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COMPANY PROFILE

"The best marketing doesn't feel like marketing."

www.trendwi.com



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Executive Summary

Trendwi is a digital marketing agency with a focus in accelerating your online presence and driving business growth through key areas including:

- 1. Digital Marketing: Leveraging advanced strategies to boost your online visibility, engage your target audience, and convert leads into loyal customers.*
- 2. Branding (Print & Graphic Design): Crafting visually compelling brand identities that resonate with your audience, from digital graphics to high-quality print materials.*
- 3. Business Development (Market Research & Sales Strategy): Providing in-depth market analysis and tailored sales strategies to help your business thrive in a competitive landscape.*

The purpose of this company profile is to introduce Trendwi, a digital marketing agency and a trailblazer in innovative digital strategies to help businesses conquer the dynamic digital realm. Here, you will delve into our mission, vision, and core values as we unveil a spectrum of services designed to empower our clients in navigating the trends of the digital landscape. Above all, this profile uncovers how Trendwi is elevating brands while shaping the future of digital success.

Go ahead, witness the transformative journey that awaits your brand in such a competitive yet digital world.

*Let's set things in
motion...*

Welcome Message



Greetings, Welcome to Trendwi Digital Marketing! As the driving force behind this dynamic digital marketing agency, I'm honored to on board you. In the vast and ever-evolving world of digital marketing, Trendwi stands as your innovative partner, committed to propelling your brand to new heights. Our passion lies in crafting digital success stories, and we're excited to weave that narrative with you.

Today, the digital world is constantly evolving, shaping new trends and dynamics, especially from a digital marketing perspective: From search engine evolution, to AI and automation, social commerce, video dominance, interactive content, influencer marketing, purpose-driven marketing, analytics and reporting, voice search, mobile marketing to say the least.

This evolution demands businesses to not only pay attention to the expansive realm, but also invent agile approaches to navigate the digital frontier, thus staying ahead of the curve. At Trendwi, we understand the 'quaky' impact on businesses, especially start ups aiming to make their mark.

Trendwi thrives on decoding the stresses - This was after recognizing that the pressure on startups and existing businesses to establish and maintain a robust digital presence is more intense than ever. We are also aware that each digital strategy is more than a campaign; it's a strategic move towards achieving your brand's goals. Thus, our commitment is not just to provide services but to immerse ourselves in all modern marketing avenues that resonates with your audience.

Your Digital Triumph Starts Here:



Joseph Rutinu - Team Leader.



About Trendwi

Ownership and Solutions Offered: We are a privately owned marketing agency, operated by a team of seasoned experts. Trendwi Digital Marketing is your gateway to unparalleled online marketing solutions.

Our Goal: At Trendwi, our goal is crystal clear - “to guarantee exceptional digital marketing solutions that fuel the success of your business.” We believe that each business has its own narrative, and our mission is to craft personalized solutions that not only align with your brand, but also drive tangible success.

What Set Us Apart?

Our unwavering dedication to understanding the unique requirements of your business.

We take pride in product knowledge, market research and sales strategy.

Our commitment to excellence, delivering results that go beyond expectations.

At the core, we are set apart by comprehensive services, data driven strategies, expertise and experience.

Whether you're looking to enhance your online visibility, generate leads, or build a robust digital presence, Trendwi is your strategic partner in achieving Optimal Market Position.





With a keen understanding of the market dynamics, we:



Vision

"We envision a future where businesses, regardless of size or industry, harness the full potential of the digital landscape with confidence and creativity."



Mission

"Amplify businesses' online presence using strategic market penetration insights."

We are dynamic:-

Our success is rooted in a set of unwavering principles that define who we are and how we operate:

CETE' forms the cornerstone of our ethos:

"Culture is a thousand things, a thousand times. It's living the core values when you hire; when you write an email; when you are working on a project; when you are walking in the hall."



Customization:

"We believe in the power of customization, tailoring our digital marketing solutions to meet the unique needs of each business we serve."



