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THE MARKETER'S QUARTELY

The OFFICIAL PUBLICATION FOR THE MARKETING SOCIETY OF KENYA

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EXCLUSIVE

AI MARKETING DRIVING CX

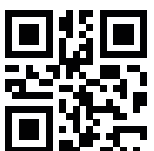
A CLEAR UNDERSTANDING OF THE VARIOUS LEVELS OF CUSTOMER SOPHISTICATION AND THE DIVERSITY INVOLVED

THE ROLE AND THE KEY OF INFLUENCER MARKETING

INFLUENCERS OFFER THE RIGHT ATTENTION IN MARKETING AND ADVERTISING

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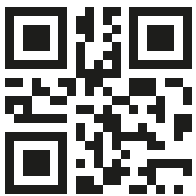
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SCAN ME



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In partnership with Tagger Media



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L&D Chair's Letter



A word from the Learning & Development Committee Chair

THRITY ENGINEER
L&D Chair - Sokoni Magazine

Greetings Marketers,

The first quarter of 2022 is over. What have you achieved so far? What goals have you smashed?

We are truly living in a VUCA world - so much has happened in just the first 3 months. The Covid pandemic has ravaged the globe, and with the war and tensions across Russia - Ukraine, the world and its citizens are going through so many challenges making both life and business challenging. Many predictions are being made for the rest of the year.

Most of them quite dire, from increasing inflation to shortages and possibly more wars. We can only pray that the external environment is more favourable for both business and humans.

In Kenya, it is election season. Never has there been a need for marketers more than now. As aspiring politicians look to build personal brands and reputations the deep

appreciation of managing reputation, identity and image as well as having the right strategies are all part of success. In addition, the need for robust integrated communication campaigns to disseminate party manifestos and drive top of mind brand recognition is also in the works. The choice of promotional tools and specifically the expertise for below the line, above the line and over the top advertising is needed. Digital will continue to dominate the scene leading to the possibility of fake news. As brand custodians, we must guard brand reputation jealously. Marketers also have a responsibility to the marketing profession's reputation to adhere to marketing ethics.

The challenge of the season - grow as an individual, drive brand awareness and conversions for your brands and stay the course by practising ethical marketing.

Let us have a peaceful season ahead!!

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STRATEGY

Ideas • Innovation • Growth

INSIGHTS > IPSOS

Advertising Landscape

The advertising landscape is anticipated to progressively grow AMID the resumption of international and local sporting events, thanks to a positive outlook and government changing some restrictions on Covid-19



Emmah Ngugi
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In our world of rapid change, the need for reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

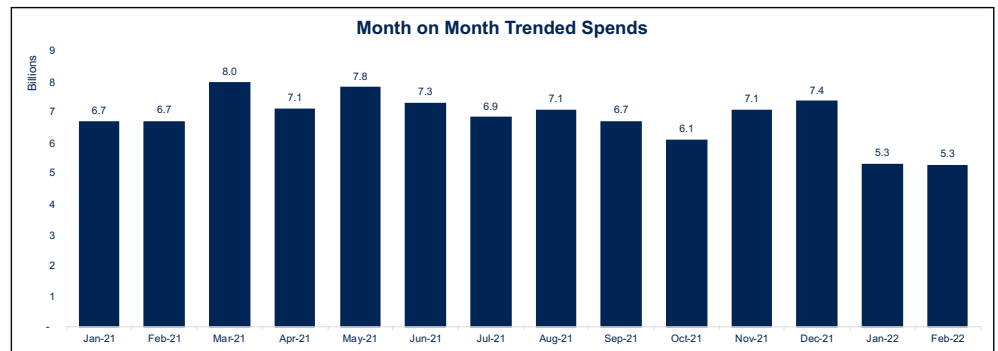
Ultimately, success comes down to a simple truth:

You act better when you are sure.

SERVICE LINE LEAD
AUDIENCE MEASUREMENT

21%

DECLINE IN MEDIA
EXPOSURE AS MOST
COMPANIES RETREAT
TO STRATEGIZE



21% decline in media exposure as most companies retreat to strategize and plan for the years activities.

Media exposure seems to focus more on communication about product attractiveness and affordability as consumers struggle with inflation and anticipated adverse economic effects as we head to elections.

As such, brands seem to be empathizing with the fact that Kenyans are at a crossroads over the rising cost of living occasioned by sharp FMCG and LPG price increase as seen in the increased uptake of fintech loans to finance their daily consumption.

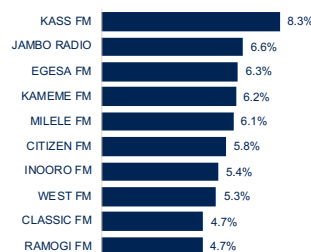
INDUSTRY MEDIA SPENDS SHARE

Traditional media still plays a vital role in creating awareness hence still being the preferred medium of advertising in the medium term as we observe the interplay. We project that digital Adspend will increase and overtake traditional media spend by 2024 given that there is a shift of brands moving some of the campaigns that were previously dominantly on traditional platform. Print growth has been driven by government communication ranging from IEBC to ministry and parastatal communication.

3.3B Spends

31% Share

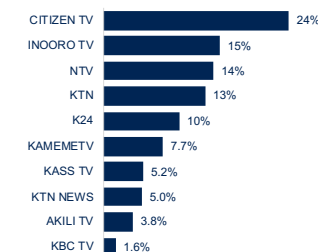
-31% % Change Jan-Feb 21/22



6.4B Spends

60% Share

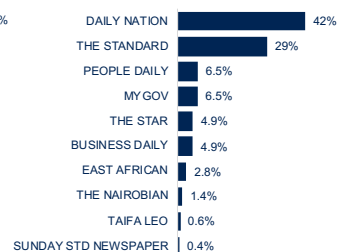
-19% % Change Jan-Feb 21/22



0.95B Spends

9% Share

+22% % Change Jan-Feb 21/22



Media Exposure by Sector

Perennial sectors continue to be the loudest despite exhibiting significant decline compared to a similar period last year. (Spends in KShs. Millions)

Sectors	Jan-Feb 2021	Jan-Feb 2022	% Change
Media	2,254	1,706	-24%
Communications	2,200	1,539	-30%
Financial Services	1,085	957	-12%
Property & Building & Acc.	642	915	42%
Corporate & Multibrand	915	905	-1%
Betting & Gaming	1,292	642	-50%
Personal Care	1,086	640	-41%
Beverage	631	585	-7%
Household	526	518	-2%
Pharmaceuticals	1,009	505	-50%
Foods	742	397	-46%
Publishing & Education	354	342	-3%
Tourism & Entertainment	119	301	153%
Office Equipment & Services	46	228	395%
Transport	75	157	109%
Retail	152	149	-2%
Veterinary & Agriculture	305	131	-57%
Clothing, Fabrics & Footwear	21	8.3	-61%
Grand Total	13,453	10,625	-21%

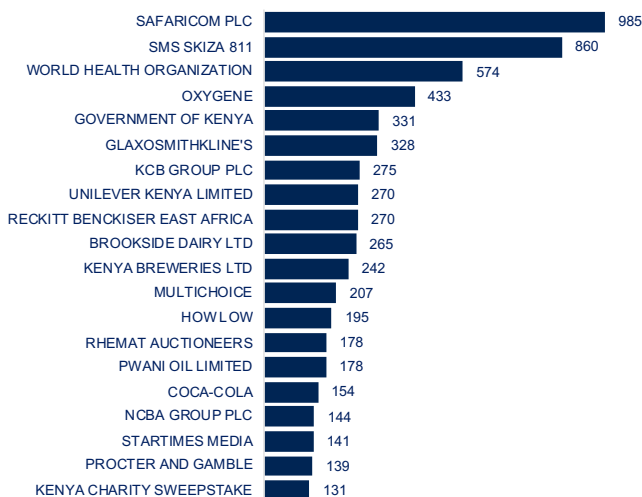
- Media sector:** Leads in advertising space largely attributed to high activity by Digital media (VOD platforms) and Pay TV (Multichoice and Startimes) pushing local, regional and international sporting events.
- The property sector:** Had the highest growth in 2022 at 42% and this trend was noted last year driven by :
 - Real Estate:** (Lesedi Developers Ltd, Topcare Land Ltd, Optiven Limited, Username Investment Limited, Golden Dream Land And Properties Ltd, Farmhold Ventures Limited, Fanaka Real Estate)
 - Iron Sheets & Tiles:** (Ruiru Mabati Factory Ltd, Boma Mabati Factory, Penta Mabati, Dumu Zas, Homelink Mabati Factory)
- Tourism sector:** also exhibited growth boosted by Viutrail and Magical Kenya campaigns that had a budget of over 100 each.
- Pharmaceuticals sector:** saw a huge decline with Covid-19 related communication gradually declining, and people adapting to the new normal.
- Transport sector:** was largely driven by Fuels and Gases category led by the SHELL JAZA RAHA SHINDA NYUMBA campaign as well as high activity by Airlines(KENYA AIRWAYS, AIR TANZANIA, SAFARILINK and TURKISH AIRLINES) after the economy normalizing travelling resuming.

Topline Spenders

Media exposure steadily declining despite the fact that perennial top spenders are still dominantly loud owing to their diversified portfolio of products.

Notably, Coca-Cola had significant exposure this year attributed to the Real magic campaign launched in Q4 2021 (Spends in Kshs Millions).

JAN-FEB 2021



JAN-FEB 2022



BUSINESS INTELLIGENCE

Qualitative & Quantitative Analysis

INSIGHTS > OnePulse

The Consumer Report Card - Half 2, 2021

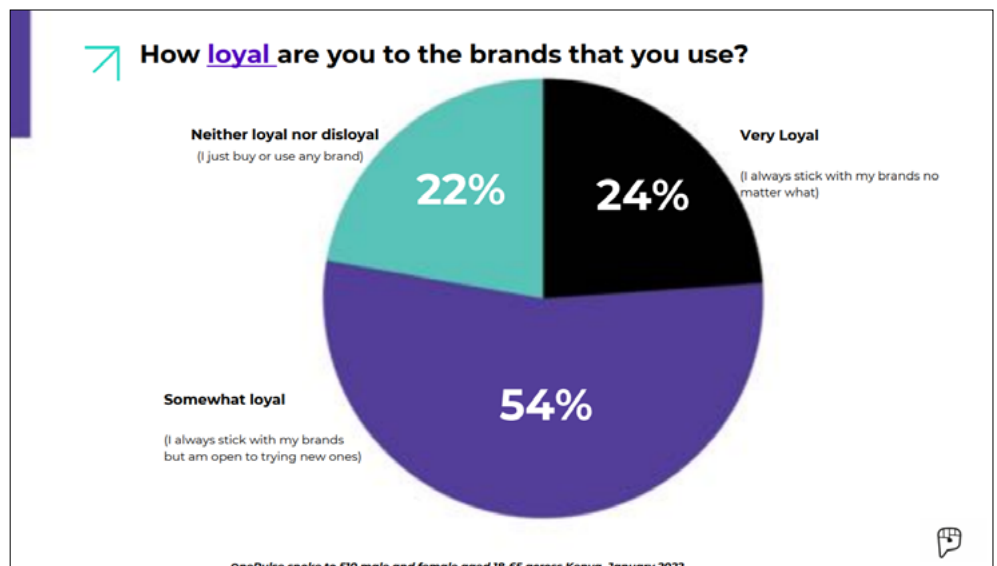
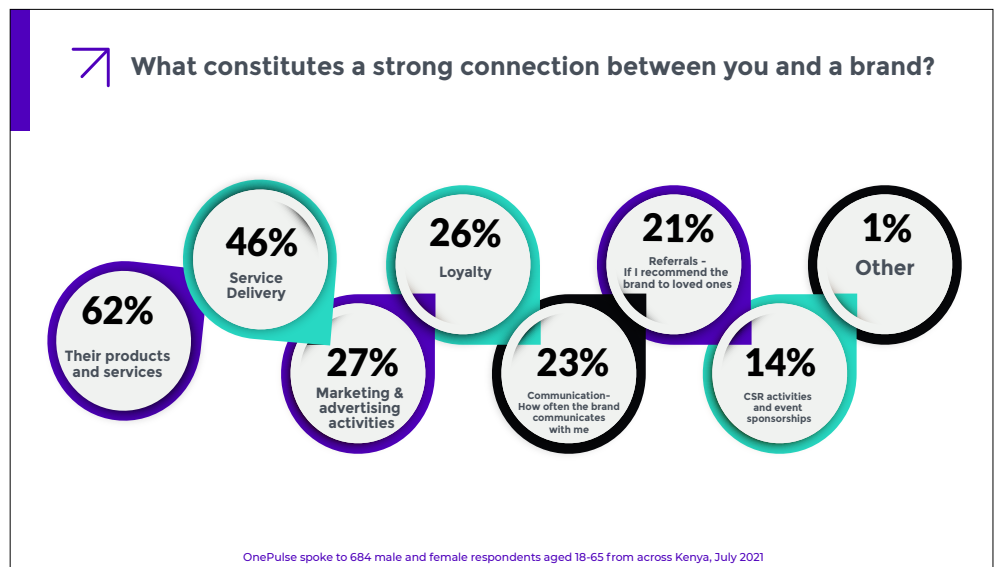
Brands have a great opportunity to integrate consumer data into their business and make more informed marketing decisions within minutes.

Millions of shillings are spent every year on brand campaigns, all aimed at promoting brand awareness, increasing brand affinity among the consumers which leads to more sales. We see ads running on mainstream media as well as social media but how effective are these campaigns to their target consumers?

OnePulse Kenya set to establish this as they embarked on a study earlier this year on campaigns that were memorable and brands that connected with consumers, told by the consumers themselves, in the second half of 2021. The respondents were randomly selected from the OnePulse Community and included

both male and female consumers, aged 18-65 across the 47 counties in Kenya.

First of all, we set to establish what brand connection means to a consumer. From the findings, we realized that excellent product and service delivery remains top priority for consumers. In addition, consumers are always hunting for deals and will therefore go for more affordable brands, depending on their wallet size.



ANOTHER KEY FINDING IS THAT MAJORITY OF CONSUMERS ARE NOT LOYAL TO BRANDS. THIS PRESENTS A POTENT "BATTLEGROUND" FOR BRAND MANAGERS AND AGENCIES TO WIN NEW CONSUMERS - POLITICIANS REFER TO THESE AS SWING VOTES AREA.

Advertisers are mostly likely to capture my attention on:



OnePulse spoke to 672 male and female respondents aged 18-65 from across Kenya, July 2021

OnePulse Kenya also asked respondents where brands are most likely to capture their attention. The aim of this was to identify the most effective advertising platforms, from the consumer's perspective. Respondents identified social media as the top platform where they would have a better experience/interaction with a brand. TV and OOH are also big mediums meaning consumers respond better to visuals. Although radio is the most popular medium for the majority of Kenyans, only 11% of consumers selected radio as the best medium for advertising messages.

Top brands H2 – 2021.



