

# Advertise Smarter Connect Deeper

With AI enhanced campaigns  
to optimize performance  
& cost-effectiveness



# About Us

Eplug Media is a bold, AI-powered digital marketing and advertising agency based in Nairobi, Kenya. We specialize in helping businesses grow by combining creativity, performance, and intelligent technology to deliver campaigns that connect meaningfully and convert effectively.

## **Mission:**

To help brands grow smarter by merging data, design, and digital strategies into impactful marketing.

## **Vision:**

To be Africa's most trusted AI-driven marketing and advertising partner.



# Core Services

- 1. Digital Marketing**
- 2. Search Engine Optimization**
- 3. Landing Page Development**
- 4. Whatsapp AI Chatbots**
- 5. Advertising Services**
- 6. Creative & Branding Services**
- 7. Video & Motion Graphics**

# 1. Digital Marketing

- Social Media Marketing
- Performance Funnels
- Influencer Marketing
- Email & Whatsapp Marketing



We help brands grow online through data-driven campaigns & creative storytelling across digital platforms. Our approach:

- Strategy First:
  - We plan campaigns around your goals, audience & Platforms
- Content Creation:
  - We design scroll-stopping posts, reels, and ads
- Paid Ads:
  - We run targeted ads on Meta, Google, Youtube & Tiktok
- Influencer Boost:
  - We collaborate with creators to increase reach & trust
- Performance Tracking:
  - We monitor results and optimize weekly
- AI Optimization:
  - We use AI tools to refine targeting and improve ROI



# 2. Search Engine Optimization



## Site Audit

*We assess your website for SEO health and speed*



## Keyword Strategy

*We target the right terms your audience is searching for*



## On-Page SEO

*We optimize content, tags & structure for visibility*



## Off-Page SEO

*We build backlinks & Improve your domain authority*



## Local SEO

*We optimize your Google Maps and local listings*



## Performance Reports

*We track rankings, traffic, & improvements monthly*



# 3. Landing Page Development

We build high-converting landing pages that turn clicks into leads and sales.

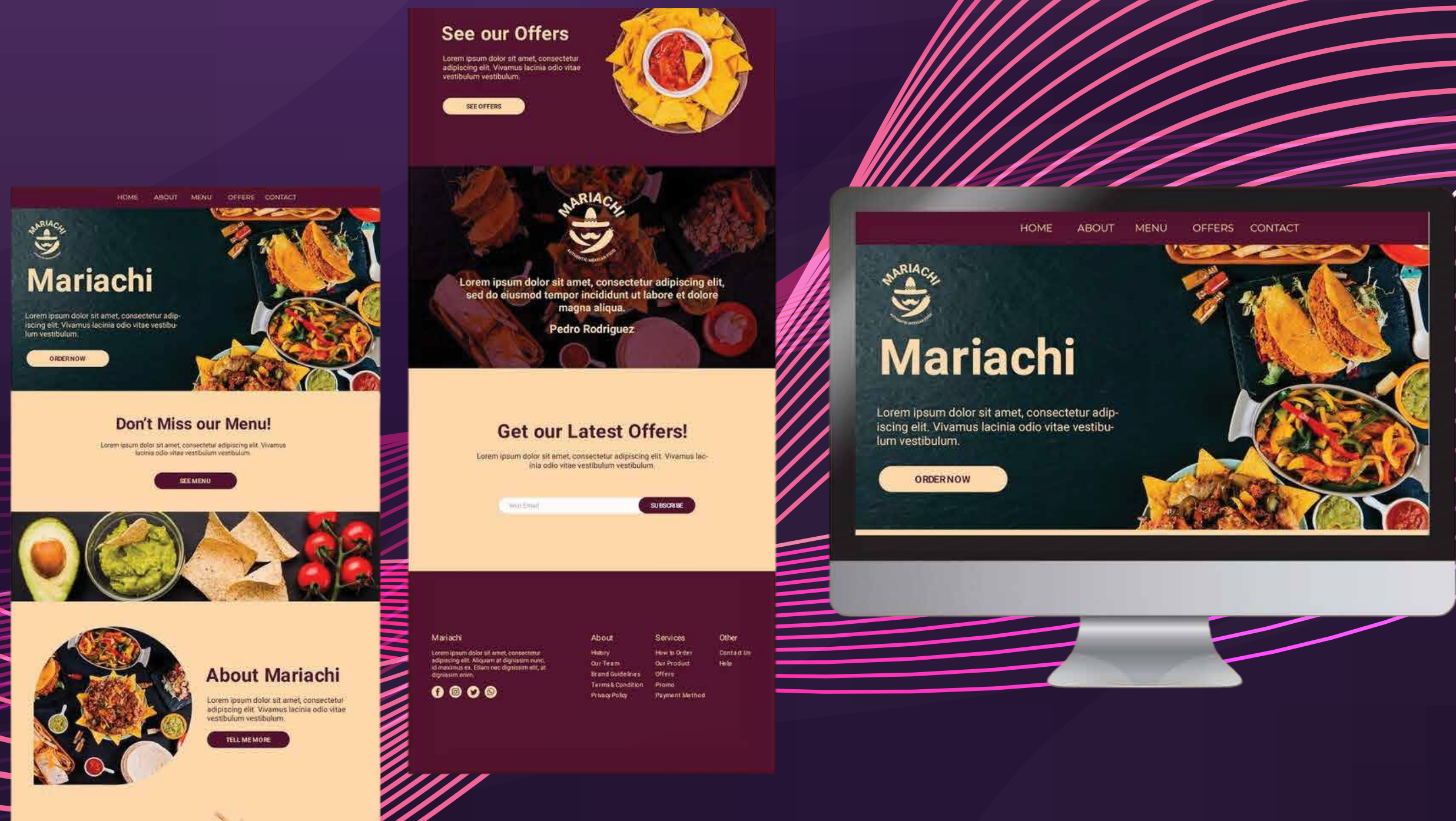
A landing page focuses your visitors attention on a single goal, whether it's signing up, booking, or buying without distractions. It is the engine of every digital campaign

