



OLPARASI  
CONSULTANCY

# COMPANY PROFILE





# ABOUT US



Established in 2020, we ignited a mission: to provide exceptional and personalized digital marketing services propelling clients across diverse industries towards success across multiple online channels.

At Olparasi Consultancy, named after the Maasai word for "horse", we embody the agility, strength and innovation that drive your success across the digital landscape.

We empower brands with a potent blend of content creation, branding expertise, captivating graphic design, content marketing, strategic digital marketing consultancy services and expert online advertising management.

## Why Choose us?

In today's competitive environment, a strong online presence and an intelligent digital marketing strategy is very necessary in order to survive.

We provide exclusive and personalized services combined with content creation, branding expertise and strategic thinking for unbeatable results, giving you an edge over competition.

**Personalized Strategies, Exceptional Results!**

We Unlock your Brand's Full Potential Online.

# OUR COMPANY MISSION, VISION & CORE VALUES

**OUR MISSION** is to provide our clients with innovative, effective and ethical digital marketing solutions that help grow their businesses online. We are committed to staying at the forefront of the digital marketing industry, continuously learning and evolving to meet the changing needs of our clients.

**OUR VISION** is to be the catalyst for digital transformation in Kenya, empowering businesses to achieve remarkable growth through tailored digital marketing strategies and exceptional service.

**OUR CORE VALUES** are talent acquisition, integrity and professional ethics, ongoing value creation, operational excellence, creativity and innovation and continuous improvement.

## OUR CLIENT PORTFOLIO





# OUR SERVICES

## DIGITAL MARKETING CONSULTATION

We provide businesses with expert advice and guidance on strategically positioning their brand and effectively promoting their products and services in the digital realm. We help businesses analyze their existing online footprint, understand their target audiences and provide recommendations on enhancing their visibility across various digital platforms.



## SOCIAL MEDIA MARKETING

We develop and implement a social media strategy tailored to the business's specific goals and objectives. This involves creating and curating content, running social media ads, engaging with followers, and monitoring and analyzing social media metrics to track progress and optimize campaigns.

## WEBSITE DEVELOPMENT

We develop and manage user-friendly websites for businesses that showcases their brand and effectively communicates their message to their target audience. We use specific tools to optimize and monitor your website's performance.



## CONTENT CREATION & GRAPHIC DESIGN

We create visually engaging and impactful content for our clients, elevating their brand identity and fostering customer interaction. Our services include development of logos, business cards, company profiles, brochures, flyers, social media graphics and other marketing materials.

## ANIMATED VIDEO MARKETING

Animated videos can give a business an edge over its competition by providing a creative and memorable way to communicate its message and engage with customers. By leveraging the power of animation, businesses can distinguish themselves in a saturated market and achieve impactful results.







# OFFERING YOU INTELLIGENT SOLUTIONS FOR YOUR DIGITAL MARKETING NEEDS



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