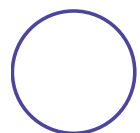


# ARRIGLEN COMPANY LIMITED



**ARRIGLEN**  
DIGITAL



COMPANY PROFILE  
2023

”

# DARE TO DREAM

Arriglen was founded in 2015 by Collins Daniel, a visionary who believed in himself and his dreams. Despite facing various challenges in the marketing world, he rose to the top with Arriglen and left an indelible mark. His goal was to create a world in which marketing and advertising were accessible to everyone, empowering companies to express themselves with the tools at their disposal.

As a leading 360-degree marketing organization, we offer a broad range of services to our partner companies, all geared towards achieving one shared objective: YOUR COMPANY'S SUCCESS. At Arriglen, we dare to dream big, and we invite you to join us on this journey toward realizing your company's full potential.

[CONNECT WITH US](#)

PHONE : 077858880/0716752023 | EMAIL: HELLO@ARRILEN.CO.KE | WEBSITE: ARRILEN.CO.KE  
LINKEDIN: @ARRIGLEN COMPANY | FACEBOOK & INSTAGRAM: @ARRIGLEN COMPANY LIMITED



# TABLE OF CONTENTS

## COMPANY PROFILE

- 04 ● Why We Do What We
- 06 ● What We Do
- 09 ● Our Approach
- 11 ● Meet The Team
- 13 ● Case Studies
- 23 ● Our Clients



# WHY WE DO WHAT WE DO

As a leading digital marketing agency, we recognize the immense potential, outstanding skills, and unwavering determination of talented individuals in our industry. Our mission is to provide them with the platform and opportunity to showcase their abilities, particularly in the digital realm.

## **Effect on the talent**

At our agency, we offer a comprehensive employment program that enables individuals to develop the necessary skills and gain exposure leading to long-term financial stability, physical and emotional wellness, job experience, and more. By empowering our team members, we not only contribute to their personal growth but also to the growth of the industry as a whole.

## **Effect on our clients**

Our clients benefit from the exceptional talent and expertise of our team, combined with a dedication to delivering outstanding service. This unique blend ensures that our clients receive only the highest quality of work while reducing service costs and increasing output and effort.



# HOW WE DO WHAT WE DO

---

Our advertising agency prioritizes data in driving success in the digital space and applies the same ideology when acquiring and training our team. Through our extensive network of university alumni and digital forums, we engage with talented individuals in diverse digital fields, selecting the best talent based on experience, skill, passion, motivation, and a willingness to learn and grow. Our team members receive world-class training and exposure to cutting-edge technologies and tools, enabling us to provide our clients with exceptional services delivered by highly skilled and motivated individuals. Partner with us, and let our team of experts leverage the power of data-driven marketing, design, optimization, and reporting to take your brand to the next level.



# WHAT WE DO? >

As a top digital marketing agency, we offer comprehensive 360-degree marketing services that heavily emphasize data-driven marketing. We rely heavily on analytics to create effective and long-lasting results for our clients, delivering a high return on investment.

At our agency, we recognize that a one-size-fits-all approach doesn't work for every situation. That's why we offer custom and tailor-made services that are specifically designed to meet the unique needs of each client, ensuring maximum results. Our team of brilliant individuals provides a range of services to all our partner firms, acknowledging and appreciating that every company is different.

## DIGITAL SOLUTIONS SERVICES:

- Social media marketing
- PPC Advertising
- Graphic design
- Digital strategies
- Content creation
- 2D & 3D Animations
- Infomercials

- Photography
- Video recording
- Community management
- Email marketing
- Digital PR
- Media buying
- Experiential marketing

## CONSULTANCY

Let us partner with you to achieve your goal. We consult on all our services.

## WEB & SYSTEMS DEVELOPMENT

- UX & UI design
- Website design
- SEO
- Mobile & web Applications design
- LMS
- CRM
- POS
- CDP
- Website content
- Web analysis
- Website management

## OUR PURSUIT

---



To be the ideal market oriented and development centered firm, offering the highest quality of services and products to our clients.

To create a new future for you by translating your vision into a cohesive, harmonious and empowering message that resonates with your target audiences. To then bring it to life through campaign strategy, creative direction, digital production and deployment. Let's work together on your next great idea. Now is the time to shape our future!

