>Username</th>
<th>Block</th>
<th>Mention</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Feed or Timeline, is the center of content discovery on social platforms where you see posts from friends, brands you are connected with and advertisements from organizations that want to connect with you</td>
<td>Engagements include actions that users take on a social post and include likes/reactions, comments, retweets/regrams, shares, etc</td>
<td>A Username is how users are identified on Twitter, Instagram and Snapchat, and is usually preceded by the @ symbol</td>
<td>The Block feature allows users to remove followers, disabling them from re-following, mentioning, direct messaging or otherwise contacting you on the platform</td>
<td>A Mention is a post or comment that contains another user’s username anywhere in the body of the message</td>
<td>A Follower is another user who has subscribed to receive and view your posts in their feed. It is important to be well versed in these terms as they are part of the regular nomenclature on social media</td>
</tr>
</tbody>
</table>
Content Has To Be **Tailored For Social Media**
Social Media Workflow

1. **Acquisition**
   - **Listen**
     To Social Media Conversations To Gain Insights For Content Creation

2. **Create**
   - **Create**
     Compelling Content To Grow Social Media Communities

3. **Engage**
   - **Engage**
     Social Media Communities To Maintain & Grow Relevance

4. **Transform**
   - **Transform**
     Social Media Communities Into Committed Advocates
Digital Content Distribution & Social Media

1. Develop value-added content and offers

2. Feed into relevant social platforms

3. Build your network, listen and engage
Social Media Content That Resonates

- Tightly focused on your existing and intended audience
- Helpful, useful and valuable content
- Entertaining content
- Content that is woven within storytelling
Two Things Drive Social Conversations

Content + Connections = Conversations
Social Media Connections & Content

- **Listening** Gaining insights from social media communities
- **Content** Any conversation communities may want to have with you
- **Creativity** Creating diverse conversations with social media communities
- **Individuals** Connecting with key voices, & digital influencers
- **Platforms** Leveraging all digital platforms to support conversations
- **Strategy** Use connections to keep conversations interesting & connected
Optimized Social Media For Platforms

• Engaging social media content
• Engaged social media communities
• A social media engagement strategy
• Brand identity alignment
• Post frequency
Social Media Calendars

CALENDARS
Create rich topical content plan and calendars that will cascade into social media updates on a monthly basis.
Social Media Updates

UPDATES
Post helpful & engaging content on social media that keeps social media communities engaged whilst ensuring top-of-mind awareness
Finding, creating, repurposing & sharing content that social media communities care about & optimizing it to be engaging will get their attention.
SCHEDULING
Proper scheduling of social media updates to have the highest possible impact is really important to make the right impact with longevity.
Snackable Content For Short Attention Spans

3 Seconds
Highly Visual Content **To Drive Engagement**

![Images](image.png) ![Videos](youtube.png) ![Emojis](emoji.png)
TL;DR Too Long; Didn't Read

Keeping It Simple
The Importance of Hashtags

- Increase brand recognition where relevant
- Expand reach and target new audiences
- Create, join or impact an on-going social media conversation
Hashtags  **How To Use Them**

- Use SEO keywords
- Use popular hashtags
- Create branded hashtags
- Monitor your communities hashtags
- Don’t add spaces or punctuation to them
- Avoid using lots of hashtags
- Capitalize hashtags appropriately
- Keep them short
Facebook **Social Media Approach**

- Have a specific Facebook strategy and plan.
- Post less frequently – 4/5 times per week is fine.
- Join or start a Group to showcase your expertise and build community.
- Plan to go live on Facebook regularly. Share helpful resources.
- Create and share entertaining posts.
Facebook Live

Have engaging conversations with your followers

Live is the best way to interact with viewers in real time. Field their burning questions, hear what’s on their mind and check out their Live Reactions to gauge how your broadcast is going.
Twitter Social Media Approach

- Have a twitter specific strategy and plan.
- Post less frequently – 4/5 times per week is fine.
- Join or start a TweetChat to showcase your expertise and build a community.
- Retweet helpful resources – articles, videos. Comment on news and current events
- Discovery – Search for conversations, topics, and people to follow
Instagram Social Media Approach

- Have a specific Instagram strategy and plan.
- Post less frequently – 3/4 times per week is fine.
- Be consistent with the look and feel of your posts.
- Follow hashtags to find new accounts to follow and comment on posts.
- Use Instagram Live & IGTV.
- Eye-catching photos and well-designed graphics work best on Instagram.
Instagram’s IGTV /1

Welcome to IGTV

Watch videos from the creators you already follow on Instagram, and find new videos and creators you’ll love.

