

I am **B R A N D**TM

Weaving your brand into daily lives.

Catalog

BRANDING & COMMUNICATIONS COMPANY

We're a multi-talented company, based in Nairobi, Kenya.

Its simple, we care about how people see you. We want to help them see you better; see who you really are.

Whether digital or print or outdoor we have partners to leverage our incapacity. You will love our strategies!

Our ABC

One of the important factors in a customer's decision of whether to use a product is usually the brand's visual presence, which can help a product stand out from the rest of what the market has to offer.

We like to be incorporated in your strategy to synchronise with your idea and walk with you to realise them gracefully.

CONTENTS

① **BRANDING**

① **WEB DEVELOPMENT**

① **DIGITAL MARKETING**

Logo Creation

°LOGO CREATION

°PHYSICAL BRANDING/
PRINTING



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Business Cards

°LOGO CREATION

°PHYSICAL BRANDING/
PRINTING



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Company Profile



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Flyers / Posters

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Certificates

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Menu

Vegeterian Kona

POTATO STEW (GARDEN PEAS, CARROTS, POTATOES)	500
WILLIAM POTATOES (VEGETABLE SAUCE)	400
BEANS IN VEGETABLE SAUCE	400
ASSORTED VEGETABLES	600
DHALL CURRY	400

ACCOMPANIMENTS

RICE (WHITE)

UGALI (WHITE)

Platters

TWO PEOPLE PLATTER 1500

BEEF SAUSAGE(2 PCS)
CHICKEN CHOMA(1/4)
MSHIKAKI(2PCS)
POTATOE WEDGE(1)
PEPPER SAUCE

FOUR PEOPLE PLATTER 2700

FOUR BEEF MEDALLION,
BEEF SAUSAGE(4PCS),
CHICKEN CHOMA,
SPARE RIBS(4PCS),
MSHIKAKI(4PCS),
POTATOE WEDGE(1),
PEPPER SAUCE



MENU

Coffee

	SINGLE	DOUB LE	TR IPP LE
Espresso.....	150	22 0	25 0
Cafe Latte.....	25 0	30 0	33 0
Café Mocha.....	28 0	32 0	35 0
Americano.....	20 0	23 0	26 0
Machiato.....	180	23 0	26 0
Hot Chocolate.....	28 0		
Iced Coffee.....	25 0		
Iced Latte.....	30 0		

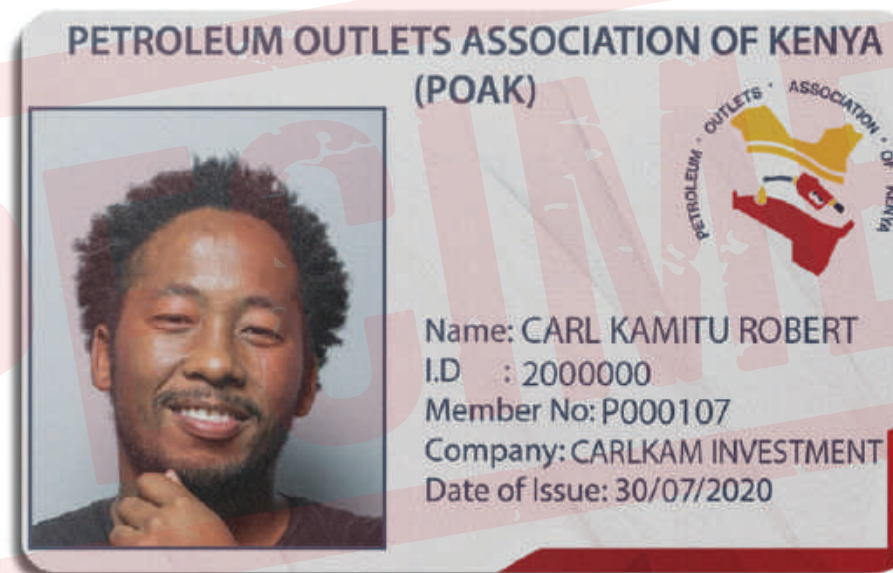
Herbal Tea

Green Tea, Raspberry, Lemon & Ginger.....	220
Dawa (Ginger, Lemon & Honey).....	300

