



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.

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.

OUR SERVICES





1. Consultation & Customization:

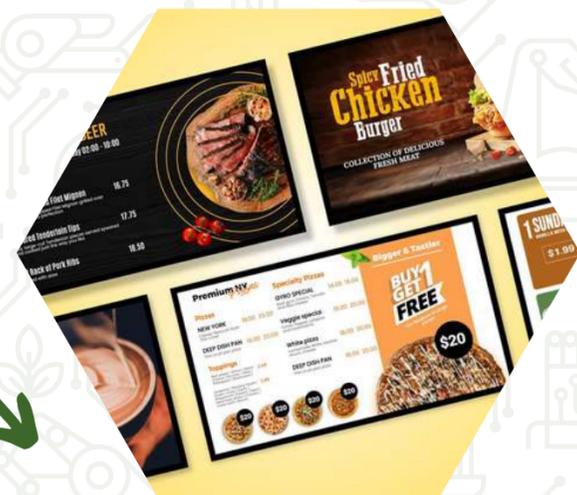
Our service begins with a detailed consultation to understand the specific needs of your business



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.



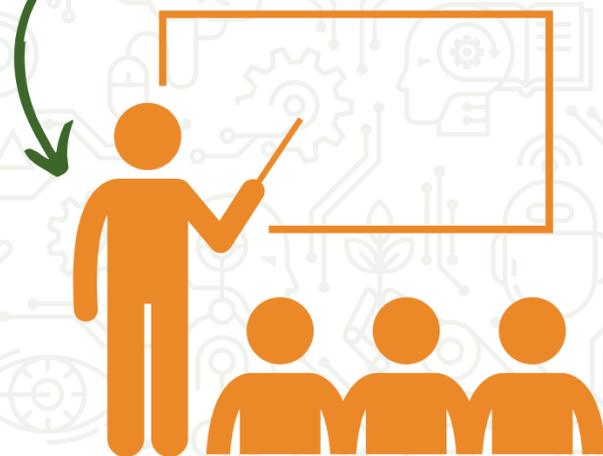
7. Customization & Upgrades:

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



6. Maintenance & Ongoing Support:

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



5. Training & Support:

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

How we operate



Portfolio

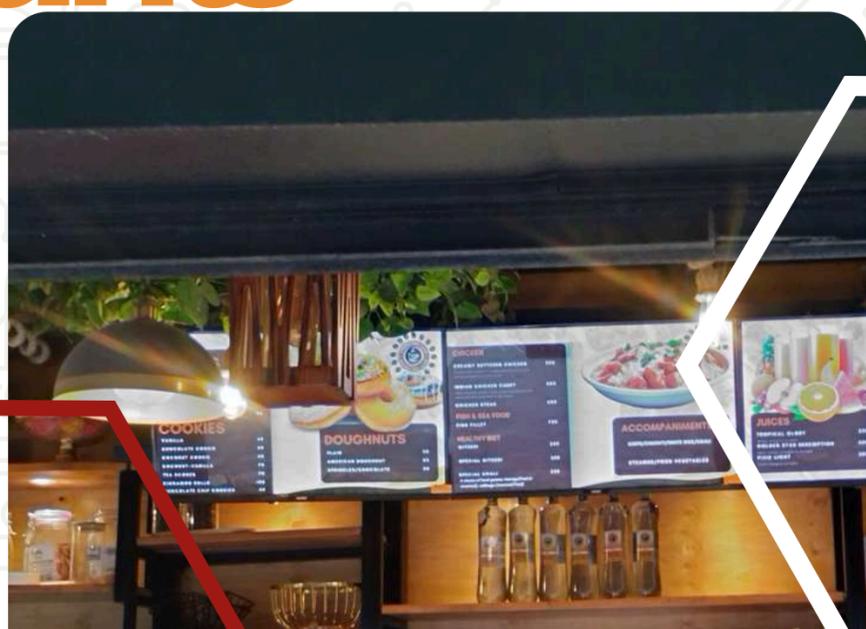
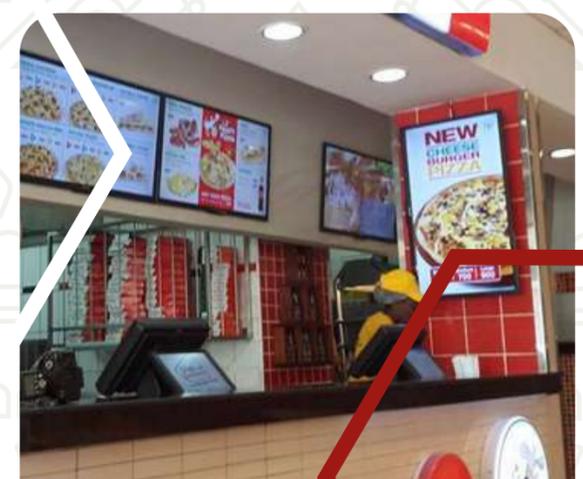
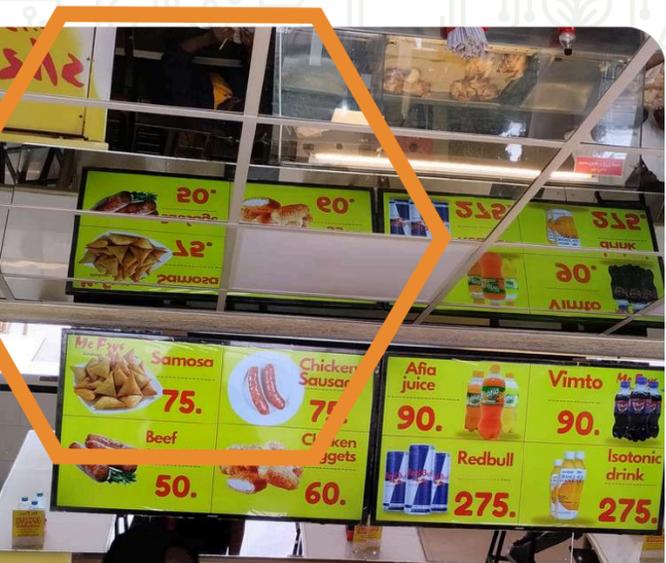
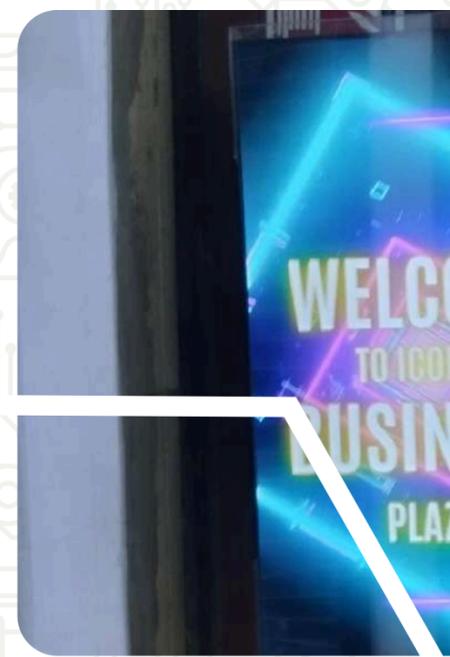


Over 85

SCREENS INSTALLED IN 2024

Used across 40+ restaurants

AS DIGITAL MENUBOARDS



CUSTOMERS LEADING THE REVOLUTION



Sir Mwema
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