Digital Advertising Solutions

Brand Visibility and Lead Generation tailored for you!

An inspired solution for today's challenges

Agenda

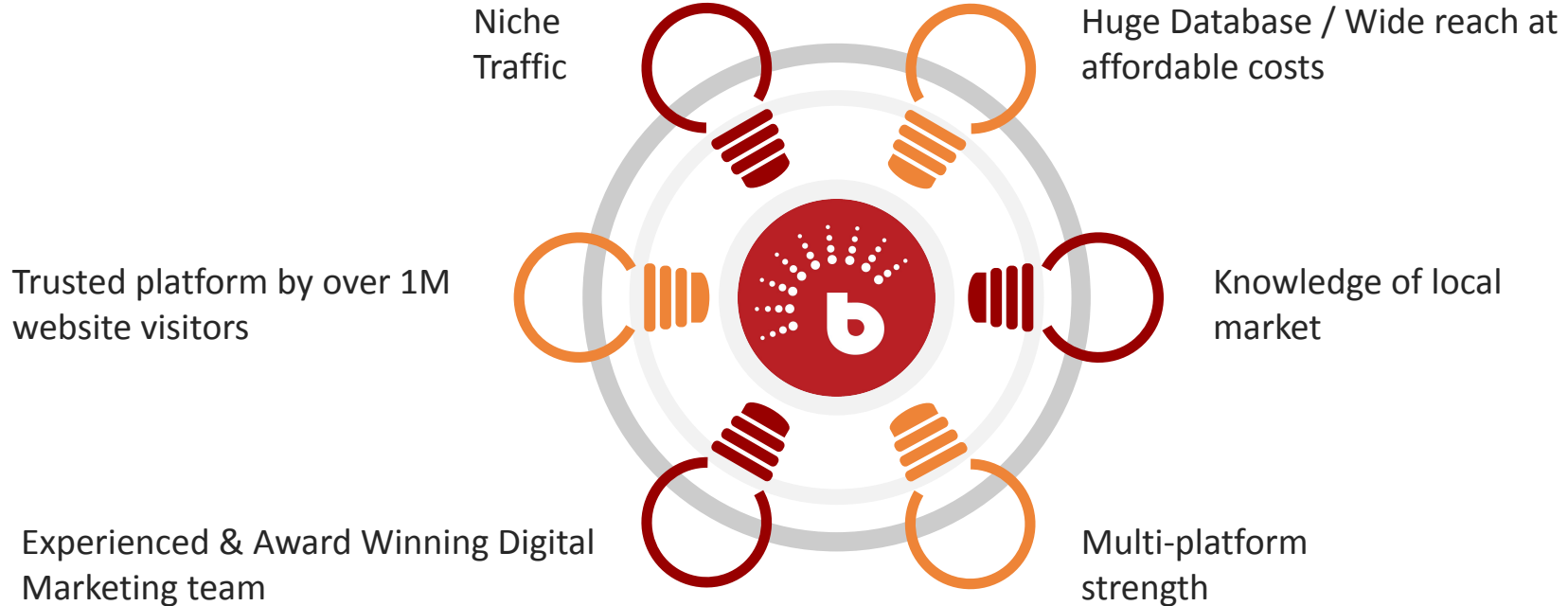# Let's help you grow! Why BrighterMonday

