



Sir Mwema
MARKETING AGENCY

Company Profile





ABOUT US

Sir Mwema Marketing Agency is a Kenyan-based, marketing solutions provider under Sir Mwema Holdings Ltd, specializing in innovative marketing, branding, advertising, and digital signage solutions.

Our Mission: To empower businesses with cutting-edge marketing and digital signage solutions that captivate audiences, drive sales, and build lasting customer relationships.

Our Vision: To be the leading marketing agency in East Africa, known for innovation, reliability, and exceptional service delivery.

WHY DIGITAL SIGNAGES

Unlock New Business Potential with Digital Displays:

- **Capture Attention:** Dynamic visuals attract 400% more views than static displays.
- **Boost Sales:** Promote offers and upsell with vivid displays tailored to your audience.
- **Professional Image:** Transform your business into a modern, tech-forward brand.
- **Efficiency & Flexibility:** Instantly update content to reflect promotions, menu changes, or announcements.



WHY US?

- **Seamless Integration:** We provide simple, efficient integration with your existing digital infrastructure.
- **Cost-Effective Solutions:** We help businesses of all sizes enhance their communication with affordable digital signage and menu board systems.
- **Dynamic Content:** We specialize in creating dynamic content that captivates and informs your audience, ensuring your messaging stands out.
- **Real-Time Flexibility:** Update your menu, promotions, or messages instantly, ensuring you never miss an opportunity to engage your customers.
- **Expert Setup & Support:** From installation to ongoing maintenance, we provide expert setup and support to ensure your digital signage operates smoothly.





BRANDING SOLUTIONS

Logo Design & Animation: Unique and memorable brand logos.

Complete Branding Packages: End-to-end brand identity development.

OUR SERVICES

MOTION GRAPHICS CREATION

Motion Posters: Eye-catching visuals starting at KES 500 per poster.

Motion Adverts: High-quality video ads priced between KES 5,000–15,000 or more based on complexity.



DIGITAL SIGNAGE SOLUTIONS

Android Player: KES 9,990, transforms any TV into an advertising or signage platform.



LCD Advertising Screens: From only 120,000. comes with Built-in signage software for seamless menu board and advertising setups.

Custom Signage Setup: Tailored solutions for menu boards and digital screens.



SOCIAL MEDIA MARKETING & CAMPAIGNS

Social Media Content: Engaging motion graphics and posts.

Digital Campaigns: Comprehensive strategies for promotions and ads tailored to grow your online presence.

1. Consultation & Customization:

Our service begins with a detailed consultation to understand the specific needs of your business

2. Equipment Selection:

We help clients choose between two digital signage options:

1. **Android Player:** Affordable, converts existing TVs into signage platforms.
2. **LCD Screens:** Premium, with built-in software for superior visuals.

3. Content Creation:

Once the hardware is selected, we move forward with creating dynamic content. Our team designs engaging motion posters, advertisements, and digital menu boards that reflect your brand identity.

4. Installation & Setup:

we manage the installation from mounting the screens to configuring the signage software.

5. Training & Support:

This covers how to manage and update content, troubleshoot common issues, and use the system efficiently.

6. Maintenance & Ongoing Support:

To ensure that your digital signage continues to perform at its best, we offer a one-year maintenance plan.

7. Customization & Upgrades:

As your business grows, your digital signage needs may evolve. We offer regular content updates, additional hardware options, and system upgrades



How we operate

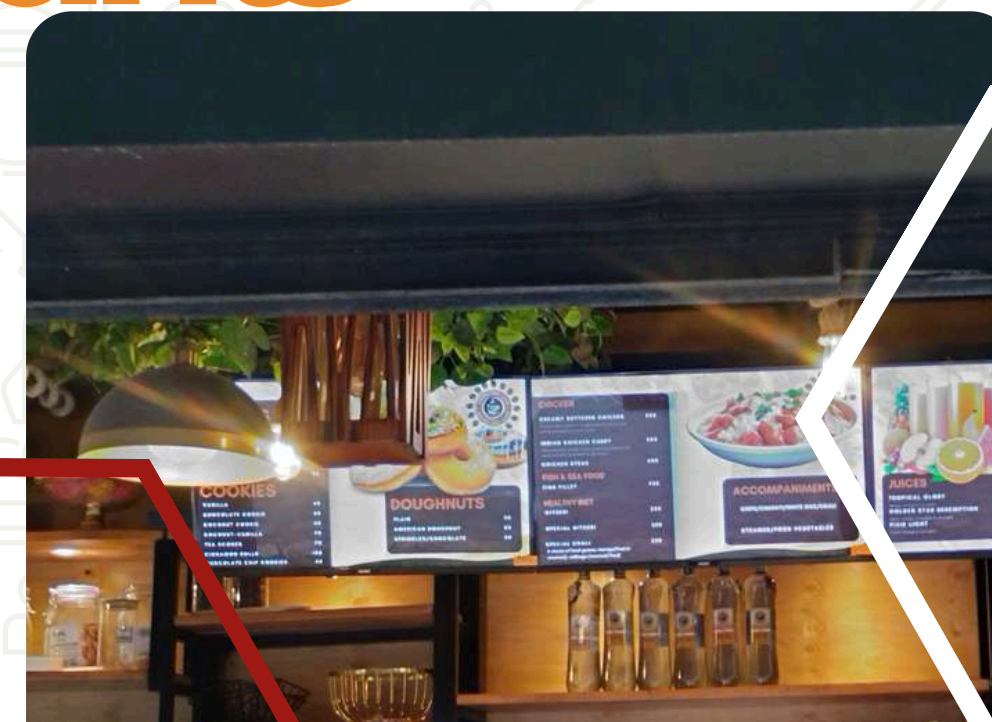


Over 85

SCREENS INSTALLED IN 2024

Used across 40+ restaurants

AS DIGITAL MENUBOARDS



CUSTOMERS LEADING THE REVOLUTION



Sir Mwema
MARKETING AGENCY



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