- Heritage
- Positive feedback on Sprite rebranding
- Advertising that resonated with the consumers
- Influencer campaigns



- Service delivery
- Advertising
- Offers and discounts
- Influencer marketing



- Products and Services
- Service Delivery
- Marketing and Advertising
- Loyalty



- Quality products
- Influencer marketing

While different segments of consumers felt connected with different brands, the outstanding brands, as selected by consumers were Coca-Cola, Safaricom, Jumia and the new entrant, Raha Premium. Heritage brands such as Coca-Cola have a great advantage in customer retention, especially during turbulent times. Influencers have and will continue to play a vital role in connecting brands to consumers in 2022 & beyond, as experienced by Raha Premium Flour. However choosing the right personalities for the brand is a key determinant of brand success as it is important to pick influencers that are aligned with the brand's personality and core values.

Brands have a great opportunity to integrate consumer data into their business and make more informed marketing decisions within minutes. Agile research will play a vital role in forward-thinking organizations that want to win the heart and wallets of the consumers. Every workday is filled with endless decisions.

OnePulse leverages fast-evolving human culture to give brands timely & actionable data on fresh consumer insights, competitor intelligence and real-time feedback on products and services.

For more information on OnePulse, check us out on www.onepulse.com. You can also reach out to us on abby@onepulse.co.ke for a copy of the report or to book a free demo.

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LIFE & PEOPLE

INFORMATION SHARING AS A STRATEGIC MARKETING TOOL

...to enhance business to customer relationship. Information sharing occurs in different stages of the business relationship: pre-selling, selling, consuming, and post-consuming stages.



By Dr. Osman Wechuli Chesula
Lecturer At Islamic University of Kenya

In relationship marketing, information sharing implies keeping in touch with valued customers, providing timely and trustworthy information on service and service changes, and communicating proactively if a delivery problem occurs. Therefore, marketers have to build awareness in the early stages, develop consumer preference by promoting value, performance and other features, convince interested buyers, and encourage them to make the purchase decision. It is important to highlight that information sharing also tells dissatisfied customers what the organization is doing to rectify the causes of dissatisfaction. Ultimately, when communication between an organization and its customers is effective, it leads to better relationships that are characterized by loyalty, trust, and commitment.

While information sharing is an act of informing, which means providing reliable and timely information, a relationship, by definition, dictates that interaction and communication is two-way. Therefore, marketers need to create and maintain a dialogue that yields mutual benefit between them and the customer.

Information sharing occurs in different stages of the business relationship: pre-selling, selling, consuming, and post-consuming stages. However, within these stages, we must deliberate on the conceptual constructs in play: accuracy, timeliness, and truthfulness, which build trust.



INFORMATION SHARED ON TIME IMPROVES A CUSTOMER'S KNOWLEDGE AND REDUCES SEARCH COSTS."

Accurate information

Whether seeking information, instruction, or resolution, customers want to know they can trust the information they receive. This trust emerges when the information transmitted is factually accurate and contextually appropriate.

If the consumer receives enough accurate information, their decision is usually in favor of the business.

Timely information

Information shared on time improves a customer's knowledge and reduces search costs.

The error of not transmitting information within appropriate timelines impacts its usefulness negatively and stifles the intended action. For a consumer to make a purchasing decision, information must therefore reach them on time to avert post-purchase dissonance or a state of dissatisfaction.

Truthful information

There is usually an overlap between accuracy and truthfulness because the two are interdependent. The value of this kind of information is that it further enhances the relationship between a company and customers, building a lasting relationship characterized by loyalty to the brand.

Considering the above, we must bring to the surface the need to ensure that a selected channel during information sharing complements and facilitates the achievement of set communication goals.

Let's take a moment and consider the findings established in a study

carried out by Dr. O. Chesula (Islamic University of Kenya), Dr. S. Kiriinya (Technical University of Kenya) & Dr. A. Rintari (Kenya Methodist University) on "Relationship Marketing Practices, Switching cost and Customer satisfaction among tier-one Supermarkets in Nairobi County."

It was observed that mobile marketing has emerged as a platform that enables business organizations to use SMS, WhatsApp, Facebook, emails, and phone calls to transmit information. This development has been orchestrated by the rapid growth in communication technology. Considering that, there is a wide range of choices in selecting a communication channel, bulk SMS by tier-one supermarkets has stood out as a more effective way to communicate to consumers than WhatsApp messaging, where data bundle costs are incurred. Bulk SMS, which has seen your favorite store inform you of deals and new products, has ensured that messages transmitted are not susceptible to distortion, provide an audit trail, and deliver cost-effectively for a wide client base. Further, it has cushioned these businesses from the impact of fake news, a common phenomenon on social media channels such as Facebook.

Conclusion

Manipulation of information by a business is a communication approach that leads to loss of trust between a business and its stakeholders. Therefore, businesses should embrace the transmission of trustworthy information, which is the foundation on which business relationships are built and maintained. This state of existence is achieved when communication is valued.

Information sharing, emphasizing accuracy, timeliness, and truth, must be recognized by marketers as an intangible resource alongside other resources like intelligence. This is because it enhances the performance of a business by facilitating the establishment and building of long-lasting relationships.



Felix Chesigor
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GREATER YIELD

CHANGE OF MARKET STRATEGY – BIBLICAL EVIDENCE

You can target the blind, and by this, I zero in on customers who cannot see or recognize the need for the product or service you offer.

William Bygrave wrote that “If you want your business to survive and remain competitive, you should not let it reach maturity stage. It should remain at the adolescence stage. At this point, the business will continue to experience physical and emotional changes- visible and invisible changes...The key to sustaining success is to remain an entrepreneurial gazelle and never run into a lumbering elephant and finally a dinosaur, doomed to extinction. An entrepreneur needs to be forever innovating. He needs to be a tireless innovator.”

Changing tact and strategy is a Biblical concept. Although God does not change (MALACHI 3:6), He says, “Behold; I will do a new thing” (ISAIAH 43:19). The book of HEBREWS 10:9 notes that “He takes away the first, that he may establish the second,” and this shows us that although God does not change His character, He changes methods of action and implementation techniques based on time and seasons.

In LUKE 14:15-24, Jesus gave a parable which is popularly called the parable of the great feast.

“A certain man was preparing a great banquet and invited many guests. At the time of the banquet, he sent his servant to tell those who had been invited, ‘Come, for everything is now ready. But they all alike began to make excuses. The first said, ‘I have just bought a field, and I must go and see it. Please excuse me.’ Another said, ‘I have just bought five yokes of oxen, and I’m on my way to try them out. Please excuse me.’ Still, another said, ‘I just got married, so I can’t come.’ The servant came back and reported this to his master. Then the owner of the house became angry and ordered his servant, ‘Go out quickly into the streets and alleys of the town and bring in the poor, the crippled, the blind and the lame.’ ‘Sir,’ the servant said, ‘what you ordered has been done, but there is still room.’ Then the master told his servant, ‘Go out to the roads and country lanes and compel them to come in so that my house will be full.’”

Which lessons can we draw from the above text?

Lesson 1: Change your approach to life

In this parable, the last-minute decline to attend by the invited persons led to the man changing his approach. Initially, we observe anger aroused in him, and this ushers us into the reality of life, that there comes a time things don’t work as expected. During these moments, it ceases to be business as usual and becomes business unusual, demanding that we apply different methodologies that seek to address our current situation. In realizing the failure ahead, he acted with a sense of urgency and ordered his servants to quickly go and get those on the streets, alleys, the poor, those on the roads, and country lanes so that he could achieve his objective. This move reminds us that decisions must be made with sensitivity to the situation and time, and things must move and move fast so that we are vacated from our lazy and complacent expectations in this journey of seeking success. If we deliberate on the fact that he ORDERED his servant, we see the place of quick and authoritative response to situations, and this draws me to a common quote attributed to Albert Einstein - *Insanity is doing the same thing over and over again and expecting different results.* Let us perceive this biblical advice as inconsequential, we need to recall the warning presented in JOEL 6:1 - woe to them that are at ease.

Lesson 2: Change the people you deal with

The master changed the invitees and sought for them where they were. What does this mean to marketers?

Seek new customers

The initial guest list might have been close friends and peers, but they failed him, pushing for a change in audience. By going to the streets and lanes of the city, he changed the target audience and shifted demographics. This for a businessman denotes that you might have to shift focus to seek new customers at one point or the other.

FELIX CHESIGOR IS A PROGRAM OFFICER
MINISTRY OF INTERIOR AND COORDINATION
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In your strategy, you can choose to target the *maimed* or crippled, and by these, I refer to the social, economic, intellectual, technological, etc., pillars of human life. Such individuals are often considered a burden, risk, or liability, yet they possess many opportunities. When redefining your business with a focus on them, you should consider customization of your products towards their specific needs. Further, you can target those who have halted or stopped. These are customers who, for one reason or the other, ceased being your customers. Why? Such an audience still presents an opportunity to formulate a win-back strategy. Finally, you can target the blind, and by this, I zero in on customers who cannot see or recognize the need for the product or service you offer. This calls for sensitization so as to arouse the quiet need in them. However, some know the need but don’t know where to get their need addressed, while others know where to find the help but don’t know about your business existence. You are responsible for ensuring that you reach this target audience and divert their attention by providing the much-needed information.

Go to new markets

When the man ordered the first set of guests, he received a report that there was still room in the feast room. At this point, he instructed that additional guests be drawn from the roads and country lanes and be compelled to attend. The lesson to every business entity is that there should never pause in marketing activities for the various products and services offered. The recruitment of new customers must be a consistent activity since there is always room for more as customer consumption patterns shift. >>

REINVENTING YOUR BUSINESS IS OUR BUSINESS.



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Cont'd from pg 9

Let's dissect this matter further

At first, the servant went to the streets and lanes of the city (King James Version - KJV) or streets and alleys of the towns (NIV version), but this time the master said 'go to the highways and hedges' (KJV) or 'roads and country lanes' (NIV).

This time around, an order is passed that the guests are invited from the highways and be compelled to attend. A highway is a public or important road joining or exiting one from cities or towns together. Going to the highways, in this case, means going out of the city or town, and as an entrepreneur or trader, you need to consider this outward growth. As you move away from the city, you come across junctions, smaller paths, and lanes leading to more remote areas.

Our take-home is that we should delocalize or decentralize our business operations to capture the untouched territories that provide great business excitement and opportunities.

Change your marketing techniques.

The master told the servant to 'compel them to come.' To compel means to force, induce, coerce, or make, and by this, we see the need to establish and implement new ways that induce a positive and expected reaction from customers. As you carry out your business operations, ensure to identify ways to develop and fortify customer brand loyalty. We should not understand the word 'force' within its literal context rather from a strategic perspective. For example, if you sell excellent products, consider giving favourable terms of payment, discounts, and other incentives, which will compel customers to consume your offering.



TO COMPEL MEANS TO FORCE, INDUCE, COERCE, OR MAKE, AND BY THIS, WE SEE THE NEED TO ESTABLISH AND IMPLEMENT NEW WAYS THAT INDUCE A POSITIVE AND EXPECTED REACTION FROM CUSTOMERS.

UPBEAT

ARTIFICIAL INTELLIGENCE IN MARKETING

Marketing in this context brings to light customer retention during low business seasons, where a company deliberately reduces prices by offering a bargaining opportunity to customers while still operating within acceptable margins.



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Artificial Intelligence (AI) has profoundly affected various emergent and existing industries & fields of practice. One of the most impacted fields of practice is marketing, where we observe teams' reliance on AI in market forecasting and decision-making for increased efficiency. In this article, we shall explore the convergence of AI and marketing.

The Oxford dictionary defines AI "as the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages." Therefore, AI is designed to create machines that behave like humans.

In an environment where data is everything and often described as the New Black Gold, AI has become the game-changer for many companies for varied reasons. For example, AI applications can outcompete humans or work alongside humans to deliver a higher speed of execution and accuracy and perform highly tedious and monotonous jobs compared to humans. By this and unquestionably, AI boosts business productivity and provides a competitive edge.

In marketing practice, AI has solidified itself as a powerful weapon by redefining the way marketing undertakings are carried out. Let's consider a few emerging areas of focus in marketing that the AI disruption has supported.

Customer experience - personalized customer experience.

This is mainly achieved through systems like Recommender, where a good example is the products Jumia recommends for you to buy based on your searches and previous purchases. Once you log into your Jumia platform, it's easy to observe how its general outlook is crafted to suit individual tastes and preferences. Another good example is Spotify and its personalized playlist that emulates the genres of music that you mostly listen to.

Sales forecasting

Forecasting is crucial for revenue generation by sales teams or individuals. Besides, it is vital in guiding strategies for deployment and the most effective channels that are highly optimizable and sustainable, especially from a budgeting and ROI perspective.

Chatbots

Chatbots impact marketing from a customer conversion perspective in consideration of their role. These roles include raising awareness, responding to an array of queries by customers, amongst others. By this, we observe the value that good customer service draws as the customer experience improves, leading to improved brand image and ultimately brand loyalty.

Speech Recognition

Smart devices are increasing in use today, and as such, businesses have been pushed to optimize their virtual presence to their specific settings. This has facilitated the carrying out of website audits as an increased reliance on virtual assistants is observed. The fundamental role of virtual assistants is to improve the customer experience and reduce friction during access to services by customers. As such, speech recognition has taken centre stage, impacting digital marketing strategies and operations.

Dynamic Pricing

Dynamic pricing goes hand in hand with traffic and pricing psychology, and it is a marketing ploy that seeks to

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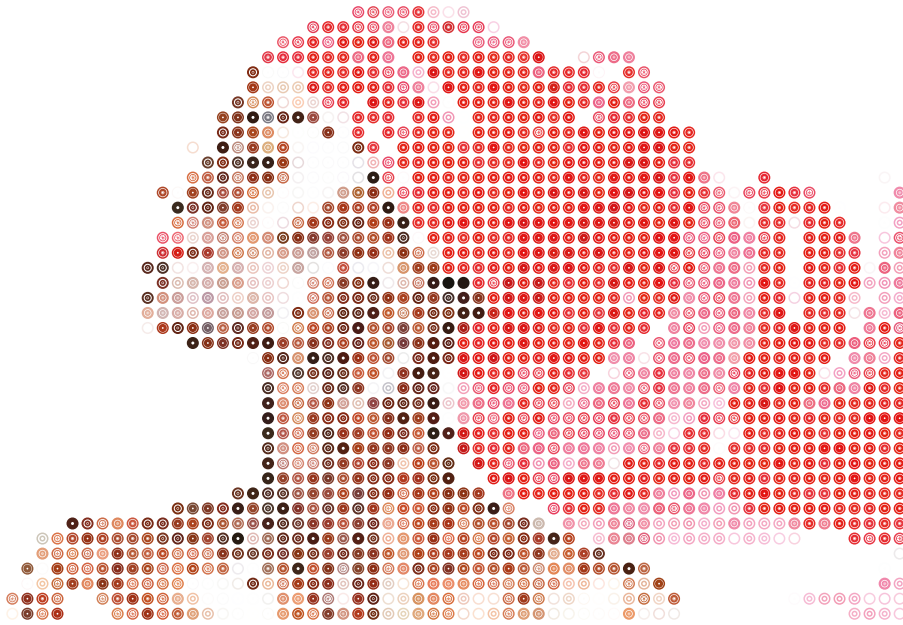
balance sales across peak and off-peak business seasons. Marketing in this context brings to light customer retention during low business seasons, where a company deliberately reduces prices by offering a bargaining opportunity to customers while still operating within acceptable margins.

