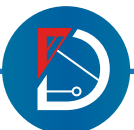


digital4africa

Company Profile

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ABOUT US



We are a team of skilled UX designers, software engineers, data scientists and content writers with years of experience in digital marketing

OUR VALUES



We are a different kind of agency that is obsessed with customer satisfaction



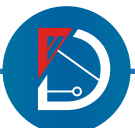
We believe that data is the lifeblood of any business for information gathering



We love making things simple and easy to use. We believe all products should be user-friendly



We believe creating relevant content and designing with empathy and data brings success



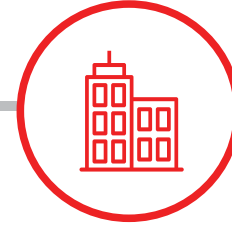
OUR JOURNEY



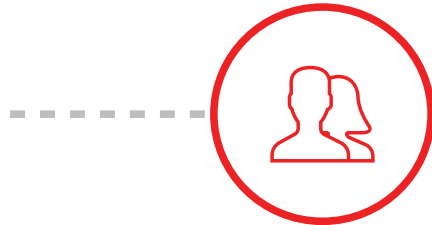
**Digital 4 Africa
Launched in 2014**



**We started with
2 employees
(Founders)**



**We moved into
our first office
in 2015 at Old
Mutual Building**



**The Core Team has now
grown to 8 full-time
members and 7 freelancers**



**Served 50+
Happy Clients**

Vision

To be Africa's leading data-driven digital agency that delivers results

Mission

On a mission to help companies use data-driven marketing to personalize customer experiences



OUR SERVICES



WEB AND MOBILE APPS DESIGN

We design responsive websites and Mobile Apps. These are easy to use and meet customer needs. 70-80% of Kenyans access the Internet via mobile only. Kenya and Africa is a mobile-first and in some places, a mobile-only market.



DATA DRIVEN MARKETING

We live in a world full of data. There is a lot of data everywhere that comes from our daily interactions with customers, suppliers, and our products. Our customers leave a trove of data on the internet and on social media platforms. It is a fact that data has potential value. Analysed data has 10 times more potential value than raw data.



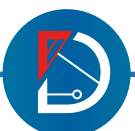
MEDIA BUYING

We have a strong team of experienced media buyers who have done high lead generation campaigns for top brands in East Africa. We do data mining and micro-targeting to ensure your ads are served only to people who should see them.



SEARCH ENGINE OPTIMIZATION AND CONVERSION RATE OPTIMIZATION

We improve the ranking of websites in search engine results so that your marketing campaign can generate more leads.





CRM SOLUTIONS/MARKETING SOFTWARE

Business automation is about processes and systems that run automatically with little or no human intervention. We help businesses maximize the use of software by making them more efficient.



TRAINING

We have trained individuals on Digital Marketing in Kenya, Uganda, Tanzania, Rwanda, Burundi and South Sudan over the past five years. The training seeks to fully equip you with adequate tools to get you to the next level in business, by applying digital marketing techniques that are measurable and have a return on investment.

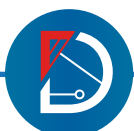


VISUAL STORYTELLING

Telling the story from a visual perspective through the power of multimedia is an influential tool. The viewer experiences your products or services in a unique and memorable way. Every company, business or brand has a story to tell. It could be your motivation in business.



We Help You Reach More Customers Online And Grow Your Brand



THE TEAM



FRANCIS WAITHAKA
Digital Strategist

Francis Waithaka is the CEO and Founder of Digital For Africa LTD. He is a digital marketing faculty member at ADMI and trains entrepreneurs at Centonomy. He's worked as a consultant at Kenya's largest bank - KCB where he trained staff on digital customer experience and social media marketing. He's passionate about experience design, content marketing, and data analytics. When not at work, Francis does aerobatics, travelling, and cheering his favourite football team - Chelsea FC

Brian Wamiori is a computer scientist with over 10 years experience in the digital space. He is the Co-founder of Digital 4 Africa. He is also a faculty member at ADMI in the Software Engineering Department. His key focus has been building apps for both Mobile and Web. These have proven to be functional and have great user experience. His passion has always revolved around making beautiful products. Back in 2014 while consulting for Kocela, he designed the KCB app that went on to win multiple awards globally. Bringing his design mind into software development has been one of the greatest strengths for him.

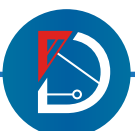


BRIAN WAMIORI
Web and Mobile App
Developer



BARBRA JEBET
Branding Expert, Content
Writer

Barbara Jebet is a story architect who began her foray into the business of language and storytelling by studying Communication Arts in Xavier University, Ohio. Four years later, the love of the Chinese language drew her to pursue her Masters in International Communications in Taiwan, where she also interned at Radio Taiwan International (RTI). Back in Kenya, her career began by writing stories for brands such as KCB, later narrowing down to smaller corporates and SMEs, like Zene Naturals, Sweetunda, Dawit Insurance and Digital For Africa.



THE TEAM



JOY KOSITANY
Community Manager

Joy Kositany is a community manager who has worked with brands such as Kenya Bankers Association, PTS Africa and Digital 4 Africa. She studied Public Relations and Advertising at Daystar University and Digital Marketing at Africa Digital Media Institute. She is passionate about content creation for brands on social media. She loves music and watching movies.

Sigrid Muga is a self-motivated person who is strong in PR and Communications. She studied Communications and Public relations at Daystar University and pursued a master's degree in International Public Relations and Global Communications Management at Cardiff University. She has worked with organizations such as KETRACO, Trade and Development Bank (TDB), Export Promotion Council (EPC) and NEXT careers. She is passionate about interacting with people, building and maintaining relationships. She loves singing, cooking and reading.

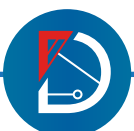


SIGRID MUGA
Project Manager



BENSON KWINGARA
Web Developer

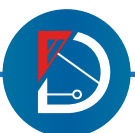
Benson is a team player who is passionate about IT and motivated to add value to all projects that he works on. He attained a Higher Diploma in Telecommunications Engineering and Digital Systems under City and Guilds International, London and has 6 years experience in Telecommunication systems, Database administration and Safaricom Sdp messaging systems. When he is not working he enjoys playing football.



Ken is a graphic designer with a keen eye for design and all things visual. He has worked with brands such as PTS Africa and Talent Space Kenya. He is passionate about creating work that is visually appealing, communicates the intended message and can leave an impact/emotion on the target audience. When not at work he loves playing football, archery and taking part in motorsport activities..



KEN GAITHO
Graphic Designer



PEOPLE WHO TRUST US



TANGULIA MARA





LET'S TALK

We would love to hear from you...



0743830663



hello@digital4africa.com



The Mirage Towers (Nairobi Garage),
Chiromo Rd, Westlands, Nairobi