## OUR PURPOSE

---



We aim to help you tell your organization's story by taking you to your desired clients at their own convenience, at the right time, in the right way, with the right content and with the right frequency

# OUR APPROACH

## Dive Into Digital Marketing

Through our analytical approach, we begin by conducting a Digital Audit on your website, social media pages, blogs and landing pages.

### **This is all in efforts to find out;-**

- How many people visit your platforms?
- How much time did they spend on each page/platform?
- What device did they use?
- How long did your website take to load?
- What is your engagement rate?
- What is the quality of your followers?
- What was the bounce rate, SEO rating, rate of unfollowing per page? and much more.

This will give us an idea of the state of your platforms.



Having obtained our results, we proceed by conducting a Competitor Analysis to see what your competition is doing and how their numbers compare to yours.

We thereafter create a Target Market Analysis to see who your primary and secondary targets are.

All this is wrapped up with a SWOT Analysis which aims to examine the state of your organization in relation to your competition and create a custom digital strategy just for you.

## Explore Web Development

Your website is the first point of contact for your business. As the world moves into the digital realm, it is going to get more visitors than your physical address. Your website, therefore, should not just be something you tick off your checklist; It should be a place where you interact with your clients and generate leads for your different campaigns and products.

We come in by creating beautiful, unique and custom online homes for your business. Our dynamic websites are created by professional web designers who work together with you to build the website of your dreams.

With an extensive collection of templates, we can create the perfect website for you to link all your marketing efforts together, from social media campaigns to email and advertising.

We believe that by working together we can create something that reflects your personality, style and vision for your website



## Experience Consultancy

We understand that you don't always have time to delve into your various digital platforms and develop strategies that will take your brand to the next level.

That's why we make our team of content creators, developers, graphic designers and digital analysts available to help you achieve this goal.



We create custom Digital marketing strategies, Target market analysis, Competitive analysis, PPC strategy and so much more.





## MEET THE TEAM LEADERS



### Collins Daniels

He is an innovator, visionary and digital solutions expert with over 8 years working in the tech and digital space. He is the founder and lead strategist at Arriglen Company. As lead, he displays a firm grasp on different aspects of digital communications such as SEO, SEM, SMM, UX & UI, Front End Web development, graphic design, content creation, Digital Analysis and Strategy.

Through Arriglen he has contributed to the evolution of the digital communications industry in Kenya and East Africa by developing Arriglen into a company that not only specializes in digital communication but ensures data integration is part of creative brand communication as compared to traditional communication. Having worked for the past 8 years for clients such as UN Habitat, International School of Advertising, Mombo Sacco, Ren Engineering, Rated Fun Ventures to name a few, he has an intimate knowledge on the developments, opportunities and complexities of integrated digital communications. He is an alumni of University of Nairobi holding a bachelor's degree in Mechanical Engineering. In addition, he holds many certificates of digital marketing, content creation, email marketing and social media management from different institutions.



### Isaac Gachigua

He is a web developer and cyber security professional at Arriglen company with over 6 years experience he has worked as a web developer, Senior Forensic Associate and IT administrator for companies such as Stealth Africa Consulting, Safaricom Limited, Vodafone Group among others. Holding a bachelor's degree in Telecommunications and Information technology from University of Nairobi, he is proficient and experienced in Full Stack Web development (PHP- Laravel Framework, HTML, Javascript and CSS). He also has certification from Oracle Corporation USA and Information Systems Audit & Control Association (ISACA), USA.



### Faith Murungu

I am a seasoned business development manager with a background in fashion design. My diverse journey spans sales, digital marketing, events management, and market research, equipping me to create impactful campaigns. I specialize in crafting consumer-centered strategies that resonate with the target audience. With a knack for innovation, data-driven insights, and collaboration, I've driven a 40% increase in online sales for a fashion startup and orchestrated successful fashion events. Rooted in understanding people, I merge creativity and emotion to shape memorable campaigns that foster brand loyalty. Currently working as a business development manager, my vision is to continue crafting meaningful campaigns that leave a lasting impact.



