



COMPANY PROFILE · 2026

Digital Marketing *Agency*

Your digital growth partner.

STUDIO

Socials by KM

BASED IN

Nairobi, Kenya

ENQUIRIES

koeysocials@gmail.com

ABOUT THE AGENCY

A boutique agency for brands that want to be *seen properly*.

Socials by KM is a boutique digital marketing agency specialising in social media management, content creation and digital brand strategy.

We partner with businesses to develop impactful online experiences that increase brand visibility, strengthen customer relationships and drive sustainable growth. From startups to growing businesses, we help brands tell their stories, connect with the right audience, and turn social media into a valuable business asset.

MISSION

What we set out to do

To empower businesses through strategic digital marketing, creative storytelling and innovative content that delivers measurable business growth.

VISION

Where we are headed

To become one of the leading digital marketing agencies, recognised for creative excellence, measurable results and long-term client partnerships.

CORE VALUES

Five things we will not trade away.

CREATIVITY

Every brand has a story

We believe every brand has a unique story worth telling, and that finding it is the first real piece of work.

STRATEGY

Content with a job

Every piece of content is created with a clear business objective behind it, not simply to fill a calendar.

CONSISTENCY

Showing up

Sustainable growth comes from showing up consistently, long after the launch excitement has passed.

INTEGRITY

Straight answers

We value transparency, professionalism and honest communication, including when the numbers are not flattering.

RESULTS

Measured in business

Success is measured by meaningful growth and business impact, not by vanity metrics.

SERVICES

What we do.



Social Media Management

Complete management of your social platforms: content planning, publishing, community engagement and performance monitoring.



Content Creation

Short-form video, product photography, graphics, captions and promotional campaigns built to capture attention and earn engagement.



Community Management

Building relationships with your audience by answering comments, messages and enquiries professionally and promptly.



Analytics & Reporting

Detailed monthly performance reports with actionable insight and clear recommendations for what to change next.



Content Strategy

Customised content strategies aligned with your business goals and the journey your customer actually takes.



Brand Positioning

Establishing a strong, memorable digital presence that clearly separates you from your competitors.



Advertising Support

Planning and supporting paid social campaigns designed to increase reach, generate leads and drive conversions.



Marketing Consultation

Strategic guidance for businesses looking to strengthen their digital marketing and grow on a sustainable footing.

INDUSTRIES WE SERVE

Experience across categories.

CONSUMER ELECTRONICS

CREATIVE & MEDIA SERVICES

RETAIL

FASHION ACCESSORIES

EVENTS

LIFESTYLE BRANDS

SMALL & MEDIUM ENTERPRISES

SELECTED CLIENTS

Brands we have worked with.

 MAZIWA FLOW	 TIE EVENTS	 GADGETS LEO
 ROMKEM LAND CONSULTANTS	 SPARK KITCHEN APPLIANCES	 SR

ALSO Nairobi Startup Summit & Awards · VIJA Enterprises · Victoria Gift Shop · Skyrich General Suppliers · MPM Studios

OUR PROCESS

Six steps, every engagement.

01

Discovery

We start by understanding your business, objectives, audience, competitors and current digital presence.

02

Strategy Development

We build a customised marketing strategy designed around your business goals and target market.

03

Content Planning

A structured monthly content calendar is developed to keep messaging consistent and strategic.

04

Content Creation

We produce videos, graphics, photography and written content that aligns with your brand identity.

05

Publishing & Community Management

Content goes out consistently while we actively engage your audience and manage online interactions.

06

Performance Analysis

Monthly reporting lets us measure results, identify opportunities and keep optimising performance.

WHY CHOOSE US

What working with us actually looks like.

+ Customised marketing strategies

+ Creative, audience-focused content

+ Data-driven decision making

+ Professional, timely communication

+ Consistent brand messaging

+ Transparent performance reporting

+ Experience across multiple industries

+ A results-oriented approach to growth

Your digital growth partner.



OUR COMMITMENT

Every business is unique, and so is
every strategy we create.

We are committed to understanding your vision, aligning with your goals and delivering marketing solutions that produce measurable value. Whether your objective is to increase visibility, build customer loyalty or generate more sales, we become an extension of your team, dedicated to helping your business succeed.

THANK YOU FOR YOUR TIME

Socials by KM

LOCATION

Nairobi, Kenya

EMAIL

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