DREW MARKETING SOLUTIONS LTD

COMPANY PROFILE

DREW
DO IT THE RIGHT WAY

Get to know who we are and what we stand for.
#doittherightway

www.drewmarketingsolutions.com

#DOITTHERIGHTWAY

TABLE OF CONTENT

- ABOUT COMPANY
- VISION / MISSION/CORE VALUES
- OUR APPROACH/ WHY DREW.?
- OUR SERVICES
- PORTFOLIO & CONTACTS

www.drewmarketingsolutions.com

Welcome to Drew Marketing Solutions, where creativity meets strategy to bring your brand's vision to life! We specialize in crafting unique, compelling branding and marketing strategies that resonate with your audience and drive results. Whether you're building a brand from the ground up or looking to amplify your presence, our team is dedicated to delivering innovative solutions that align with your business goals. We transform ideas into impact.

#DOITTHERIGHTWAY

ABOUT COMPANY

Drew Marketing Solutions is a one stop integrated marketing and communication solutions provider with a strategic approach focused around brand building, business development and value addition. We believe the modern consumer is an active part of the economic cycle thus our all-inclusive business model that maximizes all the touch-points between our clients and their target audience. By incorporating your needs at the core of our strategies, we combine excellence and pure vision in our services to ensure we not only deliver but deliver the right solutions.

www.drewmarketingsolutions.com

#DOITTHERIGHTWAY

Holistic Approach

Data-driven Solutions

Environment Consciousness

Long-term Relationships

www.drewmarketingsolutions.com

#DOITTHERIGHTWAY

OUR PILLARS

Vision

Be the vanguard of integrated marketing & communication solutions provider.

Mission

Provide our clients with efficient business development services, increase their brand value & be in the forefront of building a harmonious society.

Core - Values

- Result - Centered
- Teamwork
- Innovation
- Value for money
- Sustainability

OUR JOURNEY

2018

Drew Marketing Solutions is first registered as a business name offering branding services.

2020

Drew Marketing solutions is officialy registered as a limited company converting into a branding Agency.

2023

Due to demand, the company converted into a fully fledged Intergrated Marketing Communication solutions provider offering Market research, branding & Advertising services.

OUR APPROACH

#DOITTHERIGHTWAY

PRE - LAUNCH

These activities dwell mostly on establishing a strong brand prescence, create awareness & set the stage for a clear brand positioning strategy.Kye steps include identifying your Target Audiece, creating a compelling value proposition and developing consistent branding elements i.e logo, messaging & visuals. We also identify and plan different marketing/communication channels i.e digital marketing, Outdoor advertising, experiential marketing & media buying that will help genetrate interest and engagement with your brand.

MARKET ENTRY

Here we focus on more on introducing your product/service to a new Audience. The process begins with a thorough market researchto help understand the Target Audience,competitors &market conditions. With this data a well defined strategy follows including adapting the product, pricing & messaging that fits the market needs and cultural prtefferences.We then include branding efforts to ensure consistency while executing marketing campaigns, distribution strategies& partnerships to create awareness, drive adoption & establish brand positioning in the market.

GROWTH

We focus on expanding your brand through different strategies aimed at attracting, engaging and retaining customers. This involves a data driven approachtestingvarious channels, messages & tactics to optimize lead generation, conversion and loyalty. It also involves long term planning to align sales & marketing efforts with business goals i.e brand positioning & competitive differentiation. This ensures both short-term wins sustained success by driving business growth with purpose & direction.

OUR SERVICES

MARKET RESEARCH

We gather data/insights about different target markets then analyse to identify market needs by encompassing both qualitative and quantitative techniques. We also include both social and opinion research to gain information about different markets using statistical and analytical tools. This enables us help our clients make the right data – driven business development & marketing decisions.

BRANDING

We craft identities that resonate with your nature of business, our branding services embody creativity, strategy, and innovation. From defining your essence to designing impactful visuals, we specialize in bringing brands to life. With a keen understanding of market trends and consumer psychology, we empower businesses to stand out and make lasting impressions

ADVERTISING

We elevate your brand's presence with our tailored advertising solutions. Our agency combines strategic thinking with creative prowess to deliver campaigns that captivate audiences and drive results. From targeted digital ads to captivating print materials, we craft compelling narratives that leave a lasting impact that will amplify your message and propel your brand to new heights.