Continue
Instagram’s IGTV /2

- IGTV uses full screen and vertical video optimized for mobile devices
- IGTV enables longer video formats from 10 second to 10 minutes and up to 1 hour
- Launched in June 2018 as a major challenger to Google’s YouTube
Snapchat: **Snaps, Chat, & Stories**

- **Snap**: Tap to take a Snap, then send it to a friend.
- **Chat**: It’s fun and easy to communicate – however you want!
- **Stories**: Keep up with friends and live events, every day.
Social Media Risk Mitigation

- **Monitor social media** for risky situations before they spin out of control using social listening tools.
- **Identify digital influencers who are advocates or detractors** so as to engage them in a positive manner to ‘win them over’.
- **Formulate a crisis plan** in case a post or digital activity sets off a negative social media windstorm.
Social Media Recommendations

- Focus on Facebook, Twitter, Instagram & YouTube
- Use calls-to-action (CTAs) for community engagement & conversions
Social Media **Next Steps**

**WHO**
Who do you want to engage on social media?

**GOALS**
What are your goals of social media?

**TOOLS**
Which social media platforms are the right fit for your content?

**SHARING**
Create content that encourages social media engagement

**INCENTIVES**
Give social media communities incentives for engagement
3 Keys To Social Media Success

1. **Consistency**
   Showing up regularly and being present

2. **Content**
   That people like to watch, read, share, comment on

3. **Confidence**
   In your voice, in taking risks, and in being yourself!
Digital Influencers
Enter The Age Of Digital Influencers

A BRAND IS NO LONGER WHAT IT TELLS THE COMMUNITY IT IS – IT IS WHAT THE COMMUNITY TELL EACH OTHER IT IS
The Benefits of Digital Influencers

1. Social Reach
   Digital Influencers can reach millions of existing & prospective community members on social media

2. Original Content
   Digital Influencers produce original, and oftentimes effective, community relevant content for you

3. Community Trust
   Influencers maintain strong relationships with their audiences, who have a certain level of trust in them
#SaltBae Influence!
Digital Influencer Marketing **Goals**

**THE GOAL**

- **YOU TALK ABOUT YOUR BRAND**
- **INFLUENCERS TALK ABOUT YOUR BRAND**
- **OTHERS TALK ABOUT YOUR BRAND**

**INCREASING ONLINE INFLUENCE**

**ZERO ONLINE INFLUENCE**
Digital Influencer Identification

INFLUENCER IDENTIFICATION
Finding out who they are and ranking them in order of importance in relation to your brand marketing objectives
INFLUENCER MARKETING

Increasing awareness of your brand within the digital influencer community by offering incentives for brand engagement
Digital Influencer Engagement

INFLUENCER ENGAGEMENT

Work with digital influencers to increase market awareness of your brand amongst target markets and consumers.
Digital Influencer Advocates

4

INFLUENCER ADVOCATES
Digital influencers who become committed advocates for your brand as a result of the previous engagement steps.
Gary Vaynerchuck’s Digital Influencer Future
Biko Zulu **Influencer**

These British brogues cost 55K. Actually they cost 55,800 bob. As in, if you had 56K in your account they'd leave 200 bob there for you to have a smoothie with. Do you know how you can tell you aren't the target market for these shoes? When you pronounce them as "Baker." The sales lady at Store 66 at Valley Arcade instantly knew that I wasn't going to buy them given that I couldn't even pronounce them. "It's 'Baka'" she corrected me politely. Fine, Baka.

When a man casually buys a shoe for 55K, what are his fears in life? What makes him blink? When he says it's a tough month does he mean his disposable income is a meter? When he wears these shoes does he have the proverbial world at his feet? "Who is this man who buys shoes for 55K?" I asked the attendant.

She said most men who buy these shoes don't look like they can afford them based on their dressing, but there is a confidence in their gait that despises money. And they don't speak loudly or show hubris. Their arrogance is in their body language not on their tongues. They swipe. They have simple phones. Some wear checked coats. Most hardly tip.
Xtiandela Twitter
DJ Joe Mfalme Instagram

DJ Joe Mfalme Kenya's most sought after award winning professional DJ. DJ at Capital FM Kenya, DJ at Trace Mziki, #JoeMfalmeLive connecting people through music. www.deejayjoemfalme.com
Social Media Tools
Easily create beautiful designs + documents

Use Canva’s drag-and-drop feature and professional layouts to design consistently stunning graphics.

Start Designing  iPad App
Tell your story.


Learn more
Social Media Link Shortening BitLy

HARNESS EVERY CLICK, TAP AND SWIPE.

Brand, track and optimize every touchpoint with Bitly, the world's leading link management platform. Learn More →

RETHINK THE LINK
Learn how to use the link to build a robust and seamless cross-channel customer experience. Download →
Get business results you can measure

The social media management platform that lets you build smarter workflows, scales across your organization, and delivers demonstrable ROI.

Request a Demo

Compare Plans
Twitter Management

TweetDeck

- screenshot of TweetDeck interface
- tweets from various users
- example tweet: "Hi, Thanks for following! We are glad to share the same passion about motor sport. To know more about FIA's news and actions, follow the..."
Social Media Key Considerations

• Integrate social media channels: *It’s where people live, online*

• **Content drives conversions and conversations**

• Extensive use of video and visual content: *That’s what people are consuming the most online!*
I skate to where the puck is going to be, not where it has been.

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GLF Nairobi 2018 | Social Media Workshop

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