Fruit Salad

Plain.....	300
With Yoghurt, Honey & Nuts.....	400

Name Tags / Job Cards



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Magazines

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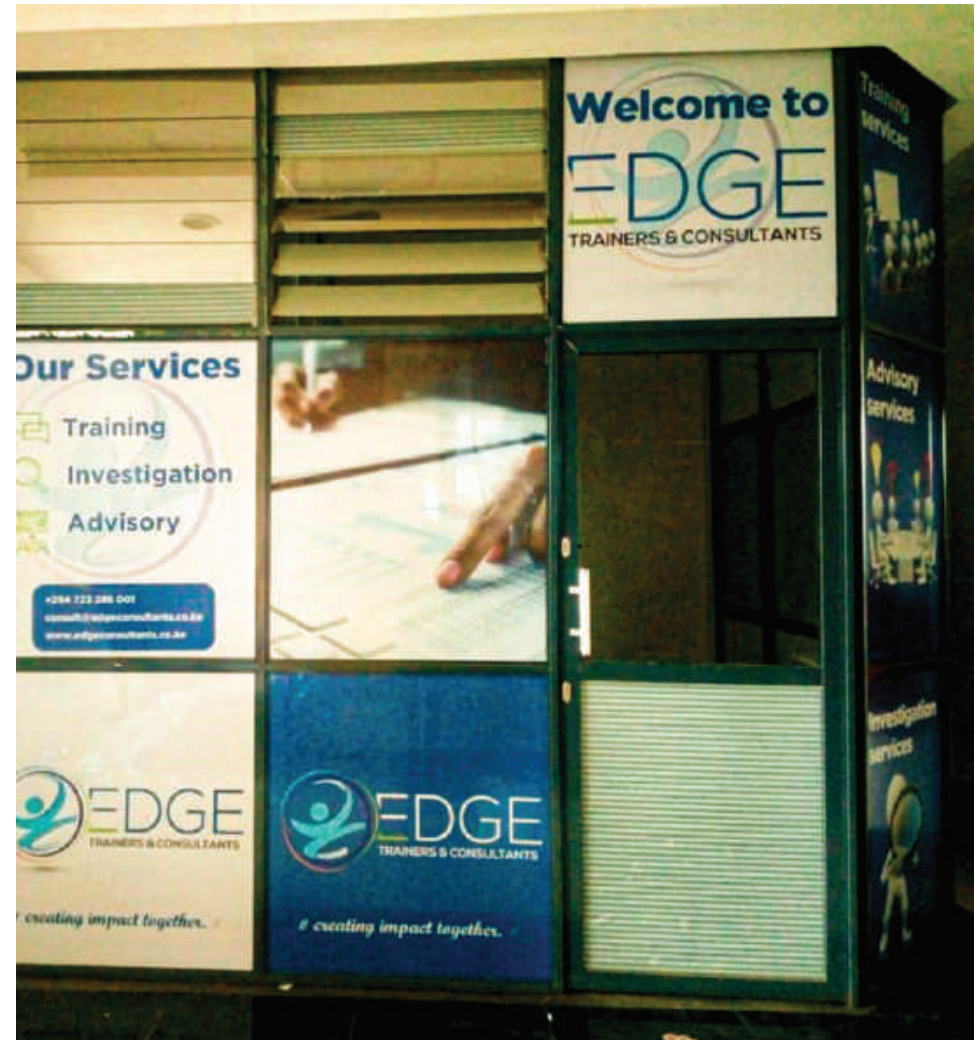
Banners

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Window Graphics



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Interiorspace Branding



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Vehicle Branding



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Petrol Station Branding



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Petrol Station Branding



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Billboard



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Signages



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Signages



Clothing Embroidery / Printing



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Delivery, Invoice, Receipts & Order Books