Entrepreneurship:

"Entrepreneurship is our deep seated commitment. We approach challenges with a proactive and innovative mindset, fostering a culture of creativity and initiative."



Transparency:

"Transparency is fundamental to our values. We maintain open communication, ensuring honesty and clarity in every aspect of our collaboration."



Education:

"We value education, empowering our clients with knowledge about digital marketing trends and strategies to make informed decisions for their businesses."

"Take a risk and
keep testing.
You can't stop."

Joseph R.

BRAND

CLICK

(click here more information)

TRUST

Area of Focus



Digital Marketing

With an aim to position, win and convert, we employ strategic insights and data-driven approaches to navigate the digital avenues, thus accelerating your online performance.



Branding

By conveying your unique story through visual and messaging elements, we empower your brand to stand out in the overly dynamic marketplace.



B/S Development

This is the inception blueprint for entrepreneurial success. We are intentional in defining goals, clarifying purpose, and embracing a professional yet competitive approach to your business.



1 Web Design

WHICH IS YOUR DREAM WEBSITE?

- Let's launch your online billboard. It's worth it!



2 Social Media Marketing

5.1+ BILLION USERS ARE A GOOD CATCH

- Tell you the truth? You need those Platform-specific campaigns tailored to target audiences. Yes!
- LinkedIn, FB, TikTok, IG, X, WhatsApp, YouTube, Email, SMS



3 Search Engine Optimization

DO SEARCH ENGINES UNDERSTAND YOUR CONTENT?

- On-page and off-page optimization
- Keyword research and content optimization



4 Email Marketing

THIS IS THE MOST DIRECT & PRECISE MARKETING

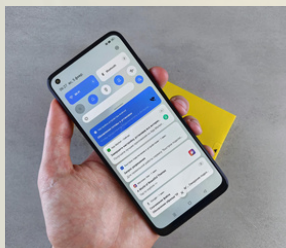
- Targeted email campaigns for lead generation and customer retention.
- Automation and segmentation



5 Internet Strategy

WE HAVE AN INTERNET PLAN FOR YOU

- We know how and when you should explore the Internet for your overall business.
- We measure and adjust tactics in real-time.



6 Google Business

HOW DOES YOUR BUSINESS APPEAR ON GOOGLE?

- We will connect you with customers, list your products and services, post updates, share your menu, and more.
- Google AdS, Adword, Analytics, Console etc



Branding: Print & Graphic Design



1

Brand Identity Design

COLOR SCHEMES, LOGOS & LETTERHEADS

- Seeing is believing - Let your brand shout.



2

Marketing Collateral

BROCHURES, FLYERS, BUSINESS CARDS, BANNER

- Any other print materials



3

Company Profile

THIS IS YOUR COMPANY'S CV

- Create more awareness about the company, provide information about your products and services,



4

Print Advertising

NEWSLETTER, NOTEBOOK & DIARY

- Let every material resonates with your brand's image.
- Includes corporate stationery designs