Pay-Per-Click (PPC) Advertising

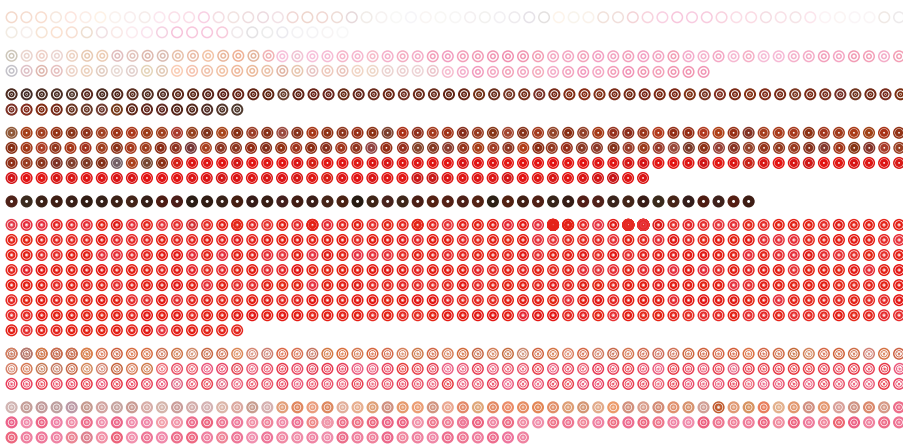
AI in PPC advertising increases effectiveness by improving the accuracy of target markets through segmentation of the right cohort capable of yielding the most revenue. It also helps in adjusting ads to suit varying marketing conditions at any given time.

One of the most touted areas is how AI can impact customer segmentation, which is an important aspect of any product since most churn occurs. If successful, this means that prospects are more efficiently converted to customers. By this, we are mainly talking about insights derived from different customers, which involves big data. This is primarily achieved by accurately knowing how your target market is divided into different segments using a clustering model. This impacts marketing by giving a framework for developing the right marketing strategy for each cohort. The following outcome boosts ROI per marketing campaign since a chunk load of guesswork is eliminated during customer interactions.

Most of the applications come to play in digital marketing through targeted ads placed on major social media networks. The whole idea is simplistic by nature, but on a grander scale where you have a large customer base, it is the most efficient way to target customers. A good example is in the case of a mall where all people from all walks of life come to buy goods. Embracing data to inform its operations, the mall decides to improve its customer retention through marketing from collected data such as; the number of visitors received, their email addresses, the total amount of money spent, their age bracket, and estimated income. >>



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When such data is aggregated over several months in a mall that has several thousand visitors it would be advisable that grouping is based on different cohorts. This provides a rough overview of the larger representation of the customer base and how different products might appeal to them.

It also gives an average spend for most customers. This means doing targeted ads from a marketing perspective, especially if the mall has social media links. Most effective, though, is through email marketing, where the mall sends explicit information on product items that are most suitable to you and the ones that might most lure you in to purchase rather than being superficial and assuming what you might buy. Another strategy for customer retention is through vouchers that you are most likely to redeem. This is effective as it puts the customers in the zone, and their potential purchases drastically improve. This, of course, requires the proper aggregation of the right customer data to capture the most important data points, aiding understanding of the presented data. It is highly effective when done well, but at the same time, the nature of data always keeps changing, thus needs a continual update. Clustering and putting customers into different cohorts is vital in creating a personalized touch in marketing campaigns for varied users. It is more like when you think about something then after a short while you see its advert on Facebook.

Another AI use case in marketing is observed in the deployment of AI-powered solutions that provide marketers with a centralized platform for managing massive amounts of data. These platforms can generate insightful marketing intelligence about your target audience, allowing one to make data-driven decisions about how to reach them best. Frameworks such as Bayesian Learning and Forgetting, for example, can assist marketers in gaining a better understanding of how receptive a customer is to a specific marketing effort.

Conclusion

The rise of digital media has resulted in data oversaturation, as many marketers struggle to determine which data sets are worthwhile to collect. This has led to the use of Big Data analytics tools, allowing marketers to translate the data into logical information and better understand their efforts and attribute value across channels. AI in marketing is important, and some of the benefits that a marketing team can draw are;

- Enhanced marketing measurement
- Faster decision-making
- Better customer relationships and Real-Time Personalization
- Increased campaign with a focus on ROI

OPINION PIECE

Securing the perimeter is not enough to protect your data – what happens if a bad actor is already inside?



Kate Mollett
Twitter: @cathykariuki

ZERO TRUST IS THE BASIS OF EFFECTIVE DATA PROTECTION IN A BORDERLESS, REMOTE WORKING WORLD, BY ENSURING YOU CONTINUOUSLY GATE AND VALIDATE TRUST THROUGHOUT DATA PROTECTION AND ACCESS PROCESSES.

SENIOR DIRECTOR COMMVAULT AFRICA - RESPONSIBLE FOR THE FULL OVERSIGHT AND MANAGEMENT OF THE COMMVAULT AFRICA REGIONAL TEAM, WITH A FOCUS ON EXTENDING THE COMPANY'S MARKET SHARE

Despite the fact that it is a decades-old exploit, phishing remains a top threat to organisations today. Bad actors looking to steal personal information and credentials will use phishing scams because they are simple and effective, and once they have access, they can exfiltrate data and spread ransomware. Stolen credentials give bad actors authorised access to networks, and once they are inside, they can inject malware and wreak havoc. The traditional ways of securing networks, like firewalls and VPNs, are no longer enough, and securing the perimeter is challenging in a remote working, borderless world. Zero trust has become critical to not only ensure authorised access only, but to continually validate access to prevent bad actors with stolen credentials from infiltrating networks and deploying ransomware attacks.

Are they who they say they are?

A ransomware attack is often not the first port of call for bad actors, and it can be seen as a symptom of a bigger problem. Typically, what happens is that threat actors will gain access to a network, and then begin to infiltrate other areas of the organisation. Only once widespread access has been gained will a ransomware attack be deployed. If they gain access using stolen credentials, it may take a long time to identify the attack, by which time a significant amount of damage may already have been caused.

Think of your network as a house, and a bad actor as a contractor, like a plumber. When we need a plumber, we will verify their identity before we let them in the house. But once they have access to the house, unless we are aware of where they are and what they are doing, they may be doing damage such as stealing valuables. This is similar to a network. Just because someone has the credentials to access it, does not mean they should simply be allowed in. It is essential to keep validating and monitoring the access, and to ensure that the person accessing the network is who they say they are – this is the basis of zero trust.

Multiple layers make for stronger security

In order to ensure effective security and zero trust, multiple layers need to be addressed, including user access, the architecture itself, the network and the data.

Multifactor authentication is essential for advanced login security, and on top of this, privileged access management ensures that credentials are secured and data cannot be accessed illegitimately. Least privileged access and role-based authentication with additional authorisation controls help to limit access to data. The key is to implement authentication, authorisation and then audit to continuously ensure access is restricted to people with legitimate permission.

The architecture itself also needs to be addressed, for example, by validating binaries to ensure they are coming from the application they say they are. It is also advisable to implement CIS controls to limit exposure, reduce the threat landscape and make it difficult for threats that have gained access to spread using known vulnerabilities and exploits. Addressing the architecture layer strengthens the foundation.

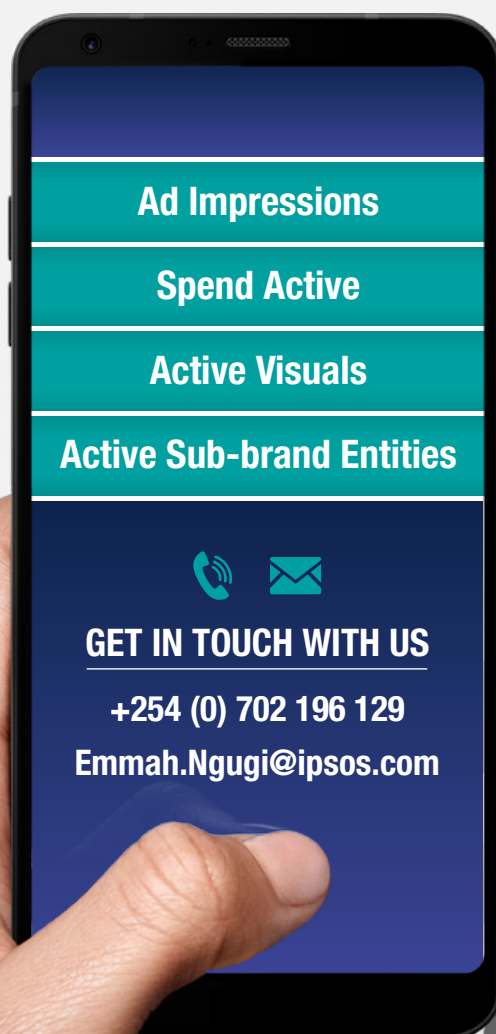
The data element

Zero trust is the principle of architecting a secure solution to protect networks, but data requires additional considerations. Segmentation needs to be implemented to reduce access to data, and the network topology must be controlled to protect backup data. It is also essential to have multiple copies of data, and an immutable copy of data that cannot be altered or infected, with air-gapping to ensure better protection. Finally, it is important to include monitoring and alerting to ensure that should incidents happen, they can be identified quickly before they can cause issues.

Zero trust is the basis of effective data protection in a borderless, remote working world, by ensuring you continuously gate and validate trust throughout data protection and access processes. To achieve this, you need a layered architecture, as well as effective application, network and authentication controls. Above all, whatever zero trust technologies and protocols are in place, your backup and protection solution needs to be complementary to this.

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HIGH GROUND

MARKETING AND THE ROLE OF SOCIETY

Taking action means becoming more aware of main marketing claims being floated around and questioning if they reflect the quality of the product.



Cathy Kariuki
Twitter: @cathykariuki

\$9,070,722M

the current food market worth with confectionery and snacks accounting for the greatest volume.

Marketing plays a crucial role in society through information sharing. This information is usually packaged with an overall objective of creating awareness on goods and services available for consumers. Obviously, these goods and services will usually attend to the basic needs of human life or extend their function to secondary needs and wants. While we can focus on various marketing facets, this article pays keen interest to food marketing.

Food was initially a primal need to ensure that man survived and was nourished. However, today food is no longer a pressing need for survival but a need that comes with a cost that threatens the very same lives it was meant to sustain. Though food marketing has kept us informed on food options, it has also significantly influenced the amount and type of food we consume. This can be attributed to the creative and differentiated packaging, advertising, and distribution deployed during marketing activities.

CATHY KARIUKI IS A SEASONED TRAINING, CAPACITY BUILDING, AND ENTREPRENEURSHIP COACH AT WYLDE INTERNATIONAL

The impact of this influence is displayed in statistics provided by (Food-WorldWide/Statista Market Forecast), indicating the current food market worth as being over \$9,070,722M with confectionery and snacks accounting for the greatest volume.

HOW DID WE GET HERE?

- Food pricing strategies
- Marketing communication - Message packaging that influences the consumer's expectations by tapping into their sensory and non-sensory factors.
- Packaging
- Food industry landscape - In this, we consider availability, salience, convenience, etc.

When it comes to making decisions about food, the right information goes a long way towards enhancing a consumer's decision. This information should also cover aspects of where the food has been sourced. If we deliberate on this, we can appreciate the growing demand by consumers for succinct information that addresses existing misinformation.

Misinformation on food is a challenge that arises from unethical food marketing practices such as withholding certain information on food labels. This withheld information can also include scientific knowledge that further enhances a consumer's decision. In some instances, the information might be misleading, e.g., positioning a certain type of food as having medicinal value.

As a society, we must guide marketing activities with the same breadth we demand of other societal features such as political discourse and behavioral values. Taking action means becoming more aware of main marketing claims being floated around and questioning if they reflect the quality of the product. It means thinking through the reasons

provided to entice your purchase and demystifying whether they are sound, authentic, and mindful.

In the wake of shifting marketing dynamics, Institutions (local and private) need to recognize that marketing plays a crucial part in driving enterprise value.

CONCLUSION

As innovations that seek to address food gaps continue to progress, we must appreciate their impact on the marketing landscape on our food consumption habits. By this, marketers must be deliberate in bringing to the forefront farm to fork stories that strengthen or correct misinformation. Further, they can take advantage of social media, e.g., through influencers to deliver additional educational content, create advocacy and facilitate collaboration.

My submission is that food brands must learn to transform how they approach product development and positioning by basing their strategies on tenets that prioritize human wellness to cultivate resilience and transform society.



MISINFORMATION ON FOOD IS A CHALLENGE THAT ARISES FROM UNETHICAL FOOD MARKETING PRACTICES SUCH AS WITHHOLDING CERTAIN INFORMATION ON FOOD LABELS.

ACADEMIA & INDUSTRY LINKAGES REVISITED

A graduate with a Bachelor's degree in Literature and Linguistics has a network within the School of Business who can successfully orchestrate and influence the individual's employment as a Tutorial fellow lecturing in marketing.

DR. YATUNDU FARAJI (PH.D.),
MMSK – MANAGEMENT CONSULTANT,
RESEARCHER & TRAINER

Dr. Kiruthu's story published in one of the local daily newspaper has provoked a more profound discourse on the current academia and industry linkages. She observes that just like it is in any civilized academic institution and based on her own experience, having done a non-business undergraduate degree, one could not join an MBA programme before undertaking the required business bridging courses. This restriction shifted her focus, enabling her to strategize on ways to keep abreast with matters economics, management, accountancy, finance, information management, etc., and also guided her enrollment for required bridging courses to qualify for an MBA.

Reflecting on the above, I muse upon two crucial questions which are (i) Was it here Kenya or in a University abroad that Dr. Kiruthu experienced the restriction to pursue an MBA course, and (ii) When she undertook the bridging courses did it have any significant effect in her understanding of business aspects at a higher level? The answer to my second question, in my opinion, is yes, and this is in consideration of the fact that it gave her a good foundation in business knowledge and elevated comprehension of the study to an advanced level. At this point, I would like to provoke our thinking onto whether a person not well-grounded in their area of study and is assigned the role of transferring foundational knowledge to learners is a contributing factor to the weak link between academia and the industry.

Dr. Kiruthu, in her article, marvels over why some of the business schools, especially in Africa and with greater focus Kenya, fail to offer interested



Dr. Yatundu Faraji
Twitter: @yatundufaraji

MBA applicants without a background in business a smooth opportunity to transition. I want to answer you by asking a few oratorical questions: have these students sought optional avenues to bridge the knowledge gap, and are their ambitions borne out of a genuine interest for the business environment or selfish gain? Allow me to provide an example of selfish gain by presenting an elementary case study: A graduate with a Bachelor's degree in Literature and Linguistics has a network within the School of Business who can successfully orchestrate and influence the individual's employment as a Tutorial fellow lecturing in marketing. Examining this set-up, I pose a few questions; (i) What is the value addition that such a Tutorial Fellow transfers to learners in the context of the business environment, and (ii) Where is the obligation of the Commission of University Education (CUE) in ensuring that Tutorial Fellows engaged by institutions of higher learning meet a stipulated threshold that qualifies them to teach?

