



Company Profile

"Your Communications & Marketing Spice"

ABOUT US

Zafarani Communications & Marketing Agency is a full-service firm specializing in delivering innovative and results-driven communication and marketing solutions. We are committed to helping organizations build strong brands, engage their target audiences, and achieve measurable growth. Our approach integrates creativity, strategy, and data to craft impactful narratives that resonate with diverse audiences.

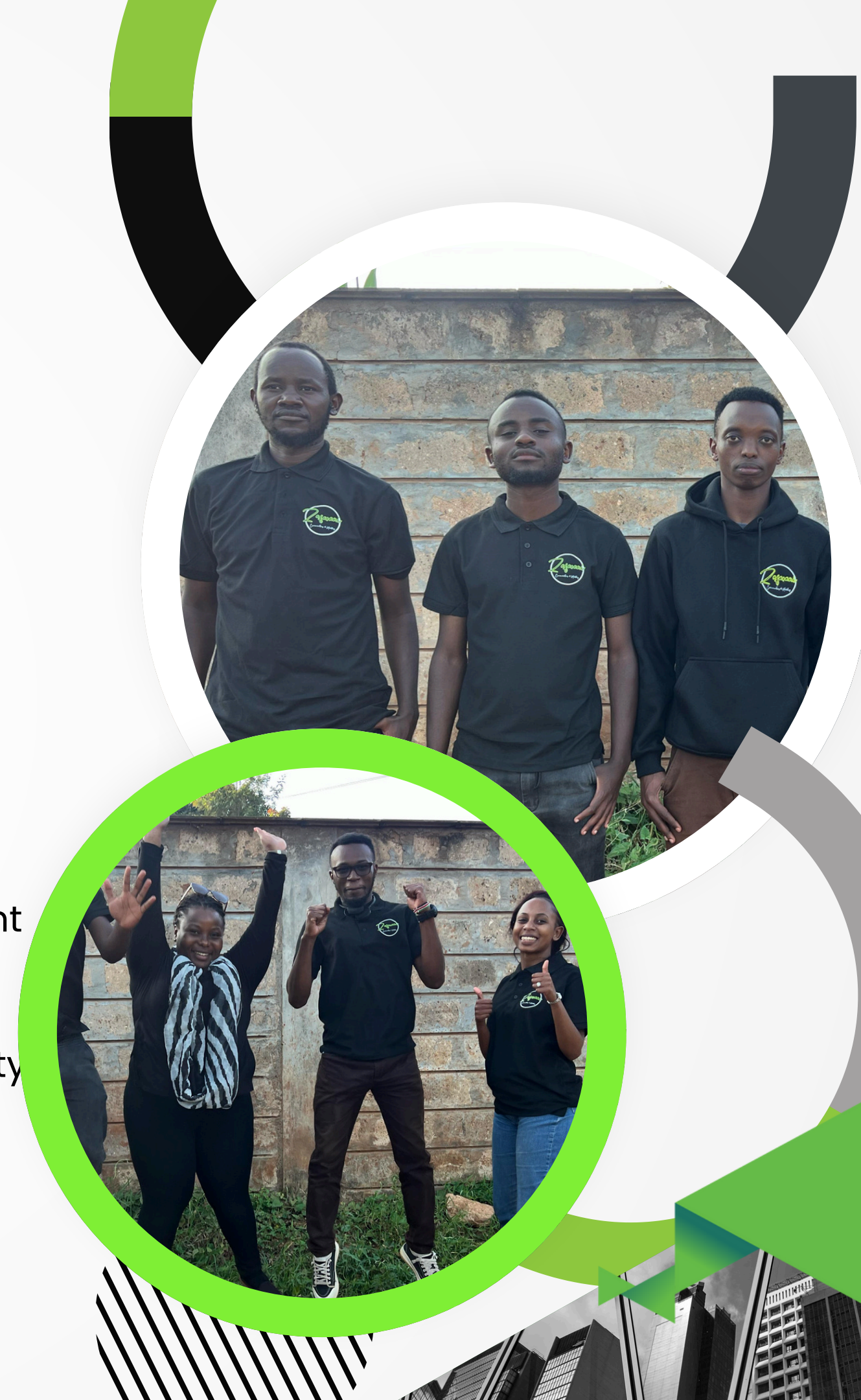
Vision

To be a leading communications and marketing agency that empowers brands to achieve their fullest potential through strategic storytelling and innovative engagement

Mission

To provide tailored communication and marketing solutions that amplify brand visibility, foster meaningful connections, and deliver exceptional results for our clients.

Mantra of Excellence: *“Your Satisfaction Is Our Pride”*



What We Stand For

1

Innovation:

Staying ahead of trends and embracing creativity to develop forward-thinking solutions.

2

Integrity:

Upholding transparency, trust, and accountability in all interactions.

3

Collaboration:

Working hand-in-hand with clients to align with their vision and achieve their objectives.

4

Excellence:

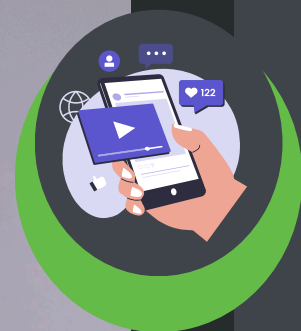
Delivering outstanding results through meticulous planning, precision, and execution.



