



## Introduction

Smart Space Africa is a premier mobile marketing that operates predominantly in Kenya. No matter what the project, event, marketing campaign, rebranding, company or product brochure, product launch or public relations campaign – we follow the same proven process of defining opportunities, quantifying goals and choosing the optimal media mix for reaching target markets. Based on this strategic platform, we craft messages, produce materials and implement the tactics to achieve the desired results.

Smart Space Africa is the largest, well-coordinated mobile marketing company in East Africa with a commitment to deliver to our clients by providing them with precise and affordable solutions.

Our business is to look after clients whose requirements span the world, which requires us to develop creative work, provide strategic marketing information centrally, and then implement them across markets.

### Our Mission

Our Roadmap starts with our mission, which is enduring. It declares our purpose as an entity and serves as the standard against which we weigh our actions and decisions.

To inform the world of choices by strategically positioning products and services of clients.

To inspire moments of optimism and happiness by constantly providing entertainment information to our clients.

To create value and make a difference.

### Our Vision

Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

**People:** Be a great place to work where people are inspired to be the best they can be.

**Portfolio:** Bring to the world a portfolio of quality services and products that anticipate and satisfy people's desires

## Who we are

### **A Full-Service Marketing Communications Firm**

Smart Space Africa is a full service marketing communications firm, providing clients with results-oriented, cost-effective marketing and advertising materials.

We are marketing driven — preferring to provide business solutions based on sound marketing principles and thoughtful, strategic design.

Our principal's background in marketing planning and management provides a distinct edge in our ability to serve clients successfully and help them achieve their marketing communications and business goals.

Smart Space Africa prides itself on our close working relationships with our clients, and our ability to get the job done in even the most demanding circumstances. Located in Nairobi, Kenya, we serve clients on a national and international basis

As a full-services marketing communications firm, Smart Space Africa offers the complete range of management consulting, business planning and creative services required to take a product or service to market. Our work for clients typically includes a mix of the following tactics or materials:

- ♦ Bulk SMS providers
- ♦ SMS broadcasting (Regional Based)
- ♦ Commercial RBTs (Ring back tones)
- ♦ Campaign or Political RBTs (Ring back tones)
- ♦ Smart Biz Business App
- ♦ The Storm Political App
- ♦ Websites
- ♦ Social media

## Strategy

### **Providing Research-Based Strategic Solutions**

Smart Space Africa is a strong advocate of a structured marketing process. We believe that for any marketing effort to be successful it must be strategically conceived and executed. We feel that the strategic development and implementation of any marketing or business plan can only be successful when both the consulting team and the client are fully committed and intellectually engaged. Putting that belief into practice, Smart Space Africa works closely with the client's team to produce a campaign that is:

- ♦ Supported by research
- ♦ Strategically sound
- ♦ Fiscally responsible

To this end, we invest important time in discovery concerning the client's goals, processes, market opportunities, competition, pricing, communications options and distribution channels.

### **Strategic Marketing and Business Consulting**

Smart Space Africa has worked with clients to help them meet their marketing objectives. During that time, we have developed sophisticated analytical and planning capabilities, with a solid track record in providing:

- ♦ Business plans
- ♦ Marketing communications plans
- ♦ Market/competitor analyses
- ♦ Product feasibility studies
- ♦ Financial modeling
- ♦ Distribution channel analyses
- ♦ Program effectiveness evaluations

## Communication

### **Advertising and Marketing Communications**

Smart Space Africa works with clients in a variety of ways to meet their communications objectives. We can handle projects from concept to completion — including print buying, media placement or web hosting — or work in tandem with your internal team to complete a specific component of the project, as required.

Our services include the following:

- ◆ Concept development
- ◆ Project and logistics management
- ◆ Design
- ◆ Copywriting
- ◆ Photography, illustration and digital imaging
- ◆ Layout and production for print or web
- ◆ Broadcasting through SMS channels
- ◆ Sponsored or affiliate RBT marketing (Ring back tones)

## Core Business

## Our Core Business/services

- ♦ Providers of Commercial RBTs (Ring back tones)
- ♦ Providers of Political/campaign RBTs (Ring back tones)
- ♦ Bulk SMS providers
- ♦ SMS Broadcast services
- ♦ Smart Biz App (business Solutions)
- ♦ Storm Political App (Smart Campaign)

## Ring back tones

### **Commercial RBTs (Ring back tones)**

#### **Introduction**

The ring-back tune allows mobile subscriber to entertain callers as they wait for their calls to be picked up. The service is popular because it breaks the monotony of the traditional dial tone.