I pride myself in twelve (12) years of experience within the education sector and specifically University set-up, and based on continued observation, marketing as a course stands most affected by the prejudiced view that anyone can teach marketing. This view has led to a nosedive in the uptake of the course as students opt out on account of a weak foundation perpetuated by teachers who lack requisite knowledge on marketing skills and experience but bag general management training knowledge.

Considering the rapidly evolving nature of the business world and as Dr. Kiruthu observes, undisputedly what was taught not a decade ago but half a decade ago may not retain its relevance at the workplace today. This fundamentally exacerbates the situation for theoretical instructors who lack foundational educational

knowledge and industry experience. I observe such individuals as having a hollow base since they cannot defend or support the knowledge they dispense to learners through practical/real scenario case studies. Deliberating further on this compounded situation, I want us to try and examine how such an individual relates the industry with academia? An interesting quote to further provoke your thinking are the words of Kim Gilbertson - People think being alone makes you lonely, but I don't think that is true. Being surrounded by the wrong people is the loneliest thing in the world.

Let's take a walk down memory lane right into my MBA class a couple of years ago. This time travel seeks to give you a clear image that guides your thinking concerning the above question.

During my MBA learning experience, I noted that most lecturers often quoted the GE Matrix developed by Mckinsey and Company consultancy group in the 1970s. If we mirror this time with today, the 4Ps by Prof. H. Borden and others have since changed, and thus, it is judicious that current and future scholars and industry practitioners hasten the integration of academia and industry practice, with a preference on the practical elements. It is time to advance our conversations and shift focus from developed nations and their business environment to the contemporary African business environment. Why? In Africa and Kenya in particular, there is a diversity in business, cutting across various industries, and this acts as a perfect opportunity for in depth research on an array of study areas such as accounting, economics, marketing, and even psychology. Since the continent has realized admirable growth in the business environment, an environment that spots unique features, an inward reflection that informs research on academia and industry practice is key.

Having looked at Dr. Kiruthu's challenge as she sought to rejoin business school as an instructor, I brood over the what that ails the link between academia and industry practice and how instructors can be motivated? The answer might seem direct such as in-depth research by such instructors facilitated by a well-developed and resourced research center within the learning institutions they serve. However, let's take a detour to the current situation and loop in Abraham Maslow's hierarchy of basic needs: food, shelter, and clothing. The reality on the ground is that most

instructors in Kenya today are on part-time employment contracts and constantly contend with great demotivation that stems out of an inability to attend to the mentioned basic needs. How do I arrive at this reflection? I recently interacted with an instructor who highlighted financial dilemma as the number one contributor to the challenges the education system faces in Kenya today. He mentioned that the university where he offers lecturing services part-time currently owes him 1.2 million Kenya Shillings as an accrued debt achieved over three years for services already provided. He asked how he was expected to take up the continuous learning through research when his most basic needs stood challenged by non-payment of fees due? In agreement with the obvious response to this question, I asked why he stayed on, and his response was attached to the apparent loss of these earnings that would follow. This is an instructor who is required to dispense practical knowledge to learners that consistently links the academic

world to the business environment. Do you see any place for continuous investment in research? When will this instructor gain practical experience that propels them within the knowledge space if moving is not an option because of the high and probable risk of financial loss? What is the gain for learners under such an instructor?

Conclusion

It is reputed that best business practices are taught in Business Schools. However, the facts presented above display a serious gap and risk. Most facilitators who are required to address and provide guidance on current and emerging issues within the business environment lack pre-requisite industry knowledge and are incapacitated in their ability to seek continuous improvement. We also cannot overlook the fact that professional training is lacking, and as such, instructors embrace theoretical approaches in teaching management courses overlooking the practical side of the coin.

It is high time that the Marketing Society of Kenya (MSK), in collaboration with CUE, spearheads a conversation on the need to develop strict standards that guide on who qualifies to teach/instruct marketing courses. This includes defining academic and professional qualifications. Further, MSK needs to be at the forefront of pursuing the implementation of recommended changes that are communally agreed upon. This intentional approach and view towards resolving the ballooning crisis affecting industry practice will ensure that Africa and Kenya, in particular, churns out competence making the business environment vibrant, driving achievement of national security from an economic perspective.

St. Augustine - The truth is like a lion. You don't have to defend it. Let it loose; it will defend itself.

“

HE MENTIONED THAT THE UNIVERSITY WHERE HE OFFERS LECTURING SERVICES PART-TIME CURRENTLY OWES HIM 1.2 MILLION KENYA SHILLINGS AS AN ACCRUED DEBT.



ARTIFICIAL INTELLIGENCE MARKETING (AI) DRIVEN CUSTOMER EXPERIENCE (CX)

Big Data analytics provides marketers with an opportunity to continually monitor and modify large volumes of data, enhancing their efforts in delivering value to customers.



By Dr. Kiprop Kibos
Twitter: @kipropkibos

DR. KIPROP KIBOS, MARKETING LECTURER AT THE COOPERATIVE UNIVERSITY OF KENYA

Most marketing departments operate with one common objective - attracting and retaining customers and ultimately graduating them into partners. This brings quality and customer experience to the forefront, key success factors for businesses. Considering this, companies must walk their customers from satisfaction to experiencing a brand, a state of being that leaves a lasting impression.

Key elements during brand positioning that bring about a wow moment and leave a lasting impression on a customer relate to interaction with the brand, convenient placement, quality and accompanying services such as after-sale service, relationships and interactions with representatives, and the total perceived value achieved during the entire journey.

A clear understanding of the various levels of customer sophistication and the diversity involved during the customer experience journey has become pertinent for companies on account of the business environment experiencing constant dynamic changes. Acknowledging that customer experience implies providing hassle-free and quick interactions that add value to the customer with reference to simplicity and efficiency, companies are automating marketing routine processes to increase operational efficiency and productivity in customer delivery and experience. This involves the application of cognitive computing to analyze and facilitate faster decision-making to offer intelligent support and advice for consistent delivery and provision of excellent customer experience. Specifically, companies are adopting and using intelligent technology solutions

(Alexa, Google Home, and other robotic) to boost the speed and quality of marketing decisions and operational efficiency based on empirical and qualitative marketing data. These intelligent technologies are often deployed in marketing to perform tasks and activities requiring less human interaction, hence Artificial Intelligence Marketing.

Artificial intelligence (AI) is a branch of computing that involves developing and deploying smart machines capable of carrying out activities that most often require human intelligence. It's founded on the belief that human intelligence relating to learning, reasoning, and perception can be defined in a manner that a machine can imitate and perform allocated responsibilities, regardless of their complexity. Artificial Intelligence Marketing is a marketing approach that involves leveraging technology to enhance the customer experience journey in the marketing field. It utilizes online and offline customer data to forecast what customers will do (customer trends) hence giving companies the capability and opportunity to target specific customers with personalized messaging and offers using the right channel and at the opportune time. AI marketing is currently in use across various sectors such as retail, banking, healthcare, among other sectors.

COMPONENTS OF ARTIFICIAL INTELLIGENCE MARKETING

Three essential components power AI Marketing technologies to transform customer data from data collection and analysis to viable marketing strategies that enrich the customer journey. These include Machine Learning (ML), Big Data and analytics, and AI platform.

During a customer journey, a customer generates massive amounts

of data that can be analysed to create their profile. This data can also be used to predict customer reactions, responses, and trends and deliver the requisite customer value. ML assists in effectively analyzing this data, deriving customer consumption patterns and trends and drawing marketing conclusions without or with minimum human involvement

The marketing environment is constantly in a state of flux and complexity, underscoring the value of Big Data analytics and explaining the focus on automation of the collection and analysis of large structured and unstructured volumes of marketing data. Big Data analytics provides marketers with an opportunity to continually monitor and modify large volumes of data, enhancing their efforts in delivering value to customers. Extensive data analysis using the appropriate analytical tools helps marketers accurately understand their customers' tastes and preferences and the dictates of the marketing environment on the customer experience journey.

The effectiveness of any AI Marketing solution depends on the selection of the right AI platform. AI platforms are key in managing and analyzing marketing data to derive insightful marketing information and make data-driven decisions. AI marketing platforms facilitate AI software to think and act humanly and rationally in solving or prescribing solutions to marketing situations such as market segmentation and planning.

APPLICATION OF ARTIFICIAL INTELLIGENCE MARKETING

Companies currently utilize AI Marketing in varied marketing functions such as handling narrow tasks, e.g., advertisement placement, improving the accuracy of marketing forecasts, and amplifying customer experience efforts. It is important to highlight that competitive companies deploy AI at every customer journey stage. For example, when potential customers need identification and information search, AI marketing can target and deliver effective messaging containing product or service features, benefits, pricing, and location to guide and influence their purchase decision. In the subsequent stages of the customer journey, AI marketing can promote upselling and cross-selling to grow the company brand and deliver value to customers, hence reducing customer turnover. Furthermore, AI marketing supports the sales process by using detailed customer data, such as real-time geolocation data, to create a highly customized product or service offers that enhance customer experience. >>

Cont'd from pg 13

Usually, targeted and effective marketing messages are informed by consumer demographics, interests, purchase history, placement, brand interactions, tastes and preferences, and other unique aspects. We also know that consumers respond to different messages differently depending on the type of appeal (emotional, humor, logic, etc.) used. Therefore, AI marketing can be used to analyse these data and track customer messaging to create a customer profile that will enable the company to understand and deliver customized messaging to customers based on their tastes, preferences, interests, location, and purchase history. Indeed, this will increase their conversion and retention rates and, in the process, enhance customer experience.

Companies are now using AI Marketing to transform their customer experience by enhancing product and service offers informed by customer behavior data. This is achieved through AI marketing analysis of customer behavior data and then performing predictive analysis necessary for developing marketing strategies that drive customer engagement at the right customer touchpoints, subsequently shaping Customer experience (CX)

Through the deployment of chatbots and Intelligent Virtual Assistants (IVAs), AI Marketing has facilitated customer interaction through real-time response to simple customer service questions. The software's are a common feature on most online sites, proving their effectiveness as customer service agents. The value added to the customer experience is access to customer support 24/7. In addition to the above, AI Marketing

supports customer service agents in their service delivery by analysing customers' tone and then offering suggestions on differential customer responses.

AI Marketing through predictive analytics enables marketers to make the most out of data collected during a customer journey facilitating forecasting of future customer behaviour. The outcome of such precision in reaching out to customers is that they receive satisfactory and compelling information, influencing their choices and marking the start of a positive customer experience.

BENEFITS OF ADOPTING THE USE OF AI MARKETING

The benefits of adopting the use of AI Marketing include;

- An enhanced customer experience at every stage of the customers' journey. This includes facilitating customization of offers and messaging, enabling customer needs, and delivering the best offers that enhance customer experience.
- Delivery of personalized messages to customers at appropriate points in the consumer journey.
- Identification of customers and transmission of relevant information that redirects them to re-engage with the brand.
- Facilitating a company to scale support across messaging mediums or platforms.
- Access to 24/7 support across every marketing communication channel.

If you don't give the market the story to talk about, they will define your brand's story for you.



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RIDING COATTAILS

THE ROLE AND IMPACT OF INFLUENCERS



Hellen Omukoko
Twitter: @hellenomukoko

Today, we observe that social media savvy individuals can and are playing a significant role in influencing their followers' decisions, opinions, and behaviors, directly shaping customer behavior within any niche.

BRAND STRATEGIST, DIGITAL MARKETER,
ECONOMIST, COMMUNICATIONS MANAGER,
(KTB) KENYA TOURISM BOARD.

THE PIVOTAL ROLE OF INFLUENCERS IN MARKETING

Social media influencers are an important part of today's information network. Why? They act as the first source of information to their followers by making known the unknown and providing with consistency information on new developments. Unlike traditional forms of advertising, information passed on by them is usually regarded as organic and trustworthy.

While connecting and informing are important elements within influencer practice, wielding influence is ultimately about shaping opinions.

A common ideology shared by marketing and communication professionals is that there are three important requirements for influence to be achieved through influencers; that is, the information being transmitted must be trustworthy, relevant, and timely. When a message displays these three requirements, it resonates better with the people creating the avenue for influence.

The role of an influencer in contemporary marketing demands that the influencer maintains consistency in control and persuasion to generate, attract and retain their following. This means they have to be constantly present on their preferred social media platform(s) and consistently post information or content that meets or addresses the needs of their niche target audience.

As we consider their operating environment and its demands, it's important to note that their continuum is diverse, with niches ranging from beauty, tutorials, comedy, skits, vlogs, etc. According to Influencer Marketing Hub, the Influencer Marketing Industry is set to grow to approximately \$16.4 Billion in 2022. This projected growth is being elevated by brands that are steadily picking up the influencer wave even as influencer-driven marketing strategies get advanced and increasingly fronted.

Influencers offer the right attention in marketing and advertising, and in my view, I believe that their service offering is vital for anyone who is trying to get attention for their product/services.

Over the past five years, we have seen businesses virtually transform as e-commerce growth accelerates. This exponential growth can be traced to the growth and role of influencers. How is this even possible? The answer is empirical, and we decipher this from statistics (article on LinkedIn by D. John Carlson) showing us that an estimated 70% of purchase decisions by millennials germinate from peer recommendation. Let's consider briefly why that percentage score for millennials. On average, they spend 7.5 hours on social media (Retail TouchPoints), making the influencers' field day as they push sales.

Why use influencers? Well, the best example that can display their relevance and role in business is the case of the famous Kylie Jenner, where using her online presence and over 100 million followers, Kylie Jenner was able to transform a few \$1,000 into a \$40 million business. How then do we tap into the power of the influencer amidst misconception around their practice? First things first, let's understand that getting it right goes beyond just sending a product and its profile to them. We must get ahead of the game and get the right mix for the best outcome and market advantage. This means that alongside other considerations, the business has to choose the right influencer that has the right avenues for building strong linkages with customers, and for this to be achieved, there should be an exit from the misconception that a brand message must emanate from the business.

Businesses that desire to reap from this type of advertising must therefore embrace the concept of influencers in the advertising space not just for their following but also for creativity. An important factor to consider is that you have to revert to core values, brand safety, and social media diversity when pairing an influencer with a brand.

Overall, social media influencers can publish and amplify content to large audience segments, which is a paradigm shift in business. >>

Picture this, while scrolling through the web or over your social media pages, you come across Oprah Winfrey marketing a holiday destination on her account. Does this not create a sense of interest, the need to buy into whatever she is selling? That is the power influencers wield in the marketing space.

THE DIGITAL & INFLUENCER BLOOM ERA

The world has experienced several revolutions that have birthed varied eras. Today, we are riding on the Fourth Industrial Revolution (4IR), the foundation on which we speak of a digital age.