MARKET RESEARCH

THE SERVICES INCLUDE:

- Current business trends
- Consumer Insight Surveys
- Opinion polls
- Industrial reports

#DOITTHERIGHTWAY

BRANDING

- CORPORATE BRANDING
- SIGNAGES
- EVENT BRANDING
- LABELLING & PACKAGING

#DOITTHERIGHTWAY

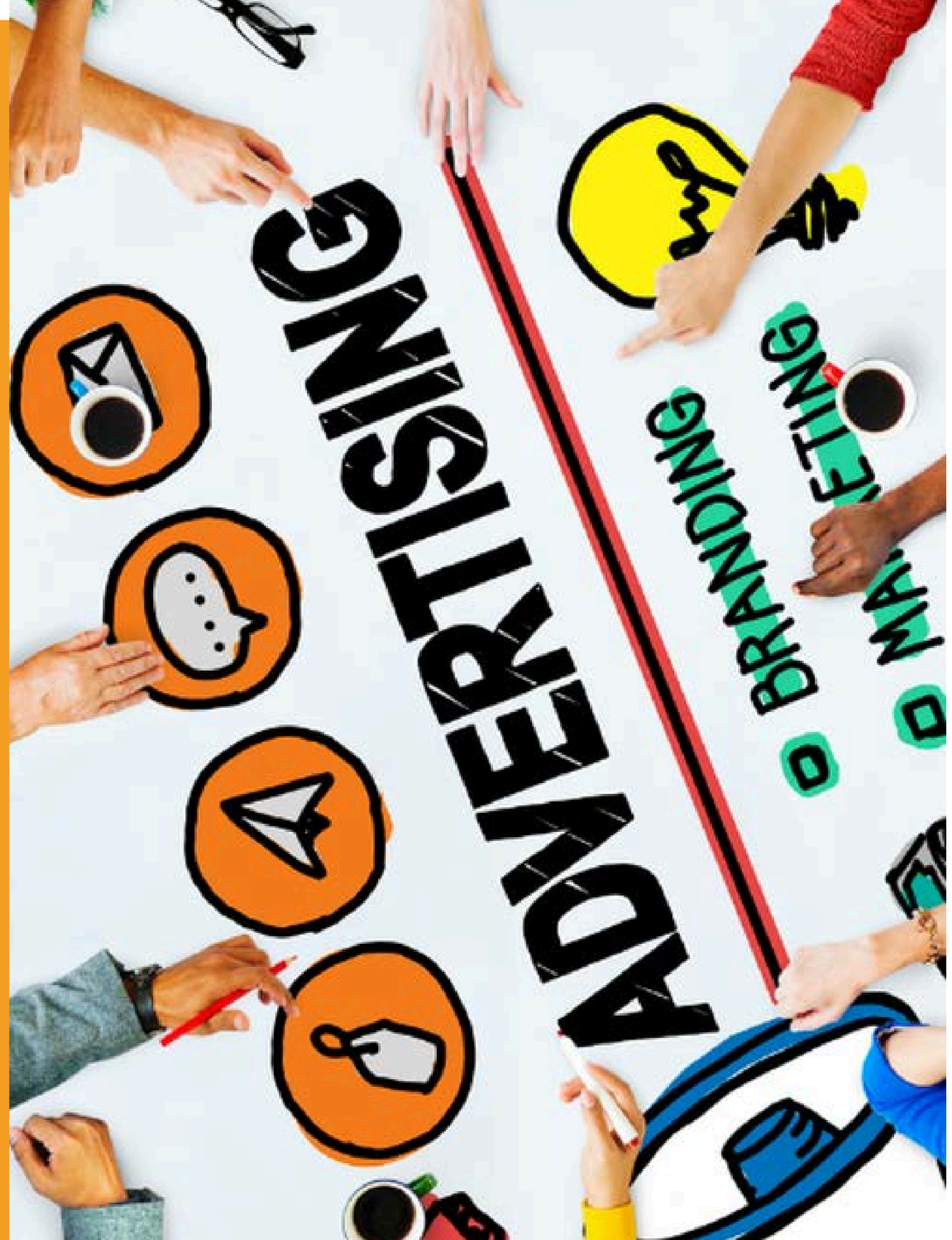
DIGITAL MARKETING

OUTDOOR ADVERTISING

EXPERIENTIAL MARKETING

MEDIA BUYING

ADVERTISING



www.drewmarketingsolutions.com

OUR PORTFOLIO

CONNECT WITH US!

+254753162000

info@drewmarketingsolutions.com

www.drewmarketingsolutions.com