### Carolle Nkatha

She is Arriglen's chief wordsmith. She has worked as a writer and digital content creator for several years. Her key strengths include social media strategy, feature writing and creative brand storytelling. She captures brand voices and personality of clients such as International School of Advertising, Notify Logistics AND Mombo Sacco through blog posts, email marketing content, social media campaigns and other marketing collateral. Her personal work has been featured at publications such as Dreame, Webnovel, and GoodNovel. Currently she is pursuing her Bachelor's degree in Law from Jomo Kenyatta University of Science and Technology.



### Alex Chege

He is an experienced Graphics designer with 4 years of experience working at companies like Limitless and Salt as a publicity manager in charge of graphic presentation and creative collateral. At Arigglen he is the lead Graphics designer who heads all creative direction in client posters, videos, newsletters and brochures. He likes to test design limits by mixing traditional design with cutting-edge technology and software. He has helped the team meet client objectives such as International School of Advertising Africa and Mombo Sacco ensuring the visual products match the brand voice, message and fee align with the strategy and need. He holds a diploma in Computer Science from Kisumu National Polytechnic and is currently pursuing a Bachelor of Arts in Design at the University of Nairobi.



### Joan Masinde

She has worked in the communications and public relations industry for several years. She has experience in PR writing, media relations, strategy development, corporate communications, brand storytelling, stakeholder and partner relations management. She has worked in both agency and in-house communication for clients such as Copia, Janus Continental Group, African Airlines Association(AFRAA), Paxful, General Electrics and International School of Advertising. She is a stickler for details and understands the need to align corporations with a shared value business model that supports people, the planet and aligns with the business' core purpose. Also as a writer, Joan's work has been featured on platforms such as debunk Media, African Mbiu, Hairpolitan Magazine and the 6th Issue of the PRSK magazine She holds a double degree in Journalism and Public Relations from Daystar University and is a member of the Public Relations Society of Kenya.(PRSK)



# CASE STUDIES

# UNITED NATIONS HABITAT



**Objective:**

Create a 2D & 3D animated video to deliver the desired message



**Duration:**

3 Months



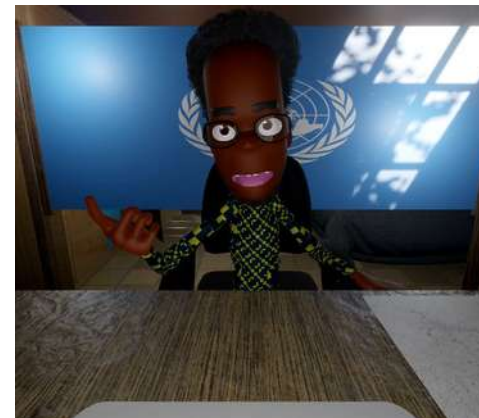
**Outcome:**

High engagement and interaction in the seminar



UN-HABITAT

Sample Screenshots  
of the projects



# NOTIFY MALL



Create a digital strategy, Run PPC campaigns, Design an e-commerce site and creatives.

Objective 



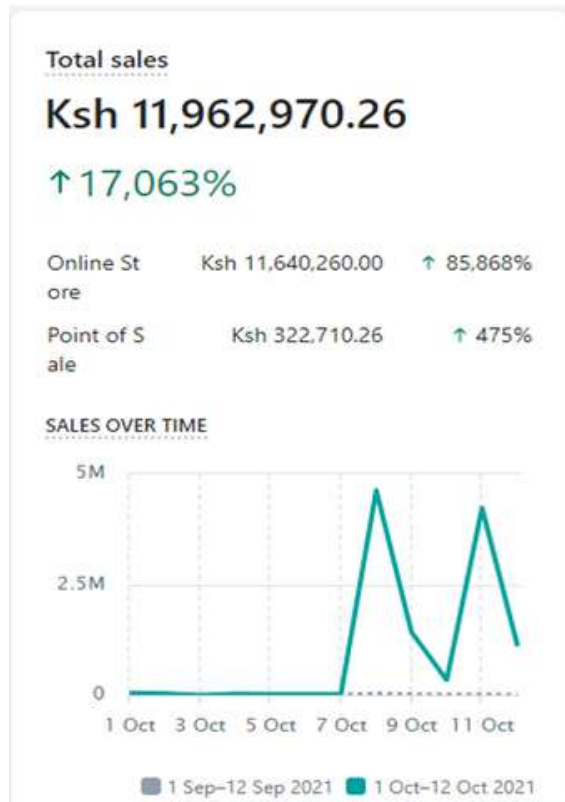
Outcome

- Increased engagement across all social channels.
- Increased traffic on the website by up to 784%
- Reduction in CPC by 70%
- Increased sales through the e-commerce site by up to 367%