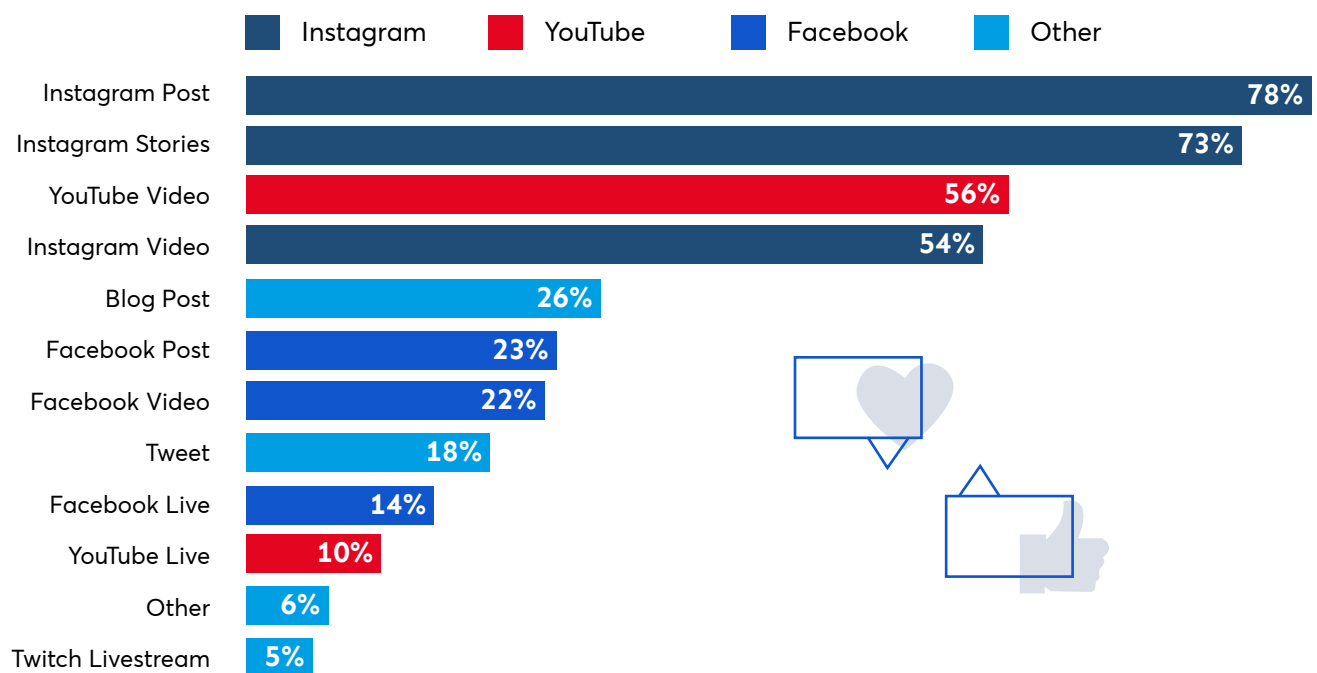
Let's go back to when there was no internet and visualize advertising and marketing practice within the purview of this rigid viewpoint. Now let's try and recall the last time we made a purchasing decision because of an ad in the newspaper or the billboard, and your guess is as good as mine. Hardly are current consumer behaviors and trends shaped by orthodox advertising and marketing. This now brings to the discussion table social media bloom and the concept of influencers in advertising and marketing.

The idea of influencers as part of the marketing strategy is no novice. However, the advent and proliferation of social media has given more people an opportunity to become influencers, regardless of whether they are set out to be influencers or not. Today, we observe that social media savvy individuals can and are playing a significant role in influencing their followers' decisions, opinions, and behaviors, directly shaping customer behavior within any niche. On account of this determination, it is an error not to invoke a dialog on the role of influencers in marketing.



Instagram Is a Favourite for Influencer Marketing

% of marketers who believe the following formats are most effective for influencers



Source: Statista

Cont'd from pg 17

They have rightly earned the reference of being the new royalty because of the power that resides in their endorsement.

As we wrap up this conversation, let's bring to the forefront a corporation that has embraced this new concept of influencer marketing, the Kenya Tourism Board (KTB). KTB has engaged influential international personalities such as Richard Quest, Jack Ma, Barrack H. Obama, Fred Finn, Pope Francis, and Kipchoge Keino as influencers championing and marketing Kenya as a tourist destination. Away from the international scene, we see how local influencers have become part of the blend as musicians, comedians, and content creators make entry into their strategy.

Conclusion

The role of influencers is gradually gaining traction and credibility as the X-factor in the new marketing era. Therefore, since we can't wish away this transformative shift and neither can we go back in time and stop it, then it's the ultimate time to review our marketing strategies and take advantage of the opportunities this new concept offers.

CONTEMPORARY ROLE OF MARKETING



Florence Ochola
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It is essential to underscore that today's marketing practitioner must be broadminded, interact with variety in the knowledge space, and keep in touch with trends and their shifts to dispense value to a business.

FLORENCE OCHOLA - LEADERSHIP & STRATEGY INNOVATOR MARKETING CONSULTANT AT HUMAC BUSINESS MANAGEMENT.

Contemporary marketing is the present and future of every organization. It is basically the ability to harness all the capabilities of an organization providing the best experience to consumers. This definition contradicts the traditional understanding of marketing which was based on an isolated observation of business elements. However, going by this definition, we observe a perfect blend of elements that act as the basis for understanding marketing today.

If we analyze marketing as understood nearly a decade ago, we can quickly identify the simplicity of its definition - buy low and sell high. However, as the business environment experienced rapid changes, this pedestrian definition has been overrun, demanding a clear separation between purchase intent and actual purchase. Additionally, the changes have made it clear that businesses must arise above knowing the customer and start to monitor the customers' trends or consumption patterns intentionally, appreciating the shifting demographics. I can submit that the traditional marketing role was to know the customer, but today's contemporary role has shifted marketing into a significant position hosting endless objectives.

As we know it today, marketing has expanded its mandate or evolved exponentially, gaining greater responsibility in delivering a complete brand experience and managing key business relations. These responsibilities have accentuated the need for employees to understand how their specific roles link to marketing functions. Besides, the continued changes have pushed for redefinition on understanding, communication, and delivery of benefits to an array of customers, forming the basis on which we comprehend the contemporary role of marketing.

Considering the above introduction, it is imperative that organizations move away from the pre-conceived notion that 'marketing departments' are support functions. This perception stifles the

strategic capability of the marketing unit, which has and hosts significant intellectual capacity that fosters growth and sustainable innovation. As a result of this strategic capability, marketing has become a crucial game-changer for businesses that have understood this fundamental truth. It is essential to underscore that today's marketing practitioner must be broadminded, interact with variety in the knowledge space, and keep in touch with trends and their shifts to dispense value to a business. Today's scope of knowledge required of marketers has increased manifold, demanding out-of-the-box or rather innovative thinking. If this opinion is debatable, then I suggest that you take time to deliberate in-depth on how marketing professionals are impacting the business environment.

As we consider the above, we must appreciate that contemporary marketing is customer-driven by nature. Further, it is a strategic partner for businesses that has exited the isolation of being only a service provider to increasingly being credited or criticized for corporate successes and failures. The strategic partner role is integral in every aspect of running a business and cuts across brands, advertising, public relations, etc. This marks the role and place of marketing in organization growth and questions classroom theories vis-à-vis their application in the real world. At the backdrop of technological advancement, this evolved function has shifted focus from mere attraction of new customers to building loyalty, subsequently creating a sustainable business model.

Let's take a brief look at two drivers of the evolving contemporary role of marketing, and on this dialogue, we focus on influencer marketers and personalized Apps.

Many organizations are utilizing macro and micro-influencers who can intimately reach their consumers. The objective of this business partnership is simple - build brand loyalty. Better still, many companies are now actively engaged in developing applications that ease the purchasing process and enhance customer experience. At the comfort of your handset, without the hustle of long queues and wait lines, customers can now interact and consume

various products and services at a touch of a button. These milestones significantly impact the business environment and accelerate e-commerce. If we consider the impact of such trends, we bring to our case study the banking and services industry where old and robust brands have had to rebrand to accommodate the new and changing market with a unique and rapidly evolving pattern. Glovo, Akili Network, Twiga Foods, Total Energies, KBC, I&M, and Airbnb, are practical examples to guide your thinking on my thought trail. An interesting observation is that at the heat of Covid-19 and associated restrictions, the technology space registered admirable Returns on Investment (RoI). Besides, even Government institutions/agencies had to adopt contemporary marketing approaches to continue offering services to citizens, e.g., NHIF & Kenya Power. The ripple effect of these changes facilitated the upward growth for the tech and digital media space.

Conclusion

Marketing has undergone a paradigm shift with the advent of the internet, computer, and social media. It is a shift that has enabled marketing functions to expand and penetrate various practices. Considering this indisputable fact, organizations must formulate well-defined strategies that facilitate marketing activities.

Marketing notions held in yesteryears do not apply in today's contemporary and fast-changing world. Therefore, it is of great interest that marketers are able to look over the shoulder of the customer and not the customer and give the world's best elevator pitch that delivers nothing but trust. However, the playing field has changed, and all this might be achieved while you are wearing your headset Skyping across the globe.

As you contemplate the issues raised above, I must make a clarion call to business owners. If you desire to make your business sustainable, achieve dynamism and compete effectively in the contemporary business environment, you must consider your investment levels to marketing. However, if not convinced and perceive contemporary marketing as a farfetched thought, it will be to your loss since you will be driving in the dark blindfolded and the associated risks to this state of being are catastrophic.

Marketing is not just important, but it's one of the most important functions for your business!

A WILD CARD

RUN THIS SIX-PART TEST TO KNOW IF AN INFLUENCER IS ACTUALLY INFLUENTIAL

There's a difference between an influencer and someone influential. The commonly agreed-up definition of an influencer is simply someone who has many followers on social media. But if that person cannot motivate those followers to take action, they're just influencers and not influential.

The Rosetta Stone of influencer marketing that is the key to deciphering whether an influencer is influential has long eluded many of us. The brands that seem to find true influence in their creator partners often seem to do so by happenstance.

But it doesn't have to be that way. In fact, the secret decoder ring to identifying truly influential influencers has been under our nose all along.

THE PRINCIPLES OF PERSUASION

Dr. Robert Cialdini wrote perhaps one of the most impactful books about influence marketing in 1984. Yes, you read that right. Influencer marketing has been around for a long, long time. We just didn't call it that, and social media is just a more modern channel through which it happens.

His seminal book on persuasion published then was, not ironically, called *Influence*, has sold well over 5 million copies worldwide. Its newest edition, out last year, currently ranks as the No. 2 best-selling marketing book on Amazon.

In it, Dr. Cialdini revealed the Six Principles of Persuasion (which the latest edition amends to seven). The principles are:

1. Reciprocity
2. Scarcity
3. Authority
4. Consistency
5. Liking
6. Consensus (now called Social Proof)
7. Unity (the new one)

THERE IS YOUR ROSETTA STONE!

HOW THE PRINCIPLES OF PERSUASION CAN DECIPHER TRUE INFLUENCE

Applying Cialdini's principles as an influence marketer, one can quickly judge a given online influencer's ability to persuade their audience to take action. In my book, *Winfluence - Reframing Influencer Marketing to Ignite Your Brand*, I tell the story of Arii. She was a 17-year-old fashion influencer with over 2 million followers in 2017. She decided to play her entrepreneurial card and launch a clothing and apparel line. Arii then famously posted a lamentation to her fans that no one bought her stuff.

Using Cialdini's Principles of Persuasion, I reviewed her content and behavior leading up to the launch and explained why she was an influencer but not influential.

You can do the same with the influencers you're selecting for your influencer marketing efforts.

Here is a look at each principle and how you can suss out whether your influencer candidates have true influence or not.

BRAND STRATEGIST, DIGITAL MARKETER, ECONOMIST, COMMUNICATIONS MANAGER, (KTB) KENYA TOURISM BOARD.

Reciprocity

Simply put, does the influencer give to get? Are they providing value to their audience with their content? Are they responding to feedback and input from their fans? Do they lift up others in their content? Those that are singularly devoted to themselves in obvious ways are likely to be less influential, regardless of how many people follow them.

Scarcity

When the influencer promotes a product or service, do they leverage the principle of scarcity to create a sense of urgency among followers to respond? Or, do they reward only a certain number of fans with exclusive content or interaction as a reward for being the most active? If they do, they understand how to manipulate their audience to respond.

Authority

Is the influencer seen as an authority, not just by their followers, but by others in their vertical? Do they speak at events? Appear on podcasts? Are they interviewed or quoted by traditional media? Those who call themselves experts are typically not referred to as such by others. You want to deal with the latter of those.

Consistency

Does the influencer have a pattern of behavior in moving their audience to take action? Do they routinely ask their followers to go to websites, download content, or purchase products? What's the engagement like on those posts? If it's good and they do it with some level of consistency, their audience is conditioned to respond.

Liking

Research shows that audiences who know more about the person making the ask are more likely to respond to that request positively. Does the influencer reveal themselves in genuine ways to their audience? The more the audience knows about the person beyond the content, the more likeable they are, thus becoming more persuasive.

Social Proof

Consensus, or social proof, is perhaps best judged in two ways: How many people engage with the influencer's content (engagement rate), and do other influential people think of them as influential. Like authority, you're looking for evidence that other people think this influencer is da bomb.

Unity

The newest of Cialdini's principles, unity, refers to whether or not the audience has a sense of belonging to or with the influencer. Does the influencer illustrate that his or her audience is their "tribe?" Do they often explain that their fans mean more to them than other people? Is there a greater unifier at play, like this influencer, is a proud arsenal supporter, or even Lakers fan? Those who have a bond with their audience through some larger principle are more likely to move them to action.

APPLYING THE PRINCIPLES OF PERSUASION TO YOUR INFLUENCERS

Now that you know what to look for, you have to do the work. (There isn't an Easy Button.) Take the time to review your influencer's feeds' content and comments sections. Look for the queues of each principle. If more than two or three of them emerge as obviously present, you've probably got an influence partner worth pursuing. The more, or the more pronounced the principles are, the more confidence you can have in choosing them to partner with your brand.

Article published in partnership with Tagger media



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ONLINE REPUTATION MANAGEMENT

SOCIAL MEDIA USE DURING A DISASTER

It is, therefore, important to avoid using vital hashtags during a crisis if you are not actively involved in the event and approved to disseminate information.

People have always wanted to discuss disasters, from sharing firsthand accounts to desiring to know how they can assist in the aftermath. Interestingly, disasters and emergencies bring us together in a way that few other events do. The emergence of social media has made sharing and access of information easy and fast. Unfortunately, this ease has led to the availability of unverified, misleading & confusing accounts on events when accuracy is most needed. This brief article will outline a few considerations on ensuring responsible engagement on social media during a crisis.

How to engage in social media posting during a crisis

When posting information on an ongoing crisis, it is important that you are responsible and non-hindering. To facilitate this, always:

Avoid sharing images of injured or deceased persons.

While images accurately capture a situation, they are more potent than words. Therefore, it is important to become sensitive to the people who will view such images understanding that the next of kin are also potential consumers.

If we consider investigations where criminal activity has orchestrated the event, sharing such images can hinder investigations. Besides, we cannot overlook character assassination aspects that follow those caught up in the disaster.

Check the accuracy of your information

The Covid-19 pandemic is a perfect example of how social media can host mistruths that stifle solutions. While this is not unique during a crisis, it poses a great risk, more so at the onset when there is little time to trace and verify the streaming sources of information.

The rule of thumb is that don't post anything unless it has come from an official source, e.g., a company's official website or social media sources, emergency service providers or Government sources, etc.

Try to avoid using hashtags

Hashtags are a great way to share your tweets or posts with audiences interested in the particular event. However, reckless use of hashtags, especially during the response phase, can become problematic.