Smart Space Africa has partnered with Blue water which is contracted by Safaricom Ltd and Telkom Kenya networks to offer advertising and branding space on the ring-back tune.

#### **Background**

The few seconds a callers waits for a call to be received has the highest level of attention. The calling party listens attentively to the ring as he waits for the called party to receive the call. This high attention period lasts between 15-30 seconds and presents the perfect slot to advertise, brand or pass a custom message.

#### **Rational**

As at March 2016, there were 39.37 million mobile phone subscriptions in Kenya. Mobile penetration was recorded at 89.2%. This means that the mobile phone is a very powerful mass media platform whose immense potential should be tapped by the tech-savvy brand advertiser.

Safaricom holds the largest market share in terms of subscriptions with a subscriber base of 25.1 million. Airtel and Telkom Kenya come second and third.

#### **The Opportunity**

A Safaricom subscriber receives an average of 6 calls per day, from 3 unique callers, which translates to an average 3 impressions. When a caller is waiting for the called party to pick up, they are actively listening to the line awaiting a response. The Ad is whispered into the caller's ear.



## SMS Marketing

### Providers of Bulk SMS

There has never a better or more important time to engage your customers, consumers or followers via mobile messaging. Consumers have collectively made the shift to mobile, and SMS (or text messaging) is at the forefront of that shift.

SMS is the de-facto way people interact with each other, easily outpacing phone calls and other communication methods. Given that, it's only natural for brands and retailers to tap SMS as a key mobile engagement strategy and build their mobile databases, which have been proven to drive significant ROI and revenue for marketers.

Kenya is one of the fastest growing economies in Africa and the most Tech friendly country in Africa. With over 37 million mobile phone users and the need to do things differently, we should now tap into the mobile phone marketing portal that is very cost friendly, saves time and space and yet comes with impact and an emotional attachment to the end user. Be it a marketing or even campaign you intend to initiate and reach masses without inconveniencing the usual busy schedule, look no further as we at Smart Space Africa have a bulk SMS solution putting into consideration we work with your budget and still deliver.

- ◆ Plan, execute, and manage all ongoing SMS and MMS campaigns.
- ◆ Strategically add push notifications to drive App usage and engagement.
- ◆ Create post-click experiences that drive deeper engagement and loyalty.
- ◆ Deliver highly-relevant, targeted messages to your mobile consumers.
- ◆ Capture and analyze data to constantly improve your mobile campaigns.
- ◆ Send your SMS messages directly to all carriers through SSAL aggregator.

### Mobile marketing automation makes life easy

Mobile marketing automation lets you configure and establish business rules for your mobile marketing programs. This includes text, push and mobile wallet. For example, say you want to send a Happy Birthday text to all the customers in your mobile database for their birthday. Simply configure the business rules in our platform and it will do the rest. It's really that easy!



## SMS Broadcasting

### **SMS Broadcast Services**

#### **Description:**

We have high tech SMS Broadcaster equipment's that is an Emergency Messaging System designed for use even during crises when network coverage is low. It is powered by a complex software algorithm and next generation RF computer hardware. Being a product of extensive engineering and years

Of R&D. This unique equipment has the ability to directly transmit SMS alert messages to surrounding mobile phone devices within its radius using your cellular provider's network and without knowing their subscriber numbers. It is primarily designed for Disaster or Emergency Messaging and for General Alerts. It is also an effective solution for Proximity- or Location-Based Advertising and targeted marketing campaigns at private venues and events. This equipment does not require an internet connection. The machine operates independently, and is designed to work in the event all cell sites are down. The text messages originate directly from the equipment; therefore, you can send unlimited

SMS messages at very little cost. SMS Broadcaster can effectively penetrate 95% of mobile phone devices, regardless of the brand, model, network operator and band. SMS Broadcaster has multiple modem signaling which penetrates various bands and standards, including GSM, UMTS, 3G and LTE devices.

#### **Features:**

Advance Software Algorithm.

Powerful IMEI/IMSI Acquisition.

Multiple ARFCN Broadcast.

Built on Military Specification.

User Friendly Web-based GUI.

Transportable and Standalone.