

CEE CONVERSATIONS

Digital Dialogues

Connect. Converse. Convert

ABOUT CEE CONVERSATIONS

We are the rare breed — experienced marketers fluent in both traditional and digital marketing strategy development. We instinctively ideate and innovate ideas that favor traditional or digital worlds. We simply define the business need and then create innovative ideas that others can't imagine.

Many of our clients are digitally challenged companies that fear they are falling further behind the digital knowledge curve. For these clients we serve as their Chief Digital Marketing Officer on speed-dial. A trusted, experienced marketing partner that is completely neutral. They never have to worry if our recommendations are influenced by how we earn our fees.

There is never a conflict of interest as we earn no more or less from our recommendations. We simply help them to see around the technology corner to recognize what's next. We ensure they never get caught flat footed or blindsided by a change in digital marketing technology or invest in the next shiny object simply because it's shiny.



CONTACT



We are never to far from your reach. Available on short notice to assist organizations meet their digital communication objectives. Our offices are located in Nairobi

but we serve clients from all over Kenya and the East African region.

Partner with us today to improve your digital connections, needs of connecting, conversing and converting.

Call or write to us today on any of our platforms below.

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DIGITAL CONNECTIONS



There's a big difference between having digital skills—knowing how to use the internet—and having understanding—knowing the implications of using the internet and the connections that bring in business and those that drive businesses away.

Digital networks give you the opportunity to interact directly with customers and fans, and likewise give them the chance to interact directly with your brand.

DIGITAL CONVERSATIONS



How to Have Real Conversations that create Collaboration, Innovation and Understanding

What are the benefits of using social media for business? Your customers are already talking about you on social media, whether or not you're there to respond. Therefore, if you're not taking advantage of social, you're missing out on a fast, inexpensive, and effective way to reach almost half the world's population.

DIGITAL CONVERSIONS



Conversion optimization has the benefit of allowing you to stay ahead of the competition.

Your success will likely depend on how well you're able to drive traffic to your site and convert visitors to customers. While far too many businesses focus on site traffic acquisition, what you need to worry about is what percentage of visitors are adding value to your bottom line.

Connect

EFFECTUAL ONLINE CONNECTIONS

Over 60% of the Kenya population have at least some basic digital skills. But digital understanding is not about being able to code, it's about being able to cope. It is about adapting to, questioning and shaping the way technologies are changing the world.



The growth of digital communication use in Kenya has grown exponentially and many Kenyans are turning to social media platforms to engage with business through social commerce and interactions. It is important that business leverage on this trend and that is why our organization focuses on building effective online connections that allows highly customizable content targeting consumers.

Converse

EFFECTIVE CONVERSATIONS

Consider that there are now more than 3 billion using social networks across the globe. And these people are using social to engage with brands.

Recent studies have found that more people follow brands on social media than follow celebrities. On Instagram alone 80 percent of people follow at least one business. what are the benefits of social media for brand building:-

- Increase brand awareness
- Humanize your brand
- Establish your brand as a thought leader
- Stay top of mind
- Increase website traffic
- Generate leads
- Boost sales
- Partner with influencers
- Promote content and go viral



Convert

INCREASING CONVERSIONS

Driving traffic to your website and landing pages isn't enough; you need to convert those visitors into customers. And while that may sound simple to an outsider looking in, you know firsthand how difficult it can be to accomplish. Thankfully, there are plenty of proven tips and tricks designed to increase conversions and boost your ROI. Our company provides tactics to help your organization increase conversions by assisting in:-

- Production of quality crisp copy with compelling content
- Effective utilization of social media
- Assist with email marketing content
- Create urgency when low on conversions
- Assisting with compelling CTAs