Values



Our Services



Content Strategy and Development

- Content creation for websites, blogs, and newsletters
- Video scripts, social media copy, and marketing collateral
- Editorial support for publications and campaigns
- Comprehensive content audits and strategy development



Creative Production

- Professional photography and videography for corporate and social needs
- Graphic design for branding, logos, and marketing materials
- Motion graphics and animated content for storytelling
- High-quality multimedia content for social media and digital campaigns



Strategic Communication

- Comprehensive brand strategy development
- Public relations and media outreach campaigns
- Corporate communication and stakeholder engagement
- Crisis communication and reputation management



Market Research and Analytics

- Audience segmentation and behavioral analysis
- Campaign performance tracking and optimization
- Competitive analysis to identify opportunities and threats
- Insights-based reporting for data-driven decision-making



Capacity Building

- Training on effective communication, digital marketing, and public relations
- Workshops on branding, customer engagement, and content creation
- Team-building programs focused on strategy, leadership, and innovation
- Customized mentorship programs for skills development and knowledge transfer



Digital Marketing

- Social media management and advertising campaigns
- Search engine optimization (SEO) to enhance visibility
- Pay-per-click (PPC) advertising to maximize ROI
- Email marketing campaigns for lead nurturing and engagement
- Content marketing strategies to boost audience retention



Event Marketing

- Corporate and community event planning and management
- Event branding and promotional strategies
- Media coverage and public relations support
- Stakeholder and audience engagement

Our Services



1. Strategic Communication

We develop powerful communication strategies that align with your brand's vision and voice.

- Brand positioning and storytelling
- Corporate communications strategies
- Public relations campaigns that resonate

Our Services



2. Digital Marketing

Our digital expertise ensures your brand thrives in an ever-evolving online space.

- Social media management and growth strategies
- Search engine optimization (SEO) for increased visibility
- Email campaigns and content marketing for audience engagement

Our Services

3. Creative Production

We bring ideas to life through visually stunning and engaging content.

- High-quality photography and videography
- Graphic design and brand identity creation
- Multimedia content that captures attention



Our Services

4. Market Research and Analytics

We rely on data-driven insights to shape effective marketing strategies.

- Audience behavior analysis
- Campaign performance tracking and optimization
- Market segmentation and strategy development



Our Services

5. Content Strategy and Development

We give the best of

- Content creation for websites, blogs, and newsletters
- Video scripts, social media copy, and marketing collateral
- Editorial support for publications and campaigns
- Comprehensive content audits and strategy development



Our Services



6. Event **Marketing**

We make your events unforgettable, from planning to execution.

- Corporate and community event promotion
- Stakeholder and audience engagement strategies
- Event branding and media coverage

Our Value Proposition

01

Tailored Solutions for Every Client

We believe in the uniqueness of every brand. Our strategies are customized to align with your specific goals and challenges, ensuring a perfect fit.

02

Highlight innovations:

From ideation to execution and beyond, we provide comprehensive services that streamline processes and deliver results.

Cutting-Edge Tools and Techniques

We leverage the latest tools and industry best practices to maximize efficiency and impact.

03

04

Focus on Empowerment

Through our capacity-building programs, we empower you with the skills and knowledge to maintain momentum long after our engagement ends.

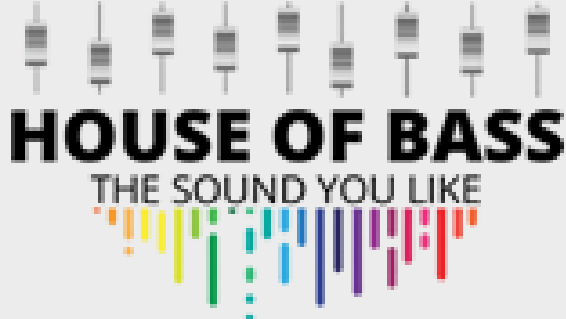
05

Long-Term Relationships

We value partnerships and are committed to building lasting relationships based on trust, transparency, and shared success.



Our Clients



OUR TEAM



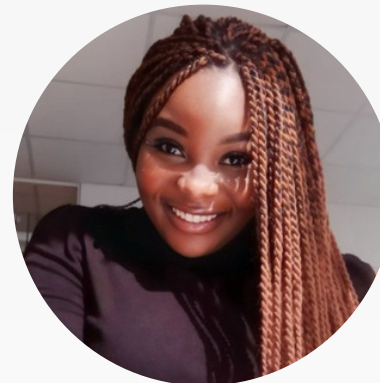
John Thiga
Managing Director



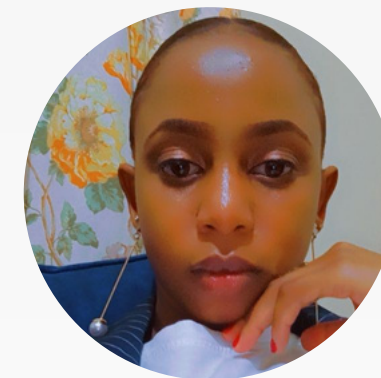
Samuel Kimani
Finance Manager



Dennis Njoroge
Head of Production



Angela Katheu
*Head of Marketing
and Partnerships*



Maureen Muthee
*Admin + Travel and
Logistics*



Gerald Mukoma
Film Director



Stanning Ajanga
*Multimedia and Audio
Specialist*



Carlos Kalonje
Graphics Designer



Sue Senge
*Communications
Specialist*



Margaret Kung'u
*BD and Finance
Assistant*



David Naigisa
*Executive Assistant
and BD Consultant*



Ernest Njenga
*Multimedia
Production Associate*



Nick Muturi
*Multimedia
Production Associate*



Daniel Israel
*Branding and
Printing Expert*

Talk to Us

At Zafarani, **your satisfaction is our pride**. Reach out today, and let's build something extraordinary together!

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