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Folders & Envelopes



} Folders

Envelopes



CONTENTS

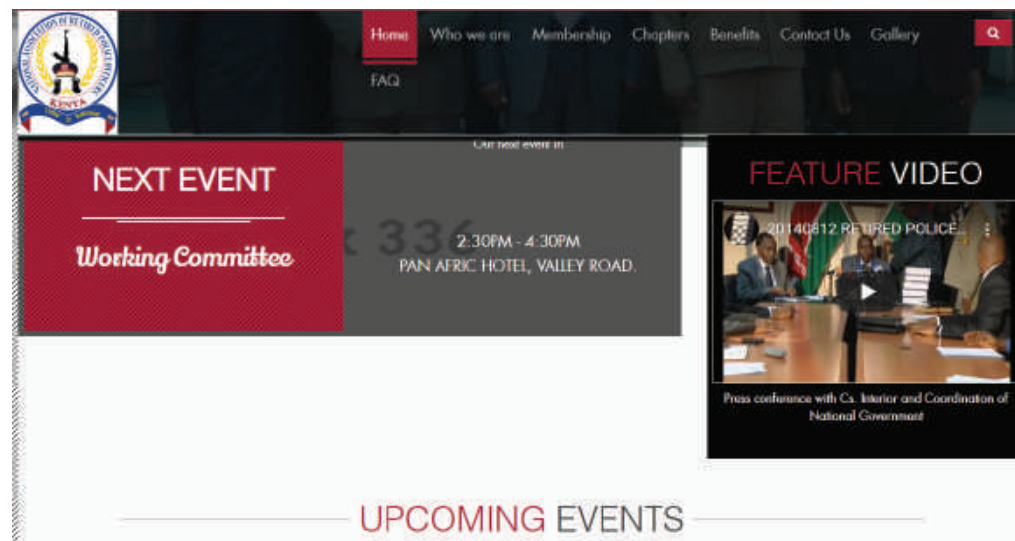
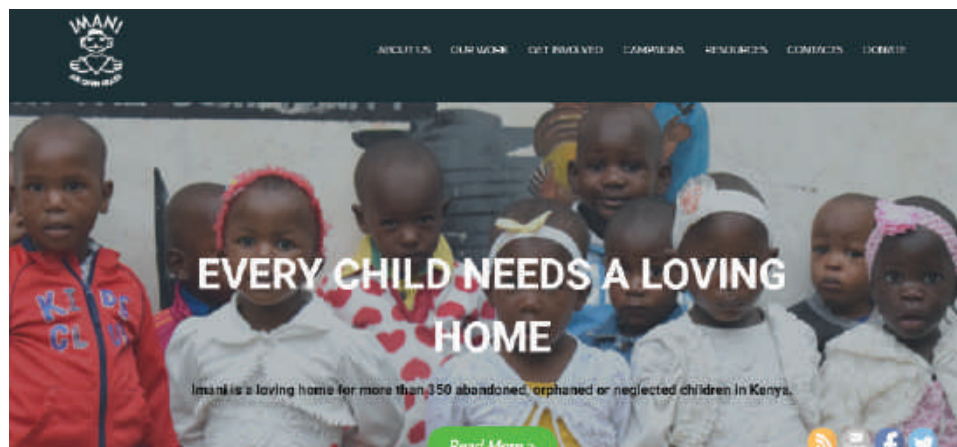
① **BRANDING**

