

# **TECHTRENDS MEDIA**

**Company Profile**

TechTrends Media is a Kenyan-based integrated Digital Media Agency that produces digital media content including but not limited to tech and business news, podcasting, startups features and interviews, product and service reviews.

## **MISSION**

To be a reliable and credible platform for tech and business industry leaders to congregate, share, network and learn.

## **VISION**

Adding technology and business value through digital media content

# THE COMPANY

TechTrends Media is a Kenyan-based integrated Digital Media Agency that produces digital media content including but not limited to tech and business news, podcasting, startups features and interviews, product and service reviews.

TechTrends was founded back in 2014 as a technology blog with a main focus on technology and business news updates across Africa. It also covered a wide range of product reviews for major brands i.e smartphones, mobile applications and software.

Due to available and emerging opportunities in the ICT and business space in the region, TechTrends has since grown into a fully integrated media agency producing digital media content.

TechTrends Media highlights these available opportunities in the digital space, which have become an integral part of a company's business strategy making it possible for individuals and companies to tap into new business segments and optimize on processes shared on our media.

Since its inception, TechTrends Media has proved to be a good platform for the Industry leaders to congregate, share, network and learn. The company is focused on delivering timely and accurate information about the trends and development of the technology business sector to enable you, our audience to make informed business decisions.

# SERVICES

1

## Content marketing and Digital Advertising

TechTrends Media works with different companies to create honest, transparent, and educational content on a consistent basis for an ideal buyer profile.

Typically, the goal is to use the publication and promotion of content to drive organic website traffic, increase qualified lead generation, and (ultimately) empower your sales team to close more deals faster.

This content is published on our online publication and shared across our different social media platforms.

2

## Digital PR and Media Relations

TechTrends Media works with journalists, bloggers and influencers and send online press releases to gain high-quality backlinks, social media mentions and improve your Search Engine Optimisation (SEO).

We help increase awareness of your brand using online methods including our tech and business newsletter.

# SERVICES

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## **B2B Events**

TechTrends Media works with different media agencies to set up conferences, networking sessions, or seminars to get business representatives to interact with each other and gain access to updated industry insights.

With these events you get exposed to new, fresh ideas from subject matter experts, influencers, key players and of course, your target audience. It is also an invaluable opportunity to speak directly to your target audience and get their feedback on what is important to them and what resonates or doesn't resonate with them.

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## **Social Media Management and Marketing**

Social Media Marketing is fast growing and has become a proven method of connecting and engaging your current and potential customers. TechTrends Media works with different brands across different industries to provide social media management and marketing services.

With our team of social media managers we are able to create visibility for your brand using different social media channels. i.e. Facebook, Twitter, LinkedIn and YouTube. We help your company or brand engage with the consumer, increase leads and sales for businesses using these platforms.

# SERVICES

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## Podcasting Services

TechTrends Media works with PortableVoices, a **Kenyan** based media production and podcast start-up to produce podcasts across different topics. Podcasting audio content marketing is no longer a sideshow to video and other trendy content formats.

African businesses are overlooking the audio content marketing opportunity which should not be case. Podcasting has been growing immensely not only in Africa but also in the global markets. Growth in podcasts has been cited to the rising need of businesses and individuals to share their messages with the world.

In 2006 alone, data from Buzzsprout indicated that only 22% of consumers knew about podcasting, but that figure has grown about three folds now standing at over 64%.

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## Email marketing

TechTrends Media provides targeted email marketing services through our e-newsletter and database. With a database of more than 5000 newsletter Subscribers consisting of business and technology industry leaders and more than 17,000 content subscribers , brands are able to reach potential prospects and customers

# 7

## Influencer Marketing

TechTrends Media works with several online influencers to provide social media strategies to your brand that align with your company's vision and goals. The results are always enhanced market presence and visibility for your brand and significant returns to your investment.

These online campaigns will essentially be aligned with the client's business plans, goals, and strategies. In future, we will keep the client consistently informed of their brand's market performance as well as provide timely information about changing market trends.

**SERVICES**

# CLIENTS



# SOCIAL



TechTrendsKE



@techtrendsdke



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# CONTACT

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