Projects 

# NOTIFY MALL



Data



# NOTIFY MALL

## Challenge:

Our digital marketing agency was tasked with running a one-month digital campaign to raise awareness and drive traffic to a new website. The goal was to exceed 7,000,000 in sales within thirty days of launching the campaign while staying within a budget of KES 650,000. We also had the challenge of growing the client's social media platform and increasing their community interactions and following.

## Solution:

We developed a digital strategy that included creating compelling content and targeting the channels that the target market regularly frequented. We utilized social media, email marketing, and paid advertising to promote the website and encourage conversions. To increase engagement and drive traffic, we created interactive and shareable content tailored to our audience.

Using data-driven insights, we optimized our content and digital strategy to ensure maximum impact. We focused on driving traffic to the website and optimizing the conversion process to increase sales. We also worked on growing the client's social media platform by creating engaging content and increasing community interactions.

## Results:

Our digital campaign exceeded our expectations, with sales exceeding 11,000,000 within just five days of launching the campaign. The high demand for the product led to most of the stock running out, and we had to stop the campaign. Despite the limited time frame, we achieved our target and used a marketing budget of KES 250,000.

In addition, we grew the client's social media platform significantly, increasing community interactions by about 78.4% and following by 87.2%. Our efforts resulted in increased brand awareness and engagement, which helped to drive sales and exceed our goals.

# ISA AFRICA

## Objective:



- Generate monthly leads through PPC campaigns
- Creative for their campaigns and social media platforms
- Creation of a high converting website

## Outcome:



- Generating an average of 200 quality leads monthly
- Improved engagement on socials
- Improved traffic and website engagement by 87%

87%

**isa** SKILLS FOR BUILDING BRANDS  
International School of Advertising

**GREAT NEWS!**  
Pay for the **Integrated Brand Communications** course at ISA with a flexible payment plan upto 5 months.

Don't let money hold you back from your dreams. **Start today!**

ISA Africa  
isafrica.education

**Strategic Account Planner**  
**JOB ALERT!**  
Qualified Applicants to send credentials to [enquiries@isafrica.ed](mailto:enquiries@isafrica.ed)  
Deadline: 14th October

**Become a Marketer that Stands Out with a CIM certification**  
**SIGN UP CIM TODAY**  
[www.isafricaeducation](http://www.isafricaeducation)

in Partnership with: CIM The Chartered Institute of Marketing, ipos, reelanalytics

ISA Africa  
reelanalytics

**Deliver effective media plans**  
Now more than ever media planners are under pressure to develop campaigns that are fully integrated and that deliver a return on investment. Stay relevant and grow by updating yourself in these skills with seasoned industry experts.

Content Partners:  
ipos, telmar, reelanalytics

+254 733 135974  
Sign Up Today!  
isafrica.education

ISA Africa Campaigns we have run

Off / On	Campaign	Attributi setting	Results	Reach	Impressions	Cost per result	Amount spent
<input type="checkbox"/>	IBC Ongoing July	7-day ...	632 On-Facebook Leads	163,776	365,438	\$0.55 Per On-Facebook L...	\$348.01
<input type="checkbox"/>	DB campaign July	7-day ...	82 On-Facebook Leads	57,664	104,926	\$2.30 Per On-Facebook L...	\$188.66
<input type="checkbox"/>	Event: FAQ Instagram Live	7-day ...	15 Event Responses	31,511	42,563	\$1.91 Per Event Response	\$28.59
<input type="checkbox"/>	CIM July 2022 Intake Lead gen	7-day ...	139 On-Facebook Leads	74,721	167,339	\$2.81 Per On-Facebook L...	\$390.84
<input type="checkbox"/>	CIM May 2022 Intake Lead gen - Copy	7-day ...	78	49,455	89,123	\$1.89	\$147.76
<b>Results from 131 campaigns</b>			<b>Multipl...</b>	<b>626,934</b>	<b>1,957,762</b>	<b>—</b>	<b>\$2,748.62</b>
				Accounts Center ac...	Total		Total Spent

**Challenge:**

The client was struggling to generate leads at a CPL below \$1 and was seeking assistance in increasing brand awareness and the uptake of their professional marketing courses. In addition, ISA required support in running email nurturing campaigns.