Niche Traffic

Huge Database / Wide reach at affordable costs

Trusted platform by over 1M website visitors

Knowledge of local market

Experienced & Award Winning Digital Marketing team

Multi-platform strength

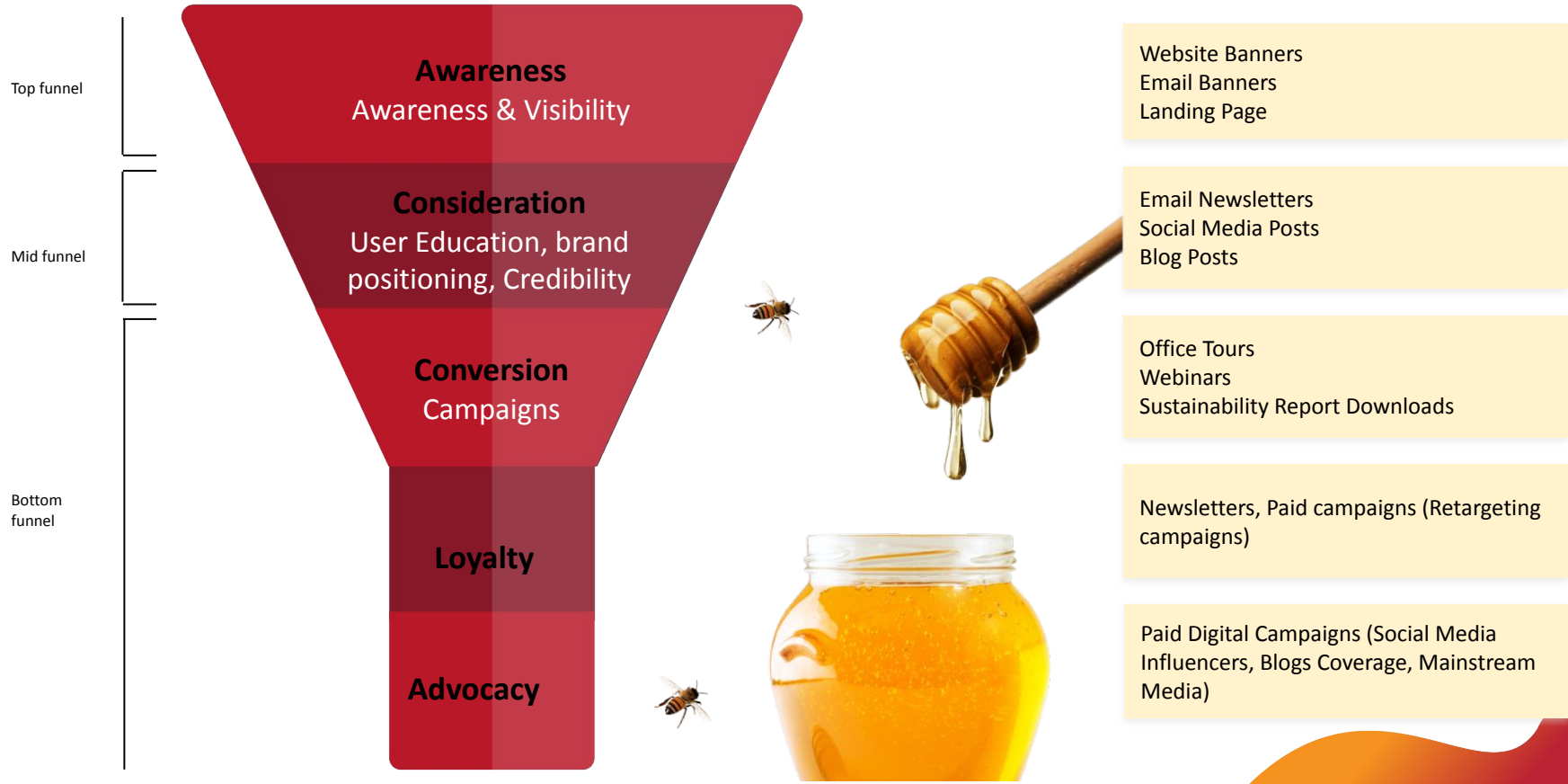# Talent attraction through Digital Recruitment Campaigns

Typical Campaign Objectives

- Employer Branding
- Quality Candidate Applications
- Talent Database Pipelining
- Lead Generation for Services

Attracting the right audience

Agenda

Organic Channels

Employer Pages

Ad Type
Employer Pages

Objective
User Education
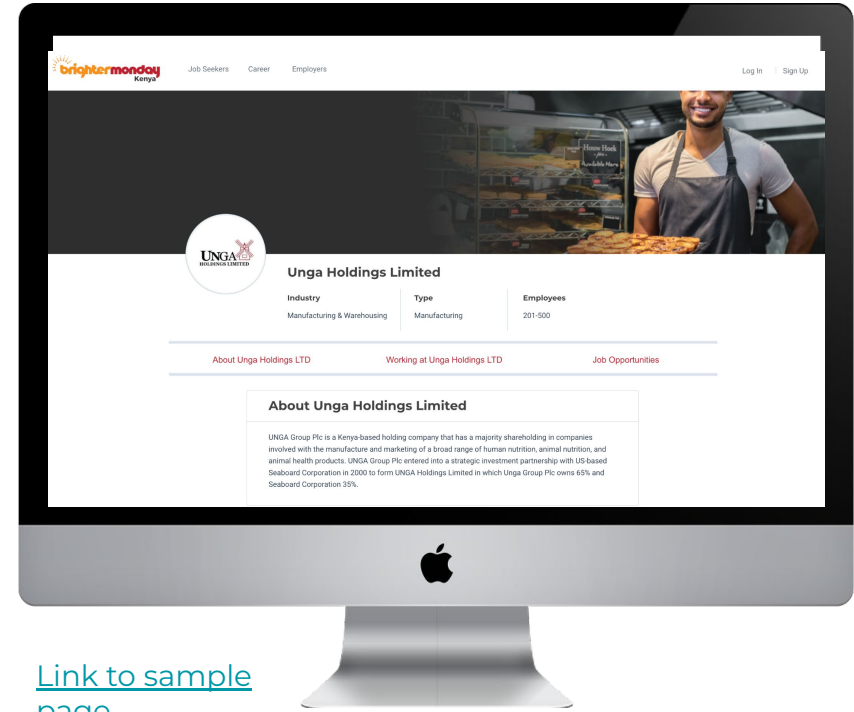Lead Capture

Placement
BrighterMonday Website

How does it work?
This is a website page developed specifically for employer branding and talent pipeline building. BrighterMonday develops the page in consultation with the client and customises it as per the client's requirements.