5

Event & Promotional Materials

INVITATIONS, EVENT PROGRAMS, MERCHANDISE

- Package your event in style: From T-shirt & Apparel Design



6

Infographics

CUSTOM ILLUSTRATIONS & DATA VISUALIZATION

- Any infographic & presentation

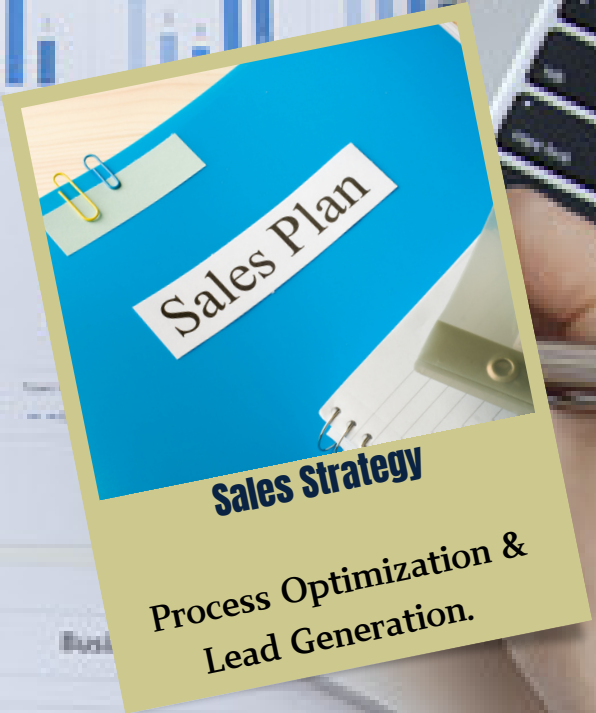


Business Development



Market Research & Analysis

Market & Trends Analysis
SWOT | GAP | LEAN



Process Optimization &
Lead Generation.



Business Growth
Expansion & B/s Model
Optimization.



Global Strategy

Global Expansion
Strategy



How We Work

At Trendwi, and as evident from our 3-step process, we thrive on professionalism and efficacy. Our process is dubbed 'DAC':

1

Discovery

- We kickstart the process with an in-depth consultation to uncover unique aspects of your business, goals, and challenges.
- This personalized approach allows us to tailor our strategies precisely to your needs, ensuring a strategic and effective digital journey from the very beginning.

2

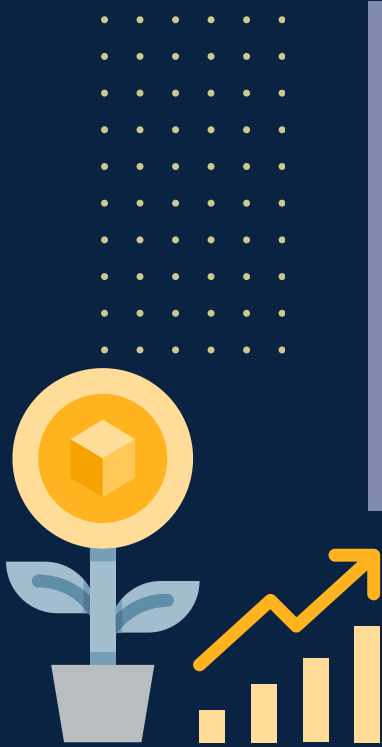
Assessment: Evaluation & Strategic Planning

- Following discovery, we conduct a meticulous needs assessment, evaluating your digital landscape, position in the market place and potential opportunities.
- This assessment forms the basis for strategic planning, where clear objectives are outlined to pave the way for customized solutions.

3

Customization:

- With a strategic roadmap in place, we proceed to implement customized solutions tailored to your business's specific needs.
- The implementation phase ensures seamless integration of strategies, resulting in impactful digital marketing, branding, and documentation solutions as defined or required.



BENEFITS – WORK WITH US!



Tailored Solutions: Our approach is not one-size-fits-all. We craft customized solutions that specifically cater to your business needs, ensuring maximum impact and relevance.



Expert Guidance: Our seasoned professionals who navigate the ever-changing digital landscape with proficiency, providing insights and strategies that drive success.



Comprehensive Services Under One Roof: Accessing a comprehensive suite of services, including digital marketing, branding, and business documentation - This is convenience.



Education and Empowerment: Beyond services, we believe in empowering our clients. Get insights on digital marketing trends, best branding practices, and effective strategies.