**Solution:**

Our digital marketing agency developed a comprehensive strategy focused on utilizing our team's skills in animated video creation, managing webinars and Zoom meetings, media buying, and organic student acquisition. We targeted the channels that our client's target audience regularly frequented.

**Key Achievements:**

After joining ISA, we brought down the CPL below \$1, achieving the lowest CPL of \$0.33 on Facebook Ads for one of their training programs. With a budget of only \$230, we generated 698 leads, eventually converting to an enrollment of 30 students against a target of 27 students. The revenue generated was at least Sh. 4,500,000 against a campaign budget of Sh. 23,000

We also achieved an incredibly low CPL of \$3 on a LinkedIn Lead Generation campaign with a Sponsored InMail ad format. This was outstanding considering that most other digital marketing professionals hardly ever go below a CPL of \$6 on LinkedIn.

Organically, we achieved one outstanding success by bringing in a lead from Royal Media Services who reached out after seeing one of our Twitter posts within the month of October 2019. The sales team ended up meeting the Royal Media Services team and closed them for an In-house training program that brought in Sh. 4 Million in revenue.

Overall, our efforts resulted in increased brand awareness and student uptake of ISA's professional marketing courses.

# TERRAGON GROUP



## Objective

Registrations for webinars



## Duration

Each campaign lasted one month



## Outcome

200 registrations, 150 attendees per campaign

**isa** SKILLS FOR BUILDING BRANDS  
**Make Data Your Weapon**  
**WEBINAR SERIES**

**SESSION 1**  
• Data in digital transformation for Businesses - November 11th 2021: 4.00pm-5.30pm

**SESSION 2**  
• Data sourcing and Privacy- November 18th 2021: 4.00pm-5.30pm

**SESSION 3**  
• Insight Gathering and Application of Data - November 25th 2021: 4.00pm-5.30pm

**LIVE ON ZOOM**

isafrica.education

NEW DATES

Webinar Partner: terragon, Red Bull, Saracen, Jivake Kubie, ESKIMI, reelanalytics

**isa** SKILLS FOR BUILDING BRANDS  
**Data in Digital Transformation for Businesses**  
Success stories across industry verticals

**Nkatha Mutungi**  
Marketing Services Manager, ICB Bank Limited

**Maureen Sika**  
USA Lead for Brand Marketing & Media Partnerships (Sub-Saharan Africa) at Redbull

**Lenny Nganga**  
COO of the Omnicom Media Group Agencies Saracen OMD and Saracen PHD in East Africa

**Susan Makau**  
Managing Director, SA Africa (Media/Events)

**November 11<sup>th</sup> 2021**  
04.00pm - 05.30pm.

**LIVE ON ZOOM**

Webinar Partner: terragon, Red Bull, Saracen, Jivake Kubie, ESKIMI, reelanalytics

**isa** SKILLS FOR BUILDING BRANDS  
**Insight Gathering and Application of Data**

**Adedotun Ayangbile**  
VP, Global Business Development at Terragon Group

**November 25th 2021**  
04.00pm - 05.30pm.

**LIVE ON ZOOM**

REGISTER TODAY

Webinar Partner: terragon, Jivake Kubie, Red Bull, Saracen, reelanalytics, ESKIMI