Why is it ideal for you?
- Ideal for advertisements a Brand's job and building talent pipeline
- Great for showcasing a company's culture
- Great for publicity/ latest news and developments

Link to sample page

BMKE Site Visits : 1 million per month
Development time : 1 week

Landing Pages

Definition
Landing Page

Objectives
User Education
Lead capture

Placement
BrighterMonday Website

How does it work?
This is a website page that the target audience is redirected to and has a form for collecting leads. BrighterMonday creates the landing page dedicated to your brand and hosts it on the BrighterMonday Website. Your target audience is mobilised to the landing page where they are educated more about your campaign and leads collected

Why is it ideal for you?
- Idea for user education since all info is one place
- Provides the a central platform for leads collection
- Brings in an element of brand credibility since it is hosted on BM site

Estimated reach : Depends with campaign
Cost :Ksh 50,000

Banner Ads

Ad Type
Banner Ads

Objective
Brand Visibility

Placement
BrighterMonday Website

How does it work?
These are advertisement banners of various sizes which are strategically placed on different locations of our website. BrighterMonday uploads your banners/ ad creatives on your choice Advertising banner slots which are on the BrighterMonday Website. Once clicked, a user will be redirected to your preferred landing page

Why is this ideal for you
- Has a very wide reach,
- Great for visibility and top of mind awareness
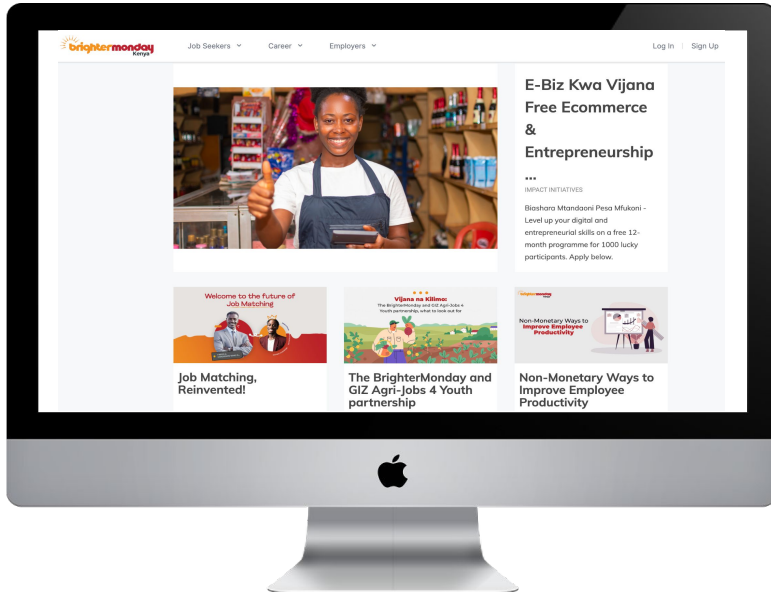- The most affordable in terms of reach
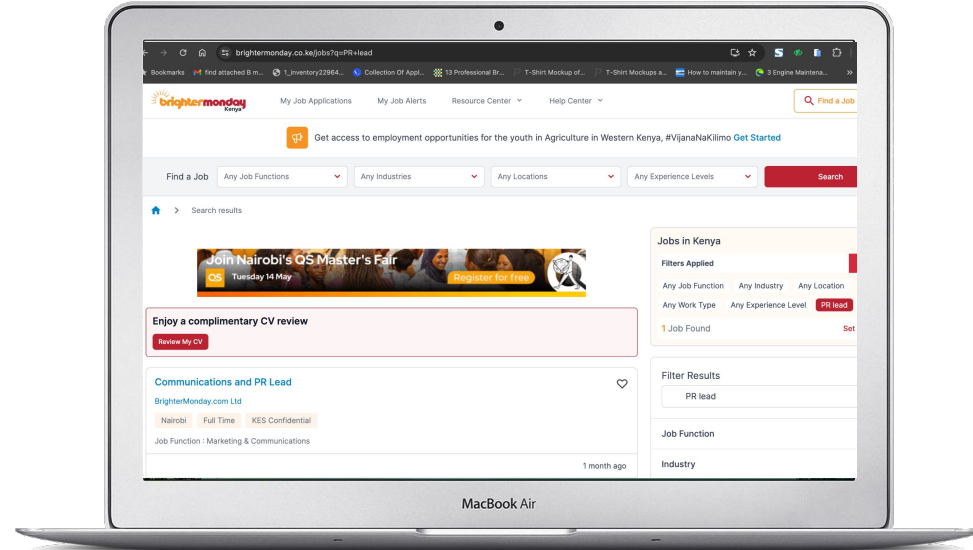
Website Visits : 100 million per month
Banner Ads Impressions : 50,000 -500,000 views per month based on location of the banners Ad
Cost :Ksh 25,000 - Ksh 100,000

Customised Blog Posts

Ad Type
Blog post

Placement
BrighterMonday Website

How does it work?
This is literal content that allows for client's brand placement, mostly with emphasis on giving more details around the client campaigns. Depending on client's preference, BrighterMonday or the client comes up with content that is to be uploaded. The client will provide the content angle.

Why is it ideal for you?
- Ideal for user education since a lot of content can be packed in a post.
- Has the benefit of appearing on Google Search, making it much easier for the content to be found organically in future.

BMK Site Visits : 1 million per month
Avg Blog Posts Visits : 10,000 per month
Cost

Social Media Posts

Ad Type
Social Media Post

Placement
LinkedIn, Facebook, TikTok, Instagram & Twitter

How does it work?
This is a normal social media post on BrighterMonday social media pages, curated to the client's liking. The prime slot is a pinned post, basically meaning that the post remain static even when the user scrolls down.