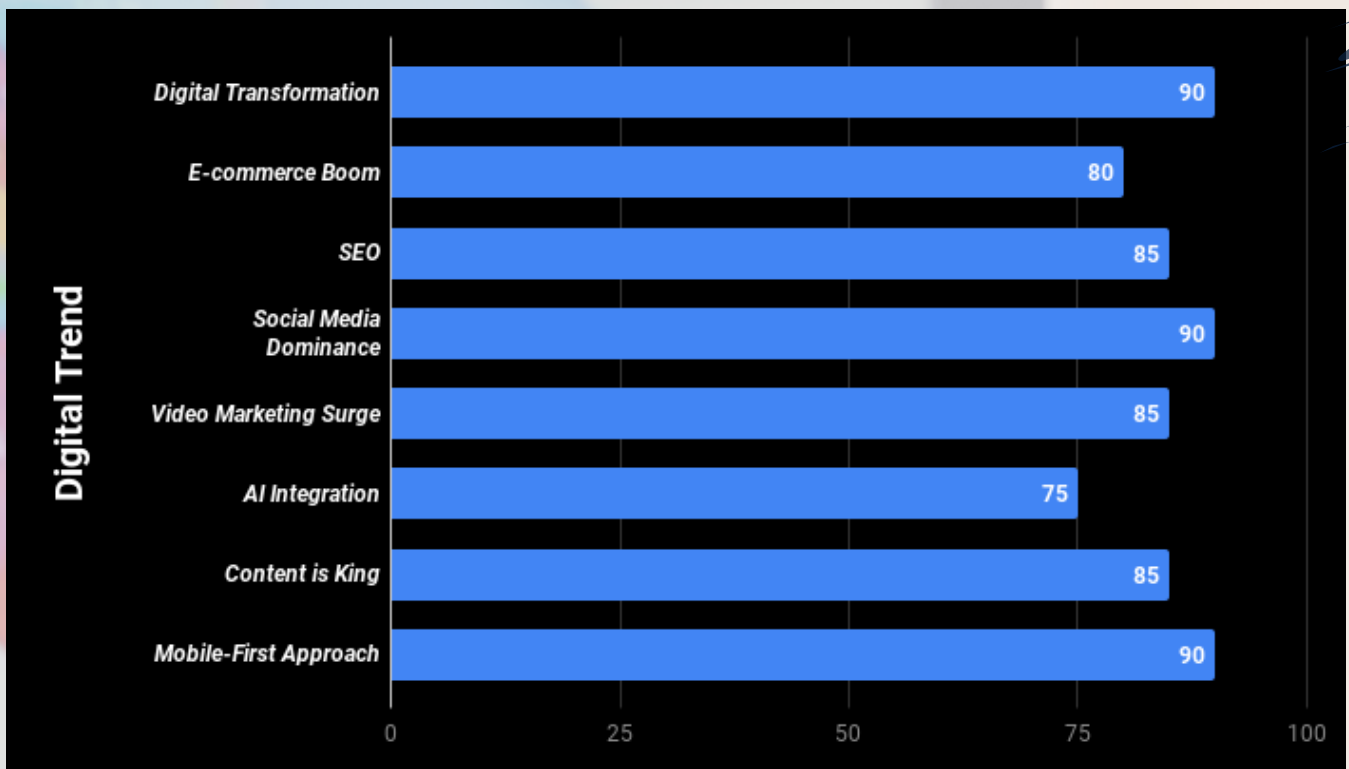


Transparency and Open Communication: Experience transparency at every stage. We maintain open communication, providing regular updates and insights to keep you informed about the progress and impact of our initiatives.

INDUSTRY TRENDS

GET TRENDY WITH TRENDWI.

Several key trends and dynamics shape the digital marketing landscape. Here's a comprehensive overview of the 8 industry drivers: -



- Digital Transformation: This shift has intensified the need for digital marketing.
- E-commerce Boom: This rise transformed the way your businesses operate.
- Search Engine Optimization (SEO): Continuous algorithm updates emphasize the importance of staying current with SEO best practices.
- Social Media Dominance: Social media platforms continue to dominate the digital landscape.
- Video Marketing Surge: Video content via YouTube, TikTok, and Instagram continues to gain prominence.
- Artificial Intelligence (AI) Integration: AI technologies, including chatbots enhance customer interactions, automate processes, and deliver tailored user experiences.
- Content is King: High-quality, relevant content remains a driving force.
- Mobile-First Approach: With the widespread use of smartphones, a mobile-first approach has become imperative.



Thank You!



Contact Info:

 **+254 769 462 367**

 **trend@trendwi.com**



www.trendwi.com / bravesms.com



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-Sanfred Business Centre - Ruiru.**