② **WEB DEVELOPMENT**

③ **DIGITAL MARKETING**

Web Development

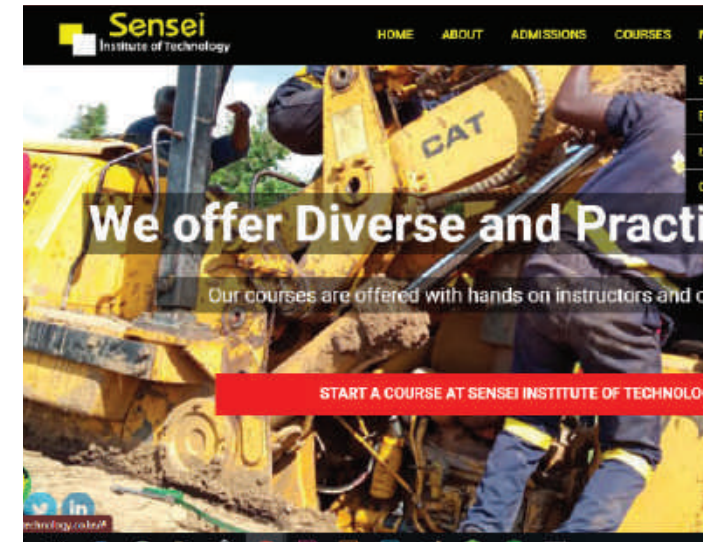
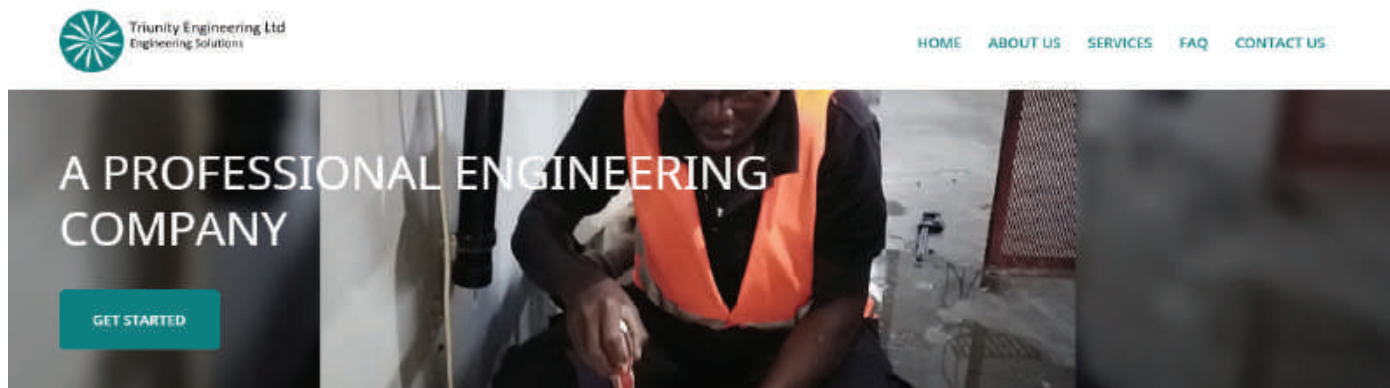
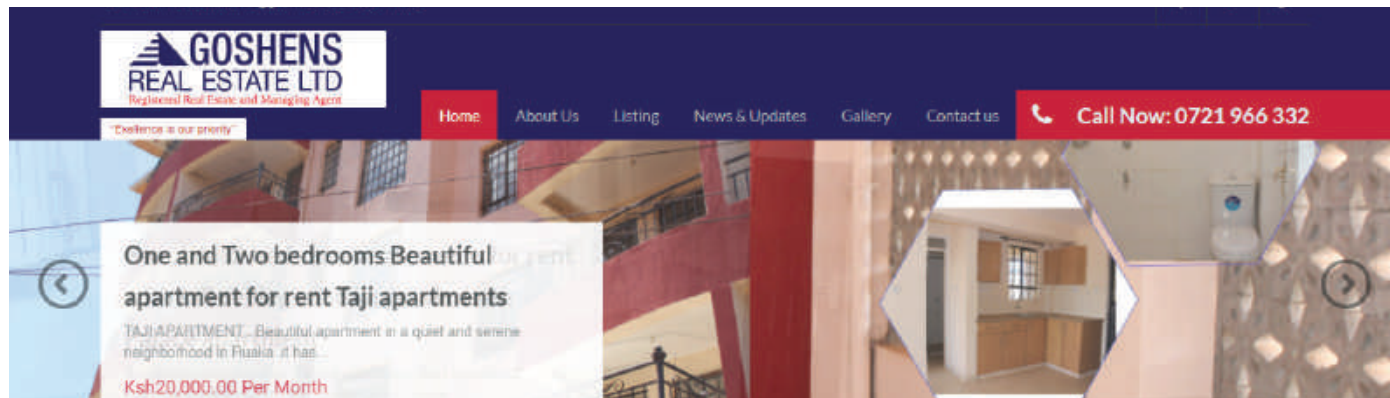
We are living in the digital world, where a website is valuable for any business. These days' people use search engines in greater number to find their needs and consultant. So, if you have a web presence of your business there would be greater chances of your business popularity. No matter, what your business is, either it is small or large – you need to advertise your business to make it widespread. A website is a source to accomplish many marketing strategies to meet your business goals.



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Website Management

Website maintenance is the act of regularly checking your website for issues and mistakes and keeping it updated and relevant. This should be done on a consistent basis in order to keep your website healthy, encourage continued traffic growth, and strengthen your SEO and Google rankings



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Social Media Marketing

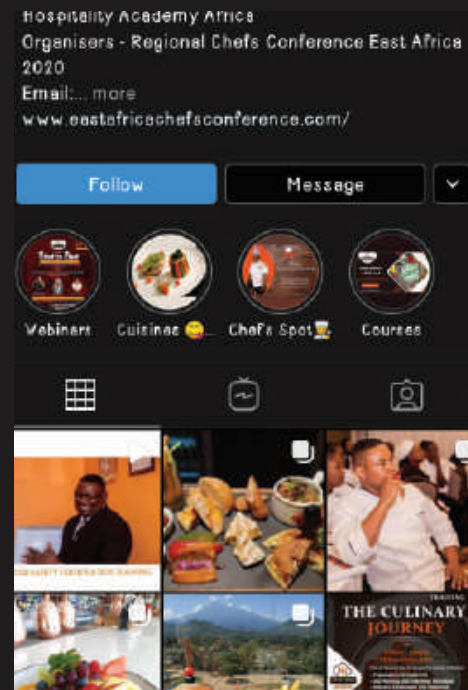
°SOCIAL MEDIA
MARKETING

°CONTENT MARKETING

In Social media management and marketing we Create content with the goal of communicating to the audience and creating awareness of the brand's products and Services. Content that is published could be in form of pictures, videos etc. which are shared out across the platforms. We ensure that the accounts are integrated in the website to optimize access.