How? Using a vital hashtag to comment when you are not impacted or responding to the disaster or emergency affects the effectiveness of important posts being sent out by officials or emergency managers. Additionally, using such hashtags in your engagements can hide or obscure SOS posts from people impacted by the disaster.

It is, therefore, important to avoid using vital hashtags during a crisis if you are not actively involved in the event and approved to disseminate information.

Be sensitive to the situation

While seemingly obvious, it is important that this particular requirement is emphasized.

Social media has a host of opportunities during a crisis but also tends to bring out the worst in people. We observe this when we consider trolling, abuse, and use of hateful content, etc. Considering this, whenever you come across such offensive reactions, ensure to report them through the mechanisms provided by the given social media platform.

Ask yourself,

"Can this post wait?"

If it can wait, let it wait. A decision to hold back communication ensures that social channels are kept clear, thus facilitating the flow of emergency information and important news.

If it cannot wait, consider the most effective medium to transmit your message, e.g., email, phone call, etc., and make use of it.

Conclusion

At any given time before you hit the post button, always ensure to refer to the guide provided above.



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DERIVATIVES

MARKETING PLANNING AND FORECASTING

Key to underscore on budgets is that any variations or adjustments must follow laid out procedures for approval not to frustrate the achievement of set goals.

Eisenhower Planning contributes significantly to success. It is a process that dictates the need to adopt a futuristic and systematic way of dissecting our environment. This requirement is not unique to an individual rather duplicates within the business environment. Acknowledging the above, let us deliberate on the place of planning in change.

Phillip Kotler stated that when conditions change, a corporation does not need to modify its goals. Whenever a company experiences an impactful change, the first line of defense is altering the company's strategy and budgets. If this fails to deliver the expected outcome, reviews on approaches continue, and in some instances, this may require a rethinking of the company's objectives. Bearing in mind this and based on my observations during change, organizations that use a standard marketing plan format yield the most positive results. This outcome is achieved because of the opportunity to compare different marketing plans to this standard format and adjust the plan in good time where necessary. In consideration of this, what steps should an organization adopt to ensure that the marketing plan registers success?

i). Carry out a situational analysis/ SWOT analysis

This involves an examination of the macro and microenvironment within which the organization operates. The examination is followed by a SWOT analysis where the organization identifies its weak links, strengths, opportunities, and even threats that can cripple the business. The outcome of the SWOT analysis is beneficial in positioning and gaining a competitive edge.

ii). Set strategic goals/objectives

Referring to the findings derived from the SWOT analysis, the organization should deliberate upon

the goals to be set to guide business. These goals should be SSMART - Strategic, Specific, Measurable, Achievable, Relevant, and Time-bound.

It is essential to underscore that these goals should give clear direction, guide on tactics/ strategies to be deployed for business success, and project on resourcing requirements.

iii). Prepare a budget

Each goal has a cost involved, and as such conclusive budgets must be formulated.

Let us assume that the goal required specific marketing activities to drive its achievement. The in-charge, e.g., Marketing Director, has to ensure that they prepare a budget, stay within the budget provisions, and achieve Return on Investment (RoI) or expected output. This draws into the discourse the value of project management skills for marketers. Such skills ensure that there are best practices in handling finances within a business. An example of a best practice is the consistent reconciliation of marketing budgets.

Key to underscore on budgets is that any variations or adjustments must follow laid out procedures

for approval not to frustrate the achievement of set goals.

iv). Establish control mechanisms

The organization must develop review periods and measures to determine whether it is meeting set objectives. When performance is lagging, it's time to rethink so as to get back on track.

Kotler, P., & Armstrong, G. (2013). Principles of Marketing (16th Global Edition) - Some may believe that marketing planning is a straightforward, step-by-step procedure. However, it is a multifaceted, complicated, cross-functional activity that affects all aspects of organizational life.

We have deliberated expansively on planning; however, let us take a moment to look at forecasting.

FORECASTING

Shorter product life cycles have evolved from the rising diversity of consumer needs in a fast-changing environment, making it difficult to manage profitably.

In most markets, distribution patterns have shifted considerably, with competitive pressures increasing as activities become more geographically dispersed and expand to international borders.



ONE CAN CONSIDER THEIR SALES CYCLE, FOR EXAMPLE, AND DELIBERATE ON WHETHER THEY SHOULD DEPLOY QUANTITATIVE EXTRAPOLATIVE METHODS. WHY? THE STAGE OF THE PRODUCT IN ITS LIFE CYCLE INFLUENCES THE FORECASTING APPROACH.

AN INNOVATIVE AND SEASONED MARKETER, BOASTING A VAST EXPERIENCE AND PASSION IN SALES MARKETING, MARKET RESEARCH AND TRAINING AND DEVELOPMENT.

The PESTEL environment in which managers must function today has become turbulent and changeable. Besides, the amount of data and information available has increased dramatically, and processing networks have become more complex. As a result of this, forecasting is more crucial than ever.

Forecasting is examining a firm to foretell future trends, traits, and figures in your target market. It must be done correctly using proper techniques because the repercussions of getting it wrong can be disastrous for a business. To select an appropriate technique, one considers four primary variables. These are;

i). Level of precision

The higher the risk of a decision based on a forecast, the more accuracy required and, as a result, the higher the cost.

ii). Facts and information available.

iii). Time horizon

One can consider their sales cycle, for example, and deliberate on whether they should deploy quantitative extrapolative methods. Why? The stage of the product in its life cycle influences the forecasting approach. If one selects to employ time series, for example, it will apply to organizations in the maturity stage since there will be more information and data.

I have established two effective forecasting techniques in my research study journey: quantitative and qualitative. It is unlikely that these techniques can effectively achieve their mandate independently throughout an entire process, thus the need to combine a purely mathematical approach and an intuitive approach. For example, it is effortless coming up with an equation that will statistically extrapolate the world population up to 2030. This, however, presents rigidity in considering other elements that might affect the world population. Remember the Covid-19 pandemic and its death rate? By this, we note the need to factor all other possibilities/likelihoods/events that vacate a strict mathematical approach.

As we conclude this discussion, management should collate relevant data in predicting the future. As such quantitative and qualitative techniques such as expert opinion and market research should be paired up for the most precise forecast results.

CONCLUSION

Organizations should consider competition to drive their business direction and involve stakeholders in planning and application. The involvement of the various stakeholders depends on the phase; however, employers should involve employees during all stages through set communications channels to ensure a sense of ownership in driving business towards the achievement of set goals.

In addition to the above, the most important activity is monitoring results during implementation. This should be followed by consistent communication on progress.

PRODIGY DESIGNS

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CUSTOMER EXPERIENCE

Solutions • Information • Value • Access

CUSTOMER EXPERIENCE

HOW TO PREDICT YOUR CUSTOMERS' LOYALTY



Esther Karuku
Twitter: EstherKaruku



CUSTOMER RETENTION IS THE PROCESS OF ENGAGING EXISTING CONSUMERS TO CONTINUE BUYING PRODUCTS OR SERVICES FROM YOUR BUSINESS.

What if you could foretell with 80% certainty whether a relationship will last or not? What would be your next course of action?

Well, this is no longer a hypothetical question. With Artificial Intelligence (AI), specifically Artificial Neural Networks, you can predict a customer's retention with a high level of accuracy. A study by Bain and Company revealed that a mere 5% increase in retention rates can increase your profits by up to 95%.

Customer retention is the process of engaging existing consumers to continue buying products or services from your business. The opposite of this is customer churn, which you don't want.

Generally, churn is the number of individuals who leave a collective group during a given time period. For instance, the number of employees leaving a company is the employee churn. Customer churn rate or attrition rate is the percentage of customers the company has lost over a given time period.

Are you keeping tabs on your retention vs. attrition rates? The simplest way to calculate churn is $(\text{Lost Customers} / \text{Total Customers}) \times 100$. It's not complicated.

Case Study - Meet Mwende

A few years ago, Mwende launched a hair salon business. Her total number of customers at the start of one month was 120. At the end of the same month, her customers dropped to 105. She had lost 15 customers. Her churn rate was $(15/120) \times 100 = 12.5\%$.

When Mwende investigated the loss of customers, she discovered the cause and implemented corrective and preventative measures that shot up her profits. In time, she expanded her business and opened a chain of salons across major cities in East Africa. Due to the rapid business growth, she now needs an adaptive system to track her retention and attrition rates. The system will anonymously capture her customer's data in accordance with the Data Protection Act. With the data curated over a year or so, data analytics techniques such as the Artificial Neural Network mentioned earlier will be used to develop a predictive model.

Part of the data will be used to train the algorithm and some of it to test accuracy. When the model is ready, it will predict (to a certain degree) whether a person walking into Mwende's salon will be a short or long-term customer.

The model does this by combining several data points. For instance, a 19-year-old lady will probably be classified as a short-term salon customer as she'll move away to attend college soon. The algorithm explores multiple dimensions of the data to make predictions. The accuracy of the forecast depends on the quality of the data. Thus, the more complete the data, the better. Missing values and incorrect information lead to inaccuracies in prediction.

Mwende is now flourishing. Her hair salon business is smashing continental success. She attributes her success to tenacity and the ability to track her growth metrics early on.

CONCLUSION

Keep tabs on the numbers in your business, regardless of the size of your company. They tell a story and help you connect the dots.

MANAGEMENT CONSULTANT AT AMIRA ANALYTICS — TOP LEVEL BUSINESS CONSULTING, TRAINING NON-TECHNICAL TEAMS IN BUSINESS ANALYTICS, PRECISION LED INNOVATION THROUGH MACHINE LEARNING, BUSINESS PROCESS MANAGEMENT (LEAN SIX SIGMA) RE-ENGINEERING PROCESS FLOWS TO MAXIMIZE EFFICIENCY.

LEVERAGING CORPORATE ADVERTISING & MPR TO BUILD CUSTOMER ENGAGEMENT



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In the 18th and early 19th Centuries, marketing was perceived as a discipline concerned with positioning products to the market. It was argued that communication with the customers was a one-way process intended to persuade the prospect or customer to patronize the firm's product or service to boost sales. On the other hand, public relations existed to produce goodwill with various public-excluding customers- so that these publics do not interfere with the firm's profit-making goal. Nonetheless, towards the end of the 20th century, organisations increasingly started integrating the two disciplines under the Integrated Marketing Communication (IMC), which places public relations- what we now know as corporate communication- as a discipline in marketing alongside advertising, direct marketing, and sales promotion. This gave rise to two competencies that present-day marketers should possess - Corporate Advertising and Marketing Public Relations.

Marketing Public Relations (MPR) focuses on marketing

coverage activities such as advertorials, trade shows exhibitions, sponsorships, and events. In contrast, corporate advertising is paid advertising by the firm where the company emphasizes its products or services. Simply, corporate advertising is concerned with corporate branding.

With the adoption of computer technology and the cyber-revolution in the 21st-century, corporate advertising is no longer limited to radio, TV, billboards, newspapers, and magazines. Today, marketers operate within an online environment that provides immense opportunities for corporate brand building with customer engagement as the ultimate goal.

Customer engagement is the emotional connection between a customer and a brand. It has been established that highly engaged customers demonstrate brand loyalty by buying more and promoting the brand to others. Therefore, this shift requires that marketers devise strategies that produce goodwill with the firm's customers & prospects.

How then can marketers use digital platforms for corporate advertising and MPR to create an emotional connection between the customers and the brand? Here are a few ideas.

Customer testimonials

A customer testimonial is an endorsement from a satisfied customer affirming a corporate brand, a product, or a service. Brands are increasingly moving from just using text reviews in their digital assets to running video reviews on paid, earned, and owned media.

An example is the Equity bank video campaign dubbed #BegaKwaBega, where

customers who benefitted from the bank's loan restructuring plan during the height of economic disruptions occasioned by Covid-19 share their experiences.

Social campaigns

Brands engage in social campaigns through brand storytelling. This entails using a story to connect a brand to its customers by linking its values to the customer's values. The best way to connect with your customers is by telling powerful real-life stories. If you are looking for inspiration, take a look at APA insurance Kenya's #Asante video campaign.

Advertorials

An advertorial is a blend of an advertisement and editorial. It refers to an advertisement written or published in the form of editorial content. A great editorial delivers the benefits of promoting the company's product or service while also providing valuable and detailed information to the readers.

Marketers should actively look for advertorial opportunities, and the best place to begin is by identifying a publication that offers advertorials for your industry. For instance, at the beginning of the year, the Daily Nation and Standard Newspapers published a special feature focusing on the Savings and Credit Cooperatives (SACCOs) industry. This provided an opportunity for players in this industry to highlight their products and milestones in the form of paid adverts and an equivalent free editorial, making it an advertorial.

Corporate blogs

Blogs are in-house informational pieces running on owned media such as the corporate website. A typical blog presents brand, product, or service-related content in the form of text, video,



DESPITE MARKETING GRAVITATION TO TECHNOLOGY TO OFFER SERVICES, IN MY OPINION, MACHINES WITH HUMAN CAPABILITIES MAY NEVER ENTIRELY SATISFY THE HUMAN CONNECTION THAT CUSTOMERS DESIRE.

a company's products and services using public relations techniques; however, MPR can also build the overall corporate image.

Although MPR largely entails using nonpaid communication techniques to encourage purchase, such as blogging, periodical newsletters, and speaking engagements, it may also include paid third-party

or image (one can also blend the forms). Most blogs provide commentary sections allowing the readers to engage with the subject matter.

Additional benefits of corporate blogging include increased brand visibility and organic website traffic, which support business sales and revenue growth goals establishing the corporate brand as an industry authority.

Newsletters

Unlike a blog which concentrates on one main topic of interest, a newsletter is a more detailed report containing news regarding various activities of the organisation. It is shared with the organisations' stakeholders using direct means like email marketing or hard copies to stakeholders during meetings. The newsletter can also be uploaded onto the company's website for download. It is key to highlight that a periodical newsletter works best.

Expert interviews

An interview is essentially a structured conversation where the interviewer asks a set of questions, and the interviewee provides answers. Interviews are best for

breaking down complex information into easily understood and engaging content, for instance, explaining a service process. The interviews may be presented to the intended audience either in the form of text or video interviews published through the company's digital assets and optimized for wider reach and engagement through sponsored ads.

Event Marketing

Despite marketing gravitation to technology to offer services, in my opinion, machines with human capabilities may never entirely satisfy the human connection that customers desire. Therefore, there is still a need for event marketing, also known as experiential marketing, which allows customers to have direct interaction with the brand's representatives, and this contributes significantly to the emotional connection between a brand and its customers.

Events can be held virtually and this includes webinars, or they may take place offline in the form of themed trade exhibitions, live events, or physical meetings to promote a brand or its offering.

Experiential marketing provides an opportunity to connect with prospective

and returning customers and provides customer data that is the basis for future personalized and data-driven marketing.

Corporate Social Responsibility (CSR)

Businesses practice CSR for strategic or ethical purposes. This may be through engaging in charitable activities that positively impact society or adopting ethically oriented business practices that reduce business and legal risks. As a strategic initiative, CSR contributes positively to a brand's reputation.

CONCLUSION

Notwithstanding today's dynamic marketing environment and shifting consumer patterns and trends, one cannot ignore the value gained when customers connect with brands and form an emotional bond. It is, therefore, important that marketers strategically utilize MPR and corporate advertising to build lasting emotional connections between their brand and the customers by using available digital platforms and traditional media to reach their customers and prospects.