✓ Goal-Focused Design

✓ Mobile-First Build

✓ Integrated Forms & CRM

✓ Performance Testing





# 4. Whatsapp AI Chatbots

We build smart WhatsApp chatbots that automate your customer conversations and capture leads 24/7.

➤ Instant Replies

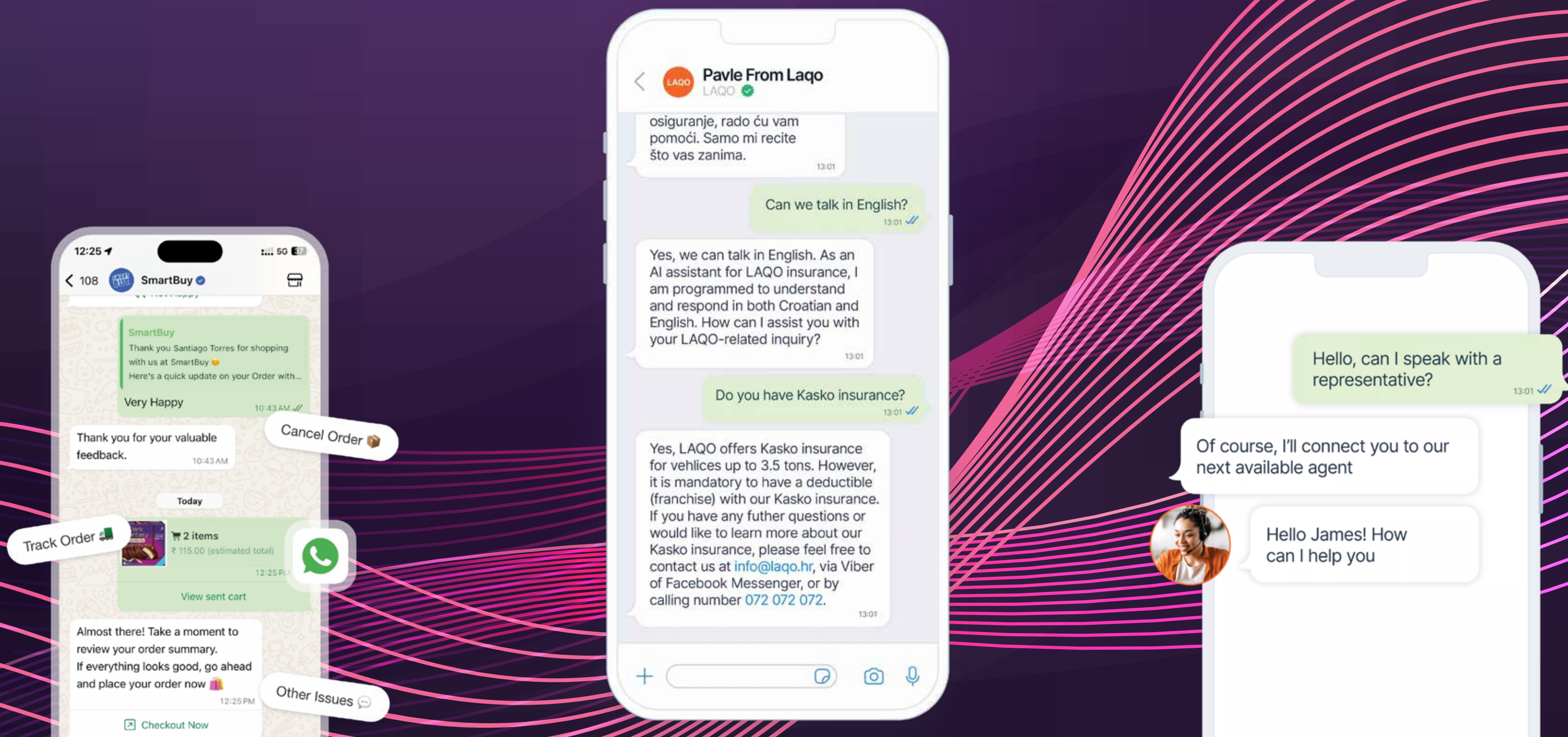
➤ Lead Capture

➤ Product Catalogue

➤ Smart Routing

➤ Broadcast Messages

➤ Analytics





# 5. Advertisement Services

We run targeted, high-converting ad campaigns across platforms, powered by creative design and AI optimiation. Each type of ad serves a unique purpose

## ✓ **Meta Ads**

Social platforms – Meta network to drive traffic, leads, sales, or awareness. Includes Stories, Reels, Carousel Ads, Lead Forms. Ideal for brand awareness, e-commerce sales, local targeting

## ✓ **Google Display Ads**

Google partner websites (banners/images). Retarget site visitors or build visual awareness excellent for product launches, app installs, and remarketing

## ✓ **Google Search Ads**

Google search results (text-based ads) to capture users actively searching for your service. Best for high-intent leads like “best estate agent in Nairobi”

## ✓ **Youtube Ads**

Used before/during YouTube videos, to engage visually and tell brand stories. Includes skippable, non-skippable, bumper, and in-feed video ads. Best for building emotional connection & brand recall



# In-Image Ads (Contextual Ads)

**Where used:** Inside images on news  
/media websites


**Purpose:** Smart ads placed based on  
content themes

**Use case:** Increases relevance — e.g.,  
ad for running shoes inside  
an article on fitness