Sample Projects done for the Terragon Group

# SPOTTED ANYWHERE



## Objective:

Generate Creatives and a Digital Strategy



## Duration:

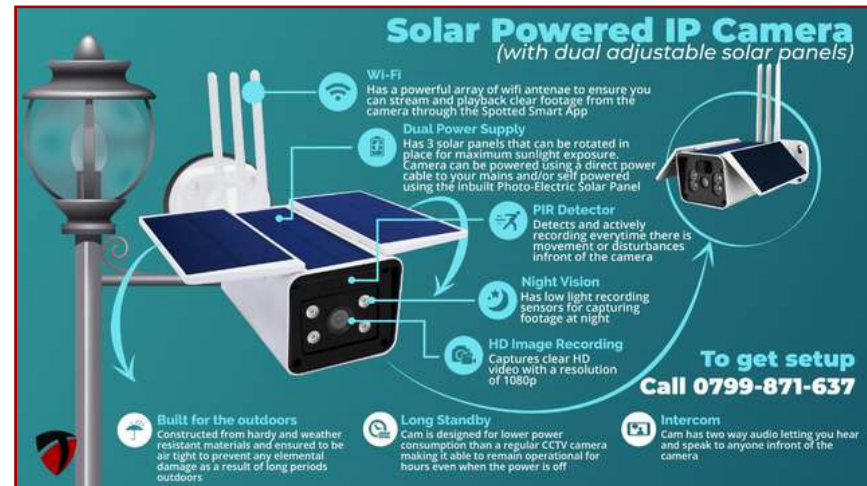
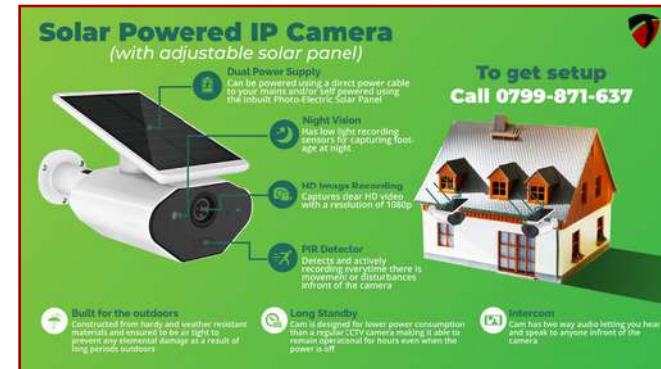
9 Months Sale

Samples of the projects



## Outcome:

Sales over the period 1200 security features



# Bismart Insurance

## Agency

---



### Challenge:

The company was struggling to generate organic leads and their SEO performance was poor. Their digital campaigns were not generating the desired amount of leads, and their social media platforms had low engagement.

### Solution:

The digital marketer applied technical SEO and storytelling skills to push at least 4 of the top sales pages on the first SERP for their keywords. They also implemented Google Search & Display campaigns, consistently generating 70% of all leads, with a minimum click-through rate of 6%. The marketer introduced the company to programmatic advertising through MediaPal, which generated a few hundred leads. Additionally, the marketer achieved their KPIs for survey campaigns on Facebook aimed at generating responses for PR campaigns in the form of press releases.

### Key Achievements:

The SEO efforts resulted in 20% of all leads being organic, and the Bismart domain ranked on the first SERP for keywords such as investment in Kenya, health insurance Kenya, home insurance Kenya, and mobile phone insurance Kenya. The Google Search & Display campaigns generated 3,000 clicks per month from a budget of \$300, translating to 300 monthly leads, which often resulted in 30-40 customers and an average monthly sales amount of Sh. 2.5 Million to Sh. 3 Million. The survey campaigns on Facebook exceeded their KPIs, generating 110 survey responses from 11 am to 5 pm for a budget of \$10.

# OUR CLIENTS



UN-HABITAT



KENYA REVENUE  
AUTHORITY



Notify  
Mall

Notify Logistics  
SIMPLE PRACTICAL EFFICIENT



isa SKILLS FOR  
BUILDING BRANDS  
International School of Advertising



SHARED  
VALUE  
AFRICA INITIATIVE



MOMBO  
Sacco  
Endless possibilities



terragon



Spotted Anywhere



Hallmark  
MARKETING  
Prague · Madrid · Toronto · Zurich · Vienna



ABROAD STUDY  
Student Visa & Career Counseling



## Our Clients:

UN-Habitat, KRA, Notify Mall, Notify Logistics, Isa Africa, Shared Value, Mombo Sacco, Terragon, Hallmark marketing, Abroad Study & Spotted Anywhere.





# ARRIGLEN

## DIGITAL

### CONTACT

---



Fairview street  
Nairobi, Kenya



0711937660  
0716752023



digital.marketing@arriglen.co.ke  
collins.daniel@arriglen.co.ke

[www.arriglen.co.ke](http://www.arriglen.co.ke)