HOW TO BUILD BRAND LOYALTY

A customer's attention is grabbed when a company deploys well-formulated marketing programs.

Brand loyalty is the tendency of customers to select a given product or service consistently over a period of time instead of an alternative competing with the product. It's a predisposition that arises from brand trust rather than financial reasoning/capability, which is drawn from the perception a customer holds over the brand and one attributed to the customer's experience, the company's values, and reputation built over time. In summary, a company's contribution and effort lead to customer retention and brand loyalty, establishing the foundation for continued business. The flipside for companies that fail to achieve the desired threshold on customer retention is that they must spend more through marketing budgets to drive business.

There are several ways through which a company/organization/association can build customer loyalty; however, we will consider a few actions/features/considerations that direct a company towards achieving customer loyalty.

Follow-up on customers after sale of goods and services

This deliberate action has a direct and positive impact on customers. Why? It makes them happy knowing that a seller was not only interested in the sale but was also keen to establish the aftereffect of the interaction between the customer and the service or product. What this does is that it dissociates the customer from the feeling of resentment and dissatisfaction. It is an act that mitigates the negative impact that comes from customer dissonance and successively builds trust.

Quality and reliability

These two features are costly but are the most influential

drivers for brand loyalty. If we observe brand loyalty, we note that a happy/satisfied customer will always come back and will not be enticed by competing brands. This state of being causes the customer to create referrals through their positive review of the product or service, and this is the basis on which I state that these features are the most influential.

Building trust through straight marketing communication

This demands that reputation management be taken seriously alongside creativity in communication. An example of creativity is when the tone of voice in brand communication is personified. This embodiment of communication leads to stronger brand association and builds brand trust when consistency is maintained. In summary, building trust through straight marketing communication leads a customer's mind and eye towards trust.

Grabbing attention

A customer's attention is grabbed when a company deploys well-formulated marketing programs. These marketing programs should include offers and might also incorporate loyalty programs that reward patronage, e.g., loyalty cards.

Maintenance of good relationships with customers

This involves responding to inquiries and requests, ensuring consistency in communication, embracing quality communication, and using ideal communication channels, e.g., digital platforms, company websites, etc. When this activity is combined with offers and displays an understanding of the company

on changing marketing trends and customer consumption patterns, it becomes a good ground for building loyalty and even developing other strategies that fortify the gained loyalty.

Creating and involving communities

No business exists in isolation. All businesses are established within communities, and as such, initiatives in building brand trust and loyalty must commence at this level. This strategic business approach makes a community to become a company's greatest support and advocate.

Ensuring brand consistency

Loyal customers build perception on brands with every interaction, and this is based on their specific experience with these products or services. In addition to this, key to note is that packaging and colors also inform the physical brand image and communicate. By this, we can perceive that brand consistency plays a crucial role in capturing customers and supports the customer experience driving towards brand loyalty and trust.

Delivering value

This is achieved through the production or provision of high-quality products and services. It is important to appreciate that a loyal customer requires a product or service that delivers on their expectations and exceeds their expectations. Further, maintaining value also positively facilitates the introduction of other products or services into the same market as product diversification takes route.



CUSTOMER RETENTION IS THE PROCESS OF ENGAGING EXISTING CONSUMERS TO CONTINUE BUYING PRODUCTS OR SERVICES FROM YOUR BUSINESS.



Kahiga Kahiga
Twitter: @KahigaKahiga

KAHIGA KAHIGA MBA, ACIM, MSK.
BRANCH SALES MANAGER AT
AUTOMOBILE ASSOCIATION OF
KENYA AND MARKETING ASSISTANT

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BRAND SALIENCE

GENERATION Z CONSUMER

This generation has a great love for technology and gadgets and is more often driven by the digital space, with their primary consumption being Instagram, YouTube, and TikTok, unlike Millennials who are stuck on Facebook.



Barbara Omwami
Twitter: @babaraomwami

A few weeks ago, I had an opportunity to sit over a meal together with a Generation Z. Throughout the entire meeting, I realized that our perspective of life was completely different. However, my worldview was not far from his father's, whom he proudly attributed to his achievements during our conversation. I am a Generation Y, commonly referred to as Millennial, and his father, if my assumptions are correct, is a Generation X. Back to our conversation, the young lad mentioned that he had invested Ksh 600,000 towards purchasing a motorcycle. This surprised me because, in my opinion investing in a parcel of land presents more investment benefits. I can bet you that his father would also ascribe to my school of thought on this matter.

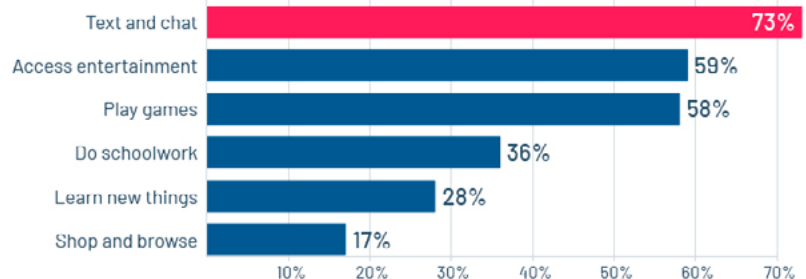
Generation Z is the generation that preceded the Millennials and was born after 1996 and is before Generation Alfa. The oldest ones are in campus or have just finished campus and are ready to take on the world. This generation has a great love for technology and gadgets and is more often driven by the digital space, with their primary consumption being Instagram, YouTube, and TikTok, unlike Millennials who are stuck on Facebook.

Out of concern, I asked the lad why he chose to spend such an amount on the particular asset instead of securing their future through land purchase. His response brought to the forefront some fundamental truths about the generation.

These are;

- They value experiences and thus do things that make them happy. They live for the moment since tomorrow is unknown to them. They attach deep value to things that make them happy and inspire them, such that they do not mind spending money to experience these moments or recreate them.
- The inclination towards valuing experiences has gone a long way towards the power and influence they yield in shaping shopping patterns.
- Technology, gadgets, and convenience, having been born in the internet era, drive them.
- As can be observed, they are constantly online browsing for products, latest on devices, and combing through trends to re-invent themselves while keen on getting the best deals on their purchases. This

What Do Gen Z Use Their Internet-Connected Devices For



99 FIRMS.COM

Source: IBM

unique behavior has catalyzed the growth of e-commerce by boosting online purchases from a local and international perspective. Interestingly this generation has adopted sound financial habits by tracking their expenditure through various applications, maybe because of having been born at the heart of a global recession, economic downtime, and pandemic that have facilitated great financial difficulties that they have observed.

- They love in-store shopping, which has qualified them to be omnichannel.
- They are not motivated by money rather by value.
- This inclination makes them attach value to what is important to them and influences their shopping patterns, careers, and employers. Considering this fact, brands and companies must earn their trust by developing solutions that align with their values.
- They have a fierce sense of social justice.

According to a White Paper by NCR, "Generation Z the Big Picture," what

sets this generation apart the most is its fierce sense of social justice. Generation Z also referred to as Gen Zers, want to see businesses mirror their values, and they'll "join" brands that lead the charge in making the world a better place. By this, companies need to make sure their motivations are sincere because Gen Zers see through disingenuous marketing practices and take their business elsewhere. Based on this, a business must avoid hopping onto social issues for the trend, and if they have to, they should retain transparency on how and why they are supporting a specific issue. Additionally, companies must be receptive to owning mistakes they make.

CONCLUSION

Looking at this generation, we observe their influence and command that is impacting shopping trends and preferred partners. Considering that they are tomorrows' consumers, brands have to develop and align products with this generation's needs and value system and be positively engaged in building solid and transparent relationships with them.

THE 2022 MSK MARKETING

STUDENT CONFERENCE AT A GLANCE

PAVING THE WAY

THE MSK MARKETING STUDENT MENTORSHIP CONFERENCE

MSK launched the Marketing Student Mentorship Program on 4th of March 2022 at the KCA university.

Themed '**NURTURING THE NEXT MARKETING MAVERICKS**', the event aimed at encouraging the marketer at university level to confidently take up marketing as a profession and pursue it with excellence through interacting with those of like mind and learning from those with proficiency in the field.

The event brought together a total of 161 students from different universities including Nairobi University, Technical University, Maseno University, KCA University, Kenyatta University, Machakos University, Kenya Methodist University, ADMI, Kenya Institute of Mass Communication, Strathmore University, JKUAT, Zetech College University, and Dedan Kimathi University.



THE 2022 MSK MARKETING

STUDENT CONFERENCE AT A GLANCE



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TRANSFORMATION

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FORECASTING

TRENDS & TECHNOLOGIES THAT WILL SHAPE 2022

COVID-19 has shown us how our world is constantly changing, and how businesses must adapt to stay competitive and meet customer needs. If you can't anticipate correctly what customers will be looking for or how the market will be evolving, your business will have a hard time staying afloat. With the uncertainty brought about by the pandemic, new business trends are emerging, and understanding them can help your small business find its footing.

From 5G and the Internet of Things to the blockchain, new technology trends are creating a digital transformation for companies on a global level. Here are key trends set to shape the way we do business in 2022:

- 1. E-commerce:** Having an eCommerce business is no longer a luxury, it is an essential requirement for any business in the post-pandemic years. In this pandemic year alone, global eCommerce retail sales grew by more than 25%, according to a study by Finances Online. For your retail business to survive, there must be a provision for online shopping.
- 2. Social media:** Many consumers now use social media to not only make purchase decisions but also to make the purchase itself. In 2022, it is predicted that the use of social media for purchasing will become more widespread among modern users on features like Instagram Shopping and Instagram Checkout. According to most observers, Instagram and TikTok will have fully functional e-commerce platforms with built-in affiliate networks by 2022.
- 3. Influencer marketing:** If you haven't done so already, you should invest in influencers come 2022. Influencers, both large and small (micro-influencers), strengthen your business and its credibility by providing awareness, relevance, and endorsements.
- 4. Hybrid workplaces:** Having a hybrid workplace where employees can choose their optimal work schedule as well as whether to be remote or in-person will be a big trend in 2022. As an employer, you will need to embrace the multi-generational employees who have different value systems and who view 'work' very differently.

According to most observers, Instagram and TikTok will have fully functional e-commerce platforms with built-in affiliate networks by 2022.



Vincent Nyagah
Twitter: @vinnietonito



- 5. Google:** Maximum utilization of Google is the game-changer for 2022. This includes Google My Business, local services, ads, and search engine optimization. Small-business owners must get on board with knowing, using, and understanding Google leads generation.
- 6. Artificial Intelligence:** AI has become integral in our daily lives in our smartphones and their various applications, including artificial intelligence software such as Apple's Siri and Google Assistant. As a business, you can use AI to improve efficiencies, cut costs, and help automate processes with features like a voice assistant or customized shopping experiences.

2022 will bring forth new technology trends that can provide you with the solutions you need to optimize your operation. Pay attention to these trends and see which ones you can implement for your small or medium enterprise. If you feel like they are outside your comfort zone, at the very least start by ensuring you have a well-designed, user-friendly website, linked to your social media sites, and with an e-commerce capability.

VINCENT NYAGAH - ACCOUNT EXECUTIVE, KENIC
DIGITAL MARKETER PASSIONATE ABOUT
(CX) CUSTOMER EXPERIENCE AND
(UX) USER EXPERIENCE.



Marion Wanyoike
MP, Mediacom Kenya

KNOW THE DIFFERENCE

INFLUENCERS VS CONTENT CREATORS: HOW TO MAKE THE CHOICE

My earliest memory of ever being influenced by someone was Aaliyah-the singer. I was about 11 years old at the time, and I had this poster of her in a Tommy Hilfiger outfit on my bedroom wall. I thought she looked beautiful in the blue-and-red low-rise pants and crop top and even though I didn't know who or what a Tommy Hilfiger was, I would spend hours just staring at the poster and determining to one day get an outfit like that. My earlier memory of content creation came years later when I had just finished university. A good friend of mine whom I'd known since high school had started a fashion and semi-lifestyle blog, which I started reading as a way of supporting her but quickly came to love.

She would post a new article and I would be scrambling to get a moment to read and see how she had put specific outfits together or what makeup and beauty steal she had managed to buy for less than KES 100 each! It wasn't that I loved fashion as much as she did; it was that she had a way with words. I soon began to crave her content in the same way I crave a nice warm fresh chapati (which is intense for those who might not know me). The more I engaged with her content, the more heightened my sense of fashion self-awareness grew.

Fast forward to the year 2021, and I had been logged into a client meeting where about 15 people were trying to decide which influencers to partner with for an upcoming campaign. After listening in for about 10 minutes, I immediately began to feel uncomfortable for several reasons. One, we were too many in the said meeting, more than was needed to make any important decision. Two, there was no objective measure for determining brand fit beyond how individuals felt about the specific influencers. Finally, there seemed to be an assumption in the room that influencers and content creators were one and the same thing. Technically they are not.

While it may seem like these two are similar or even identical, the main difference is in the intention behind their work. An influencer's primary intention and skills is in their ability to get people to trust their opinion on a specific product, service, or action (Sprout Social, 2021). "If they are using it, then so can/should I." Because of this, an influencer is keen to see how their numbers are growing- as a wider pool of followers would mean a larger influence base. In contrast, a content creators' primary intention and skills is in their ability to create engaging content that can be used to educate and inform an audience (Sprout

Social, 2021). Content creators CAN be influencers, and the more popular their storytelling ability, the more likely it is for their influence to grow. However, it is less about the creator themselves and more about the information they're sharing for content creators.

To bring this definition to life for us here in Kenya, let us look at the example of Biko Zulu. Biko Zulu is a gifted content creator. He writes stories about anything and everything; he has made us cry, laugh, learn, rebuke, rejoice, and relearn on many different issues. He has a fan base of about 400K on Twitter, Facebook, and Instagram, yet, I cannot tell you how Biko Zulu looks like; I bet you that several Kenyans cannot. Notwithstanding this, I can tell you of the kind of stories he has written that have gripped me till today. Biko is a content creator; he has the storytelling gift and can use that to convey and pass along a message to a specific audience. Njugush (@blessednjugush) is another example of a content creator. He uses comedy to engage, inform and educate, and while I have no idea what brand of sneakers he wears, I can tell you which of his videos makes me laugh the most. WAHU (@wahukagwi) is an example of an influencer. She has over 1.7M followers

on Instagram, and whereas she's not producing and churning a consistent kind of content every other day, when Wahu posts, her followers buy. A campaign was executed mid-last year that had about six influencers working hard to convince Kenyans to sign-up for an at-home service. All six influencers were given a unique code to push and track, and Wahu was able to drive the highest percentage of conversions (30% on average vs. her peers who brought in single-digit conversion). It was apparent that WAHU had influence; her fans trusted her and her opinion.

It is important to define influencers vs. content creators and their role in your campaign, as clarity in definition and role will bring about clarity on the deliverables and the respective campaign KPIs (Key Performance Indicators) that should be prioritized. Since influencers are empowered by the number of people who agree to be influenced by them, they are perfect for volume/quantity specific KPIs. At the same time, content creators are fueled by the quality of the content and its ability to resonate very well with the audience; they are perfect for campaigns whose KPIs are around quality of engagement, time spent, brand perception, and resonance.