Some of the procedures we apply while managing an account: 1. Creating monthly content calendars. 2. Post content on the different platforms. 3. Boost content/pages. 4. Develop an audience 5. Trigger audience engagement with a goal of generating sales leads.

Steps that we take while Monitoring an account 1. Study the various analytics. 2. Control spending on media buys. 3. Monitor Performance of the accounts. 4. Generate a monthly report.



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°SOCIAL MEDIA
MARKETING

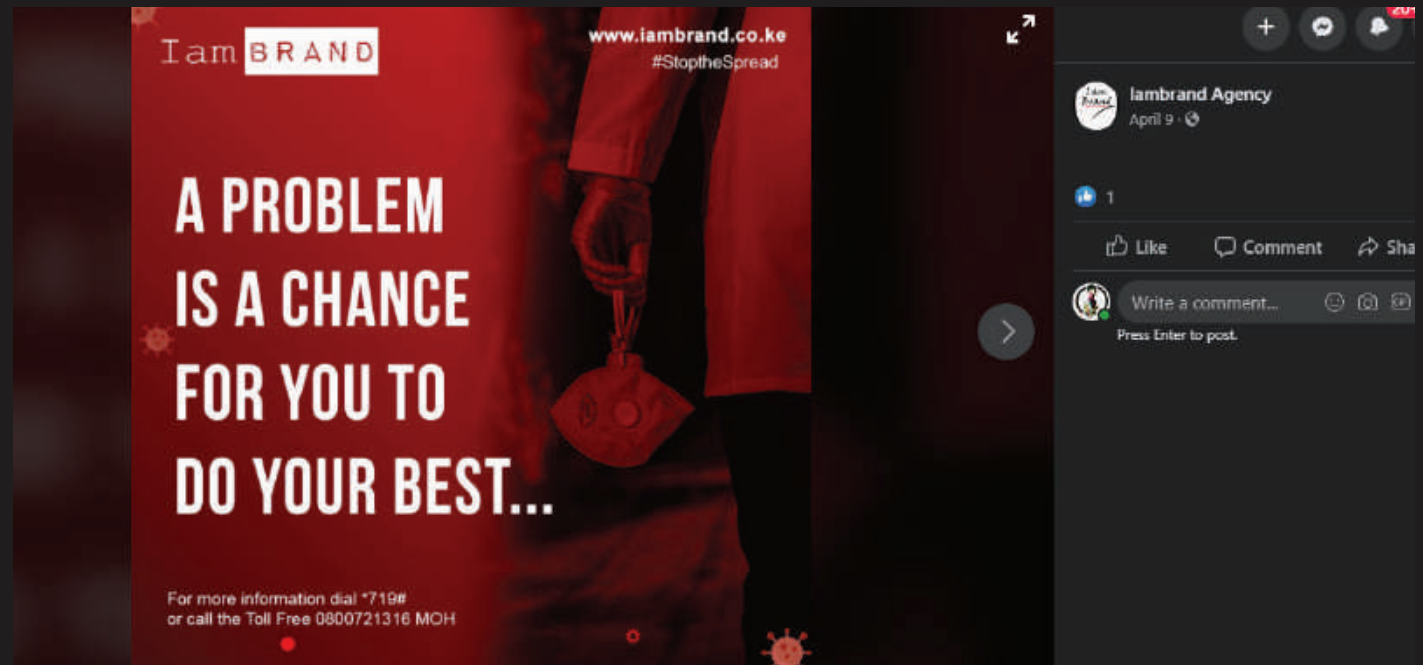
°CONTENT MARKETING

Content Marketing

Content not only helps you build trust and connect with your target audience, but also acts as fuel for your other marketing techniques. It's the base upon which you promote your business online, so it's essential to give it the attention it deserves.

Four main reasons why content is so important to your overall marketing strategy:

- It educates your audience to make smarter purchasing decisions.
- You can fuel content with SEO, helping you attract more leads through search engines.
- Content can be shared to enhance your social media strategy.
- With great content, you can encourage other sites to link to your website.

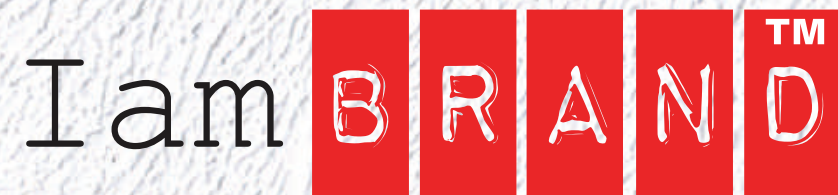


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OUR CLIENTS



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www.iambrand.co.ke



Karen Shopping Centre



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