**Logi Global** NEWS TODAY TRENDING TECH NEWS

## How Trump's Tariffs Disrupted Global Supply Chains.

In 2025 global trade entered turbulent waters when President Donald Trump announced sweeping tariffs targeting Chinese goods. What began as an attempt to “level the playing field” quickly evolved into a global supply chain earthquake one that logistics firms are still navigating in 2025. From congested ports and delayed shipments to skyrocketing freight costs, the ripple effects of the tariff war redefined how the world moves goods.



**gigo swift**  
Deliver na Gigo!  
Best parcels delivery in Kenya

**One of the most immediate effects of the tariff war was port congestion especially in the U.S. West Coast. Containers arriving from China faced delays due to increased inspections and backlog caused by importers rushing to beat new tariff deadlines.**

The U.S.-China trade war didn't just raise prices — it redefined how goods flowed across the globe. Tariffs of up to 25% were levied on hundreds of billions of dollars' worth of goods. In response, companies scrambled to restructure supply chains, seeking alternatives to Chinese manufacturing.

But shifting sourcing isn't like flipping a switch. It takes time, resources, and most critically — logistical recalibration. Suddenly, goods that used to take 15 days to move door-to-door now took 25. Customs inspections tightened. Documents piled up. Ports grew congested. Shipping schedules turned unreliable.



# Programmatic Ads

**Where used:** Across multiple websites & platforms via real-time bidding

**Purpose:** Automate large-scale ad placements using data

**Use case:** Best for businesses targeting diverse audiences across industries



Get the Best  
Parcels Delivery Rates



**gigo swift**  
We deliver with a smile



News Today   Financial Times   **Kenyan Daily News**   Gossip Club   Sports



Standard Gauge Railway finally handed over to the Kenyan Government.

The Kenyan SGR has been under the Chinese Management since its construction. It has, however, not been as profitable as many thought it would. Nonetheless, the handover took place ...



Finance bill 2025 the most accurate, Treasury CS Mbadi Claims

Critics are nothing to go by, CS Mbadi claims that opposition does not have any resolutions to improve the budget and tax collection, terming the Finance Bill 2025 as one of the best the...

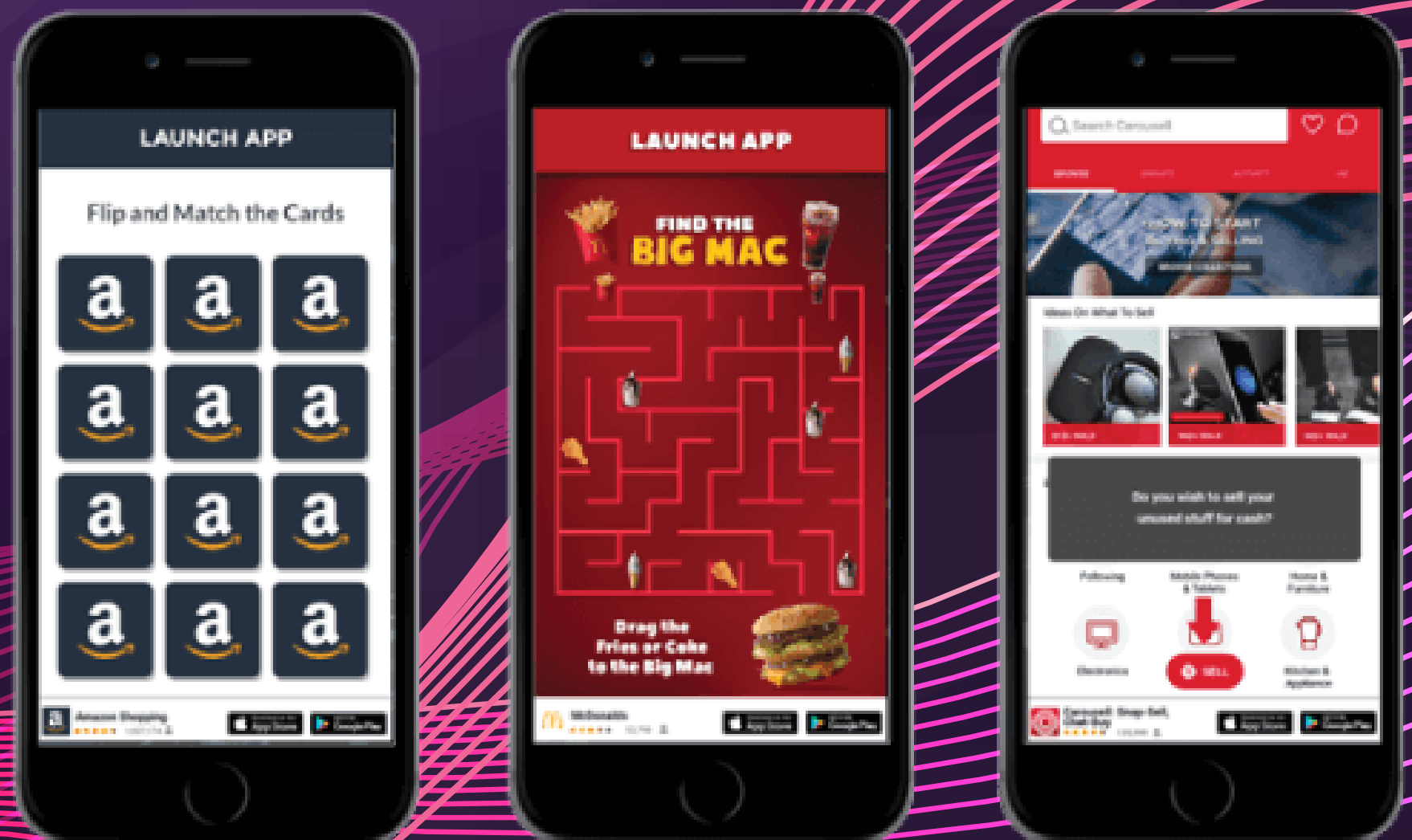


Create Ads  
People  
Actually  
Want to  
See



# Playable Ads

Playable ads are short, interactive ad formats that allow users to try out a product, app, or service before taking action, like a mini demo inside the ad space. Instead of just watching a video, the user interacts; clicks, swipes, or taps inside the ad. After experiencing the interaction, they're prompted with a call-to-action (like "Install Now" or "Shop This Experience")





# Eco Ads

## – Ad Solutions for Low-Bandwidth Markets

Eco Ads are lightweight, low-data consumption advertisements built for regions with slower internet speeds or users on budget data plans. These ads are optimized to load fast, use minimal resources, and still deliver strong brand visibility. They use compressed images, basic animations, and adaptive design to reach users without sacrificing ad quality. Formats include static banners, lightweight carousels, and data-efficient video snippets (under 250KB)



# 6. Creative & Branding Services

Your brand's visual identity is the first thing people notice. We help you stand out, stay consistent, and build recognition across all platforms

✓ Logo Design

✓ Brand Identity Kits

✓ Packaging Design

✓ Marketing Colateral

✓ Social Media Kits

✓ Rebranding Services

## Flyer Design Samples



## Logo Design Samples





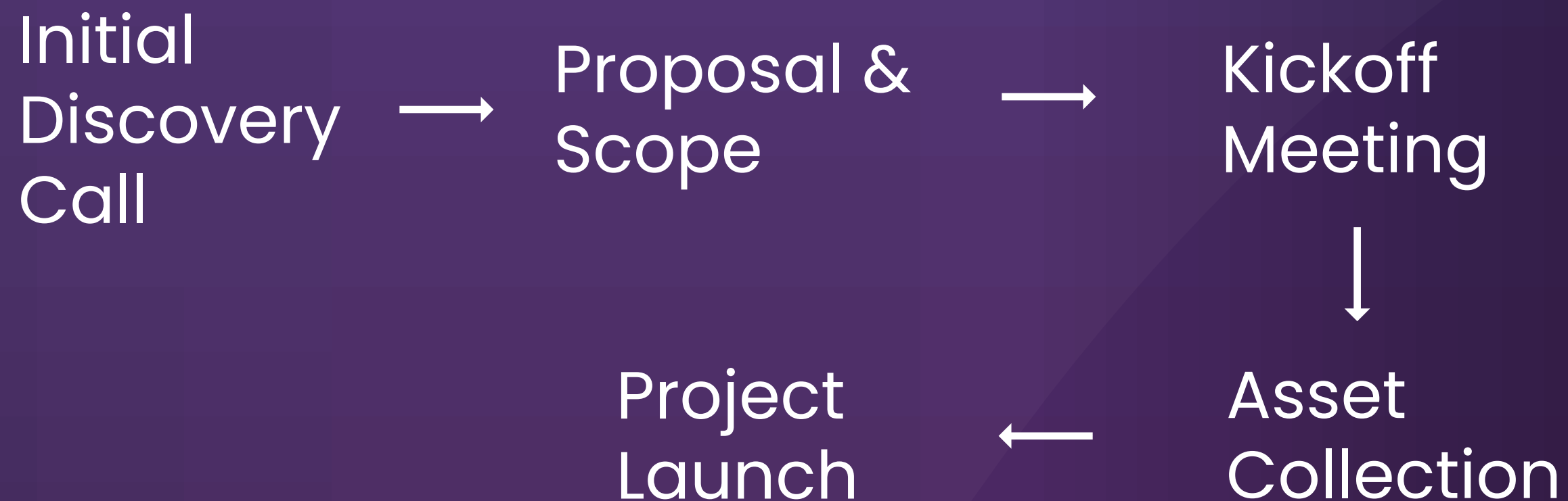
# 7. Video & Motion Graphics

We create dynamic videos that tell your story, sell your product, and capture attention fast. Video content drives the highest engagement online.

- ✓ Reels & Short-form videos
- ✓ Explainer Videos
- ✓ Ad Video Production
- ✓ Motion Design
- ✓ Editing Services
- ✓ Product Demos



# Client Onboarding & Support



After onboarding, we assign each organisation a dedicated account manager, who provides bi-monthly or monthly reports, and continuously conduct campaign reviews



# AI Powered Reporting & Insights

We don't just show numbers, we tell you what they mean and what to do next!

## How we use AI:

- Smart Campaign Summaries
- Insight Suggestions
- Trend Detection
- Content Feedback

## Benefits of these:

- Faster decision-making
- Better return on ad spend
- Less guesswork, more results
- Always improving & learning

**Just Call Us:  
+254 700 033 078**