BrighterMonday comes up with the copy or the client comes up with the copy to be posted. The Content calendar is then agreed upon before posting.
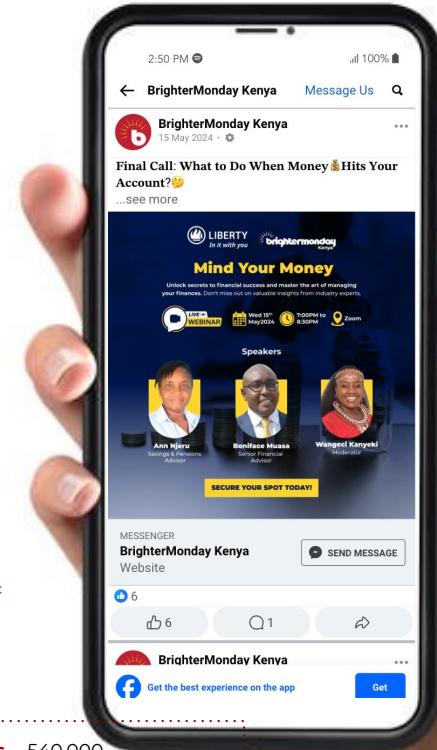
Formats vary from static posts to videos
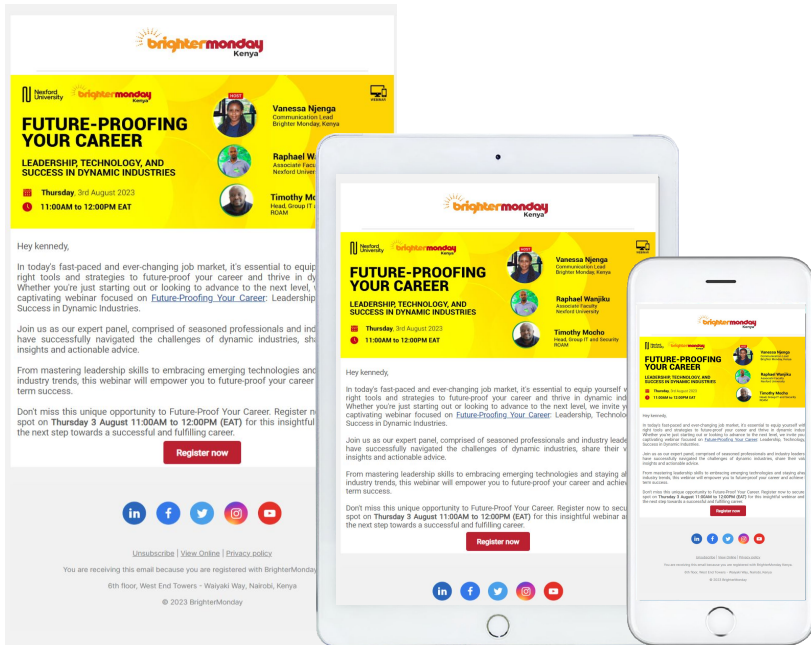
Why is this ideal for you?
- Has the ability for user engagement unlike other platforms.
- Ideal for user education since a lot of content can be packed in a post.
- Very expressive since you can post different content types e.g. videos etc.

Email subscribers : **Social Media Followers** - 540,000
Avg. Impressions per post - 10,,000
Cost - Ksh 15,000 - Ksh 25,000

Email Ads

Ad Type
Email

Placements
Email

Objective
User education
Lead generation
Database building

How does it work?
BrighterMonday creates a compelling email template with exemplary visuals and great AD copy and content as per client's preference e.g. for purposes of user education or lead collection through a lead gen form, which is sent to BrighterMonday user database.

Why is this ideal for you
- Personalised content
- Great for user education
- Ideal channel in terms lead collection
- Most ideal for database creation

Email subscribers : **Seekers** - 340,000
Employers - 52,000
Reach - 1,000,000 per month
Cost -Ksh 0.4 Per email account for blasts
- Ksh 40,000 for banners on BrighterMonday Newsletter

Webinars

Ad Type
Webinar

Placements
Webinar channels

Objectives
Collections

How does it work?
A webinar is an online version of a seminar or any other interactive session online discussion. BrighterMonday uses its online mobilisation prowess to bring together a target audience that has high chances of converting for the clients product/ service.

Why is this ideal for you?
- Works very well with a captive audience
- Allows for a great deal of interaction
- Allows for product demos
- Collects warm leads

Reach - Depends on campaign budget
Cost - From ksh 40,000

Activations/ Events

Definition

Activations and Events area outdoors activities that are usually used to increase engagement with target audience and allow for interaction with the human bit of the client's brands

How does it work?

In consultation with the client, BrighterMonday puts together the event/ activation plan and is also in charge of the mobilisation. The client on their bit provides the content and any support material needed e.g. merchandise

Why is this ideal for you?

- Works very well with a captive audience
- Allows for a great deal of interaction
- Allows for product demos
- Creates memorable interactions
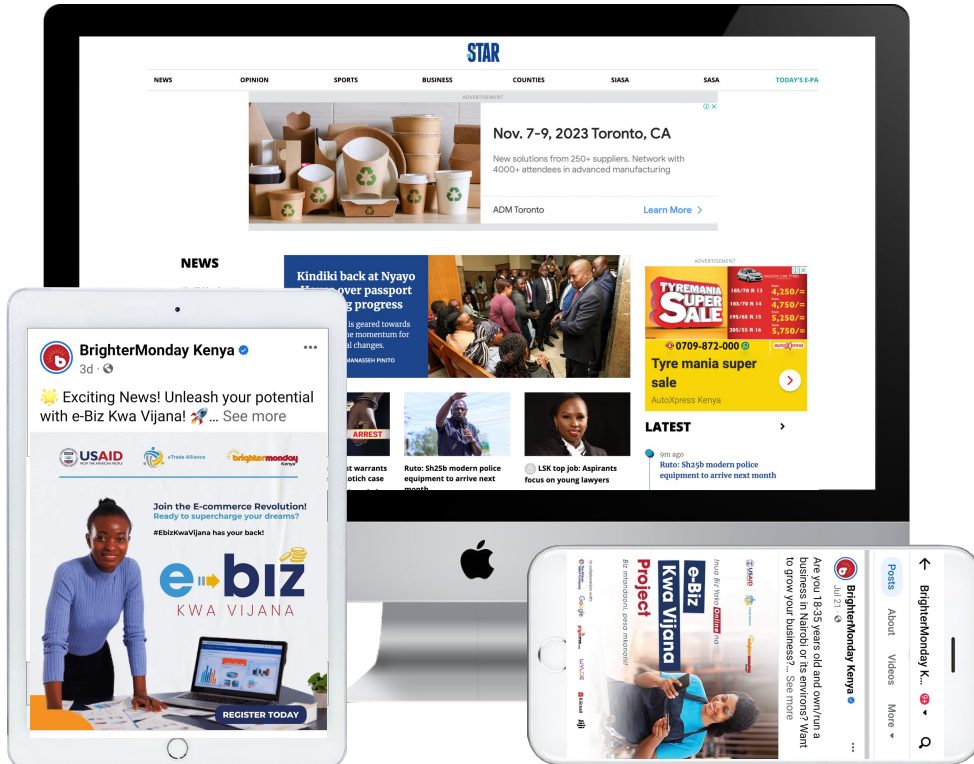- Has a big brand feel about it
- Collects warm leads

Paid Channels

Paid Channels - Intro

Definition
Paid Channels are channels that BrighterMonday has to pay a fee for wider reach e.g. Sponsored Posts on Social Media as well as Display Banner Ads on other key/ target websites e.g. The Standard, The Star, Nation Media etc.

How does it work?
BrighterMonday team manages the placement of ads on other websites as well as the sponsoring the ads on Social for a much wider reach.

Why is it ideal for you?
- This is great for clients who need a much wider reach outside of BrighterMonday's organic reach.

- Unlocks more features such as deeper analytics and better targeting.

- Allows client to leverage on BrighterMonday's digital team expertise and partnership network on the above e.g. Google team Partnership and Account Management.

Google Ads - Search Campaigns

Ad Type
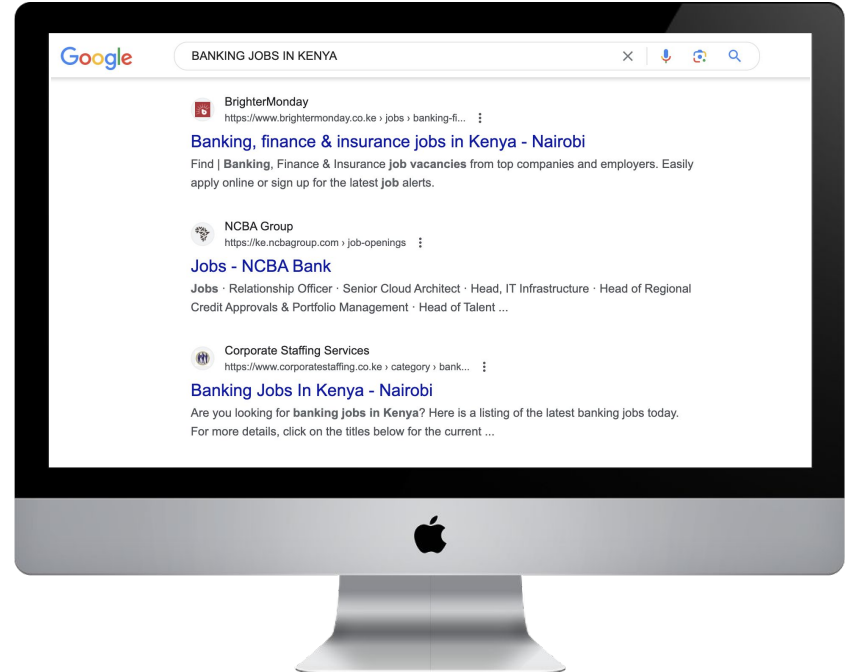Google Search

Objective
Job Application

Placement
Google Search Result Page

How does it work?
BrighterMonday bids for paid space on the Google search result page behalf of the client so that the clients' adverts appears on the first page of Google whenever a prospect does a search related to the client's campaign goals.
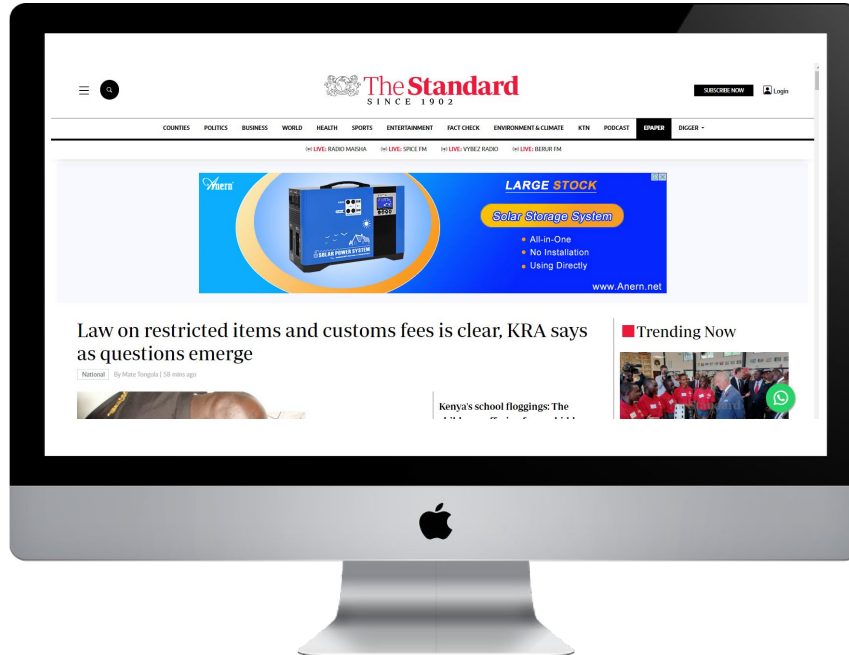
Why is it ideal for you?
- It attracts the hottest leads, people who are actively searching.

Reach - Depends on budget
Cost - Flexible

Google Ads - Display Campaigns

Reach - Depends on budget
Cost - Flexible

Ad Type
Google Display

Objective
Increase Website Traffic
Brand Visibility
App promotion

Placement
Google Search Site & Partner sites

How does it work?
Typically image-based and are shown on web pages within the Google Display Network. We can target certain contextual sites based on your preferred audience.

Why is it ideal for you?
- Relatively affordable
- You control who sees it
- Has the widest reach

LinkedIn Paid Ads

Ad Type
LinkedIn Paid Ads

Objective
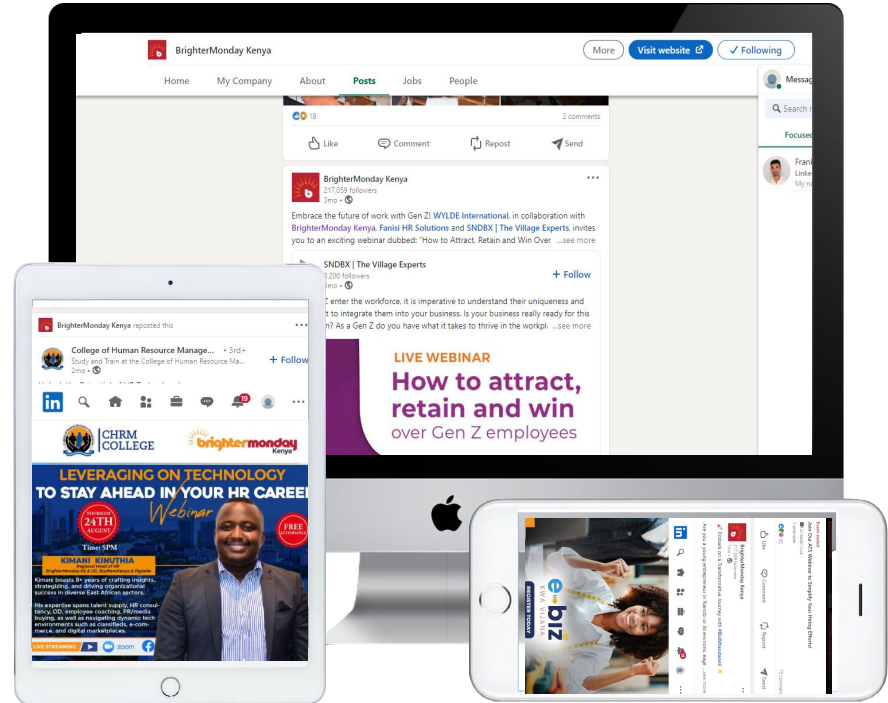Top of mind awareness
Lead generation

How does it work?
BrighterMonday executes paid ad campaign on its LinkedIn
Ad accounts on behalf of the client. The various formats
include:
- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)
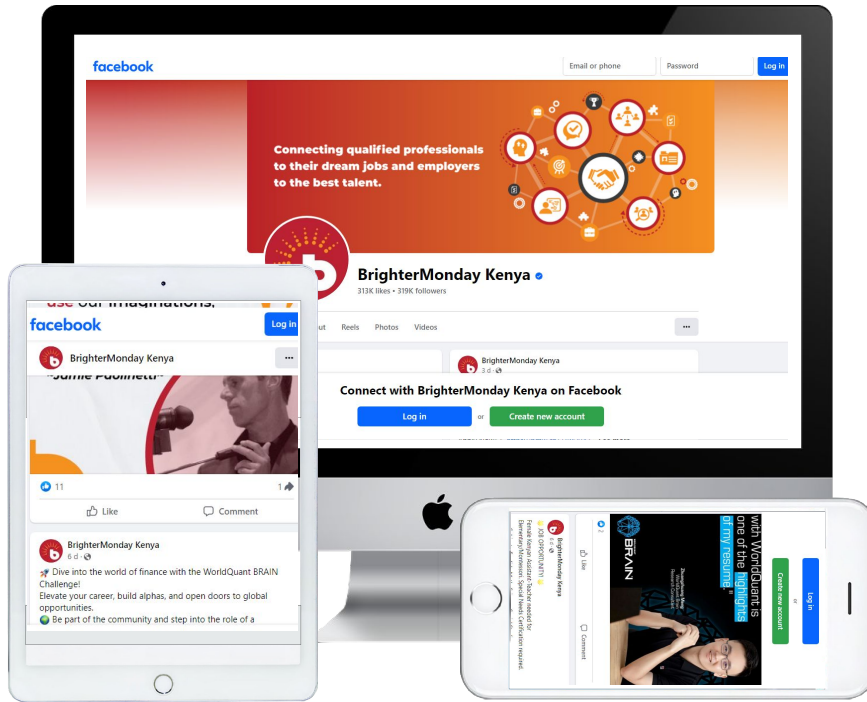- Inmail - Straight to people's LinkedIn's Inbox

Why is this ideal for you
- Target specific and personalized
- Wider reach
- Helpful analytics
- Ideal for lead generation

Reach - Depends on budget
Cost - Flexible

Facebook Paid Ads

Ad Type
Facebook Paid Ads

Objective
Top of mind awareness
Lead generation

How does it work?
BrighterMonday executes paid ad campaign on its Facebook Ad accounts on behalf of the client. The various formats include:
- Boosted Posts
- Promotional Ads (Videos, Carousel, Post etc)
- Lead gen ads (forms)

Why is this ideal for you
- Target specific and personalisable
- Wider reach
- Helpful analytics
- Ideal for lead generation

Reach - Depends on budget
Cost - Flexible

Agenda

1. Intro

2. Our Channels

3. Our Story

4. Engagement

5. Rate Card

Our Story in Numbers

brightermonday
Kenya

Email

340K Email subscribers

Web Advertising

1M site visits per month

Web & Mobile Display

Over 1 million banner ad views per month

Social Media Ads

560K Followers on Social Media
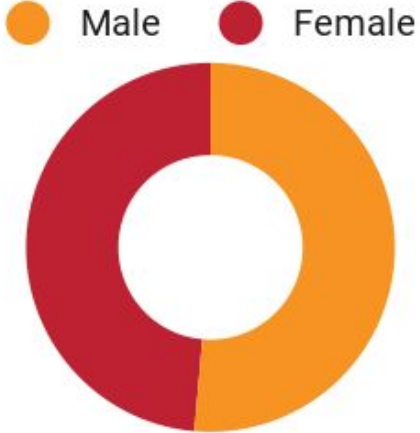
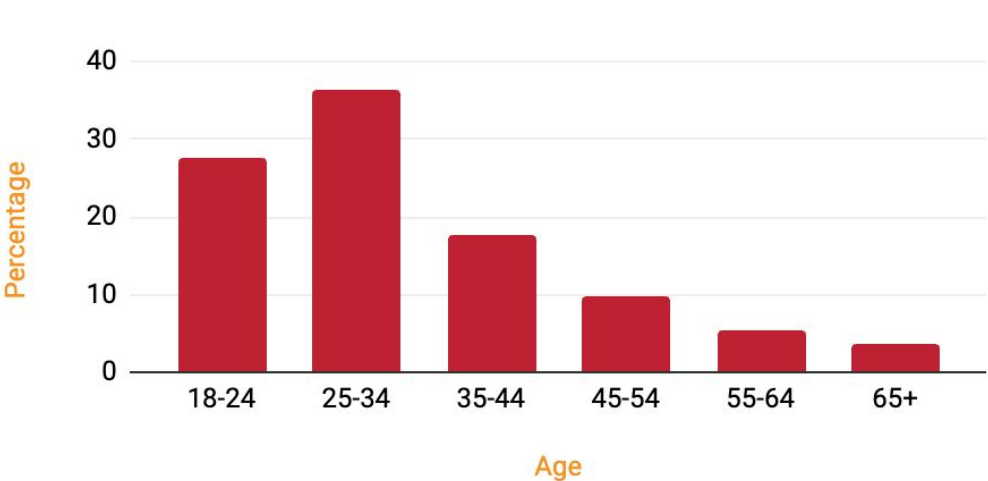**Sponsored Blogs**

5K readers per month

4,000,000 Ad Impressions per month

Users by Age & Gender

Happy Client - ZEBS

Client
  Zebs

Goal
- BrighterMonday hosted a Linkedin Live event for Zurich Elite Business School (ZEBS). BrighterMonday advertised the Event to attract applications from seekers with (10 - 30) work experience.
- Get 100 attendees to the live event & generate 70 leads.

Objective
- Lead generation
- Awareness creation

Target audience
- Jobseekers with 10-30 years of experience

Channels
- Organic Social Media
- Organic Linkedin posts
- Paid Linkedin posts

Time frame
- Weeks

Results
- 123 live attendees
- 213 leads

Happy Client - WorldQuant

Client
World Quant

Goal
- Boost the registration numbers for the IQC 2023, a global quantitative finance competition based on BRAIN principles.

Objective
- Lead generation
- Awareness creation

Target audience
- 18 - 35 yrs old jobseekers with a background in Quantitative Finance, Financial Engineering, Actuarial science, Data Science, Mathematics, Computer engineering, Electrical engineering e.t.c

Channels
- Email Commercial Shots
- Organic & Paid Social posts
- Website banners
- Blog

Time frame
- 4 Weeks

Results
- 377 leads or registrations
- 148 live webinar attendees

Happy Client - Kibo School of Technology

Client
  Kibo School of Technology

Goal
- Increase the visibility and grow awareness of Kibo School of Technology's high-demand, job-ready technical degree in Computer Science.
- Get 300 leads.

Objective
- Lead generation
- Awareness creation

Target audience
- 16 - 35 yrs old recently graduated high school students with an interest in computer science or technology related courses in Nairobi.

Channels
- Email Commercial Shots
- Organic & Paid Social posts
- Website banners
- Blog

Time frame
- 4 Weeks

Results
- 1,553 leads

Happy Client - Intake Education

Client
  Intake Education, UNICAF, Moringa School, World Quantum etc

Goal
- Increase visibility, grow user education and awareness
- Get 1,000 leads and 100 live webinar attendees

Objective
- Lead generation
- Awareness creation

Target audience
- 25 - 60 yrs self sponsored students aspiring to study overseas for undergraduate/post graduate courses

Channels
- Email Commercial Shots
- Organic Social posts
- Website banners
- Blog

Time frame
- 4 Weeks

Results
- 3,893 leads
- 173 live webinar attendees

Agenda

1. Intro

2. Our Channels

3. Our Story

4. Engagement Process

5. Rate Card

Engagement Process Flow

Client Brand & Objectives Familiarisation (2 days)

Client to share general goals and previous campaign performance. Align with BMKE team on overall targets target. Set campaign goals & targets, agree on channels to use, campaign period and budget

Campaign Brief Preparation (3 days)

BMKE team to develop a Campaign brief preparation based on Market Research

Content Preparation and Alignment (5 days)

BMKE team and client to align on Developing content as per assigned channels

Campaign Deployment (2 days)

Campaign execution as per brief with each party responsible for respective assigned roles on brief

Campaign Review & Optimisation (Weekly)

Monitoring of campaign performance and optimising accordingly. Monitoring can be done through bi-weekly catch ups, emails etc

Campaign Reporting & / Re-engagement

Review overall campaign performance and agree on whether to continue or re-engage at a later date

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Rate Card

Banner Ads	Desktop Leaderboard (728 by 90) - Home (Top)	Desktop Leaderboard (728 by 90) - Home (Bottom)	Mobile Leaderboard (320 by 50) Home	Desktop Leaderboard (728 by 90) Search (Top)	Desktop Leaderboard (728 by 90) Search (Middle)	Desktop Medium Rectangle (300 by 250) Search (side)	Mobile Rectangle (320 by 50) - Search	Desktop Listing Page (300 by 250) - Listing Page	Mobile Rectangle (320 by 50) - Listing Page
Price	70,000	70,000	85,000	70,000	70,000	55,000	100,000	25,000	25,000
Email	**Email Shot (Per single Email)**	**Email Shot (Entire Database)**	**Email Newsletter Banner**						
Price	0.4	120,000	40,000						
Social Media	**Normal Post**	**Pinned Post**							
Impressions	10,000	50,000							
Landing Page	**Lead generation landing Page**	**Employer Page**							
Price	50,000	200,000							
Blog	**Blog Post**								
Price	20,000								
SMS	**SMS (Single)**								
Price	2								
Webinar	**Webinar**								
Price	50,000								
Activation	**Event Activation**								
Price	150,000								

brightermonday

If you would like to partner
with us on our mission,
you can reach us at:

✉ Info@brightermonday.co.ke

🌐 www.brightermonday.co.ke

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BrighterMonday Kenya

To contact our brands:

KENYA
+254 703 026 000
6th Floor, West End Towers, along
Waiyaki Way, Westlands, Nairobi.

UGANDA
+256 200 412 700
Plot 25A Baskerville Ave, Kampala

GHANA
+233 (0) 542 904 650
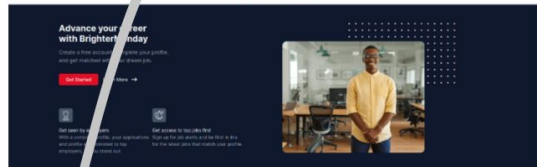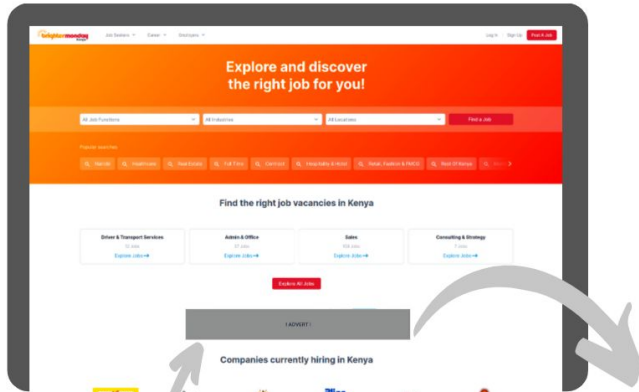Apex Square, First floor No. 6
Motorway, Extention Dzorwulu,
Accra

NIGERIA
+234 201 700 3855
+234 708 064 0600
Elephant House, 15th Floor, 214 Broad
Street, Marina, Lagos