	AWARENESS	CONSIDERATION	TRIAL	LOYALTY
The Campaign Objective	Looking to increase awareness of your product or service among a specific demographic?	Looking to increase the likelihood that someone will view your product/ service as right/a right fit for them?	Looking to get people to sample your product/ service	Looking to increase the sense of commitment consumers have to your brand?
PRIORITY	INFLUENCERS	CONTENT CREATOR	INFLUENCERS	CONTENT CREATOR
WHY	Awareness is a quantity, NOT a quality issue: have as many people aware of your product/ service as possible.	Consideration is about creating a quality of engagement that resonates so well with the target audience that it convinces them that this could be the right product/ service for them.	Trial is a quantity issue; you want to expose your product/ service to as many people as possible, and someone with a quick high reach is perfect for this.	LOYALTY takes time and often needs multiple exposures/ engagements, consistently delivered, by a credible, trusted source, over a period.

If your campaign objective needs you to work with influencers, tracking and measurement is critical. Influencers tend to be more expensive than content creators, and it is important that you begin to measure who brings in the kind of numbers needed to deliver. If your campaign objective requires you to work with content creators, consider how you could leverage them to create content that can live on other platforms and increase

the number of consumers exposed to the wonderful and compelling storytelling.

Now you know the unique features that define the world of Influencers vs. Content Creators and the conversations you should consider. This brief discourse should set you on the right footing in deciding on whom to engage, how and why engage one and not the other.

EMOTIONAL TARGETING IN BRAND MANAGEMENT

“People will forget what you said, people will forget what you did, but people will never forget how you make them feel” - Maya Angelou.



Ruth Wang'ombe
Twitter: @vinnietonito

CATEGORY & BRAND MANAGER PZ
CUSSONS EAST AFRICA

This is true for marketing today. Consumers today are flooded with countless communication messages on Television, online, offline & on mobile. How then do you stand out from the clutter in such a busy marketing world?

Brands need to tap into consumers' attention to stimulate purchase decisions through emotive communication. Emotional marketing is the deliberate use of messages that tap into human emotion to make the audience notice, remember, share, and buy. Often, it appeals to a singular emotion, like happiness, sadness, anger, or fear, to trigger a consumer response.

BENEFITS OF EMOTIONAL MARKETING

It's Memorable

Research shows that emotion substantially influences attention, reasoning, memory retention, and recall. An emotional impact on your audience will ensure that your brand sticks on their minds and hearts.

You Gain on Earned Media/ Brand Fame

People love to share stories that made an impact on them. A brand, therefore, gains on paid media and much more on earned media. One of the best campaigns that comes to my mind is the L'Oréal Pantene 'Sorry, Not Sorry' campaign that earned the brand 1.1 billion impressions 16.4M views and sparked a conversation that made headlines on socials and on mainstream media.

It influences purchasing decisions

Communication provokes thoughts, thoughts stir emotions, and emotions stimulate purchase decisions. According to Kantar's analysis, creative messaging that elicits emotion generates more impact and is more likely to drive short-term sales and long-term brand equity growth.

It builds brand loyalists and advocates

A study by Motista, a company that prides itself in using emotions to identify and build connections with customers, shows that customers who have an emotional relationship with a brand have a 306% higher lifetime value and will likely recommend the company at a rate of 71%, higher than the average rate of 45%.

It creates differentiation from competition

It humanizes the brand

EMOTIONAL HOOKS MARKETERS CAN USE

Anger

Anger is majorly used to highlight a social injustice that needs to be addressed to solve a compelling issue. For example, campaigns to end early marriages provoke anger by showing the plight of young girls. In turn, society becomes more determined to support the cause.

Fear

Fear, in most cases, has a negative connotation. This approach is majorly used by regulatory authorities to display the result of defiance to a particular code. For example, The National Transport & Safety Authority (NTSA) uses horrifying accident scenes to warn drivers that speed kills, instilling fear. However, if this does not suit your brand, you can tweak it to 'Fear Of Missing Out (FOMO)' to resonate with your audience.

Happiness

We are all in pursuit of happiness. 'Joy' marketing helps associate your brand with positivity, especially now that the world is surviving through the Covid-19 pandemic.

Belonging

Brands must think beyond selling products to the creation of a movement that consumers can be proud to be part of. For example, depict situations of friends enjoying the product or service together.

Exclusivity

Exclusivity drives people to act out of the 'Just for me' feeling.

EMOTIONAL MARKETING STRATEGIES

It is important to employ strategies that will deliver business marketing objectives. However, to achieve this, there are a few factors we need to consider.

Understand your audience

The only way to appeal emotionally to your audience is to understand them at a personal level. What are their desires, pain points, interests, and motivations? You need to research and clearly define your audience; understand what content they'll best respond to and which emotion to use to elicit the desired response before embarking on a marketing campaign.

Tell a story

This means using a compelling narrative to pass a message. Storytelling humanizes a brand. People love to hear stories that they can resonate with, learn from, or be inspired by. Brand storytelling is the cohesive narrative that weaves together the facts and emotions that your brand evokes.

Inspire

We all aspire to do & achieve better. Aspirational campaigns bring excitement, joy, and hope to your audience. They are powerful because they tap into a dream, goal, or vision that they long to achieve. To successfully target aspiration as a marketing approach, businesses must understand how their product or service helps their consumers reach those soaring dreams.

'Red Bull gives you wings' is a great execution of this approach. Use appropriate creative designs, music, and colours that resonate with the target audience.

Above all, be authentic

In the quest to connect better with consumers, brands must remain true to their values as consumers can read through a brand identifying brands with 'a personality disorder'. Inauthenticity creates mistrust & consumers shun away.

HOW TO MEASURE EMOTIONAL MARKETING

The effectiveness of emotional marketing should be measured just like any other marketing campaign. The goals set for the campaign would be more impressions, likes, shares, and positive consumer sentiments. To measure the emotional response itself, surveys that ask people to respond directly to the campaign can help determine whether the campaign had the intended effect. Ask specific questions on how people engaged with your brand before and after the campaign and whether the targeted emotions influenced their decisions in any way.

CONCLUSION

Emotional campaigns are more relatable and outperform rational campaigns. Weaving emotion into your marketing is a sure way to attract, resonate with, and trigger purchase decisions. To successfully put emotion in your marketing, you need to know your audience and which emotions resonate with them most. Align these with your overall marketing goals, and your emotional marketing efforts will be some of your most effective.

CELEBRATING 60 YEARS AS THE FORCE BEHIND BUSINESS



On Thursday 31st 2022, MSK held its Annual General Meeting and a Cocktail Party to Mark 60 years as the force behind business in Kenya at the Villa Rosa Kempinski, Nairobi.

Speaking during the Event, the Chief Guest, Nairobi County Women Representative Hon. Esther Passaris noted that the Society has a key role to position the Kenyan marketing industry to global standards.

'I am happy to take this Bill to parliament and I am encouraged to know that MSK is ready to position itself as a regulatory body for the marketing sector. This is a step in the right direction. There is much that is needed to be able to position the marketing industry to global standards, and as such we must start to examine global best practices to ensure that our operations and functionalities are guided on a global perspective,' said Ms. Passaris

On his part, the MSK Chairman Mr. Charles Kariuki expressed enthusiasm on the development of the MSK Bill 2022, adding that the sector continues to seek Government support to pass the Bill to properly regulate the sector.

'We need the Government to make a deliberate move to support this sector. We are cognisant that without adequate and effective marketing profitability and sustainability of our economy will

not be achieved. The MSK Bill 2022 will ensure that we effectively regulate the sector for maximum output which will benefit businesses to increase their profits,' added Mr. Kariuki

Kenya National Chamber of Commerce and Industry Chief Executive Mr. Samuel Matonda reiterated the value of the marketing sector to the success of the country's economy stating,

'MSK deploys technological tools to blur market boundaries that may exist from country to country and culture to culture. This will introduce a semblance of homogeneity of the market landscape and the consumption patterns. MSK must also prepare to guide companies through assessment and strategic interventions to profit from the structural benefits that a trading bloc offers to members.'

As we mark 60 years, we are set to host a series of exciting events in the year.

In June, we shall host the First Ever Marketers Summit with Vusi Thembekwayo, an acclaimed business mogul, author and international speaker. We invite all our members to register to participate and all corporate companies to come on board to support this event and make it a success.

Thereafter, we will host the MSK Marketers Conference 2022 in October, the First Ever Marketers Golf Tournament and culminate it with the Annual MSK Gala Awards 2022.

Additionally, we continue to offer training and seminars that are critical to members of this sector, to assist to build their capacity and enhance their skills.

“

WE ARE COGNISANT THAT WITHOUT ADEQUATE AND EFFECTIVE MARKETING PROFITABILITY AND SUSTAINABILITY OF OUR ECONOMY WILL NOT BE ACHIEVED. THE MSK BILL 2022 WILL ENSURE THAT WE EFFECTIVELY REGULATE THE SECTOR FOR MAXIMUM OUTPUT WHICH WILL BENEFIT BUSINESSES

CELEBRATING 60 YEARS

THE POMP AND COLOUR AT A GLANCE



CELEBRATING 60 YEARS

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CELEBRATING 60 YEARS

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THE FINAL WORD

Only The Best is Good Enough

CEO MESSAGE: THE FINAL WORD

EMERGING TRENDS: FOCUS ON AI, TECH, CONSUMER BEHAVIOUR AND THE NEXT GENERATION OF MARKETERS



Marketing is a powerful tool for any business. It is the ultimate course of action for any brand that wants to remain sustainable and profitable. The value of appropriate marketing is in essence the force behind the success of any business. This is because it plays a pivotal role in bringing in new sales, assists to manage brand reputation, and is credited for building customer relations and loyalty.

Marketing encompasses a wide range of activities including communication, advertising, sales promotion, publicity, public relations, and digital marketing. And with the onset of digital transformation and the advent of technology, marketing is constantly changing and evolving to meet the needs of the market.

Sokoni Magazine plays a critical role in assisting the marketing sector to deliver its mandate. It is a necessary avenue for players in the sector to highlight their challenges and address the opportunities available for growth and progress.

This March issue of Sokoni Magazine is addressing new emerging trends and highlights the value of embracing digital spheres with a focus on artificial intelligence, and technology, demystifying consumer behavior and embracing the next generation of marketing professionals.

We look forward to more participation from members and marketing professionals.



THE VALUE OF APPROPRIATE MARKETING IS IN ESSENCE THE FORCE BEHIND THE SUCCESS OF ANY BUSINESS.



2022 CALENDAR OF ACTIVITIES

#	ACTIVITY	MONTH	DATE	TOWN & VENUE
1	MSK ACADEMY	FEBRUARY	JAN 3RD – 31ST	NAIROBI
2	REDEFINING MARKETING IN THE DIGITAL ERA: THE NEW CUSTOMER JOURNEY. HOW TO LEVERAGE THE POWER OF CUSTOMER CONNECTIVITY AND ADVOCACY.	FEBRUARY	17TH -18TH	NAIVASHA
3	PERSONAL BRANDING: VITAL PRINCIPLES AND SKILLS OF PERSONAL BRANDING.	FEBRUARY	25TH	NAIROBI
4	MSK MARKETING STUDENT MENTORSHIP CONFERENCE	MARCH	4TH	NAIROBI
5	ANNUAL GENERAL MEETING	MARCH	11TH	NAIROBI
6	AFRICA MARKETING CONFEDERATION CONFERENCE (HOSTED BY MSK)	MARCH	23RD – 24TH	NAIROBI
7	TRANSFORMATIONAL BRANDS: “THE POWER OF CONSUMER INSIGHTS.”	MARCH	17TH – 18TH	MOMBASA
8	SOKONI MAGAZINE	MARCH	31ST	MAGAZINE
9	MSK ENTRY LEVEL MARKETERS CONFERENCE	APRIL	8TH	NAIROBI
10	LEADERSHIP: MANAGING THE MILLENNIALS AND GENERATION Z	APRIL	29TH	NAIROBI
11	MARKET PLANNING IN A CONNECTED ERA	MAY	13TH	NAIROBI
12	INNOVATION DEVELOPMENT. “PROVIDING A DISCIPLINED AND CONSISTENT APPROACH TO CREATING NEW PRODUCTS.”	MAY	26TH – 27TH	MOMBASA
13	SOKONI MAGAZINE	JUNE	14TH	MAGAZINE
14	SELLING STRATEGIES: THE ART OF VALUE BASED SELLING.	JUNE	17TH	NAIROBI
15	LEADERSHIP TECHNIQUES: HOW TO INFLUENCE COLLEAGUES.	JUNE	23RD – 24TH	NAIVASHA
16	MSK ACADEMY	JULY	1ST – 30TH JUNE	NAIROBI
17	SUSTAINABILITY: ENVIRONMENT, SOCIAL AND GOVERNANCE ESG FOR ORGANIZATIONS	JULY	15TH	NAIROBI
18	MSK MARKETERS SUMMIT	JULY	25TH – 29TH	MOMBASA
19	DIGITAL MARKETING: ESSENTIAL TOOLS FOR DIGITAL MARKETING SUCCESS.	AUGUST	12TH	NAIROBI
20	BRAND ANALYTICS: “DE-MYSTIFYING FINANCIAL TERMS, CONCEPTS OF BRANDS AND USING CUSTOMER DATA FOR MARKETING.”	AUGUST	25TH – 26TH	NAIVASHA
21	SOKONI MAGAZINE	SEPTEMBER	30TH	MAGAZINE
22	CUSTOMER RELATIONSHIP MANAGEMENT	SEPTEMBER	16TH	NAIROBI
23	MARKETING FOR NON-MARKETERS	SEPTEMBER	29TH – 30TH	MOMBASA
24	EXPERIENTIAL MARKETING: MOVING BEYOND THE DELIVERY OF PRODUCTS & SERVICES.	OCTOBER	14TH	NAIROBI
25	MSK MARKETERS CONFERENCE	OCTOBER	27TH – 28TH	MOMBASA
26	COMPETITOR ANALYSIS	NOVEMBER	11TH	NAIROBI
27	SECURING ADEQUATE FUNDING FOR YOUR BRANDS IN LEAN ECONOMIC TIMES: “HOW TO SUCCESSFULLY PITCH BRAND PLANS THAT SECURE ADEQUATE FUNDING.”	NOVEMBER	24TH – 25TH	NAIVASHA
28	MSK MARKETERS GOLF	NOVEMBER	26TH	NAIROBI
29	MSK GALA AWARDS 2022	DECEMBER	2ND	NAIROBI
30	PRODUCT PRICING: “THINKING DIFFERENTLY ABOUT THE ROLE OF PRICE IN MY OVERALL BRAND MIXES”	DECEMBER	8TH – 9TH	MOMBASA

RATE CARD

Advertisement Location	Cost (Kshs)
Inside Front Cover	180,000
Back Cover	200,000
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Front Cover Wrap-up	350,000
Inside Full Page	170,000
Page Branding	100,000
1/2 Page Double Spread	165,000
Inside 1/2 Page	100,000
Inside 1/4 Page	70,000
Classified Advert	9,000

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Classified	8cm x 6cm (2 panels)	

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For inquiries and/or further information, please contact us:

The Marketing Society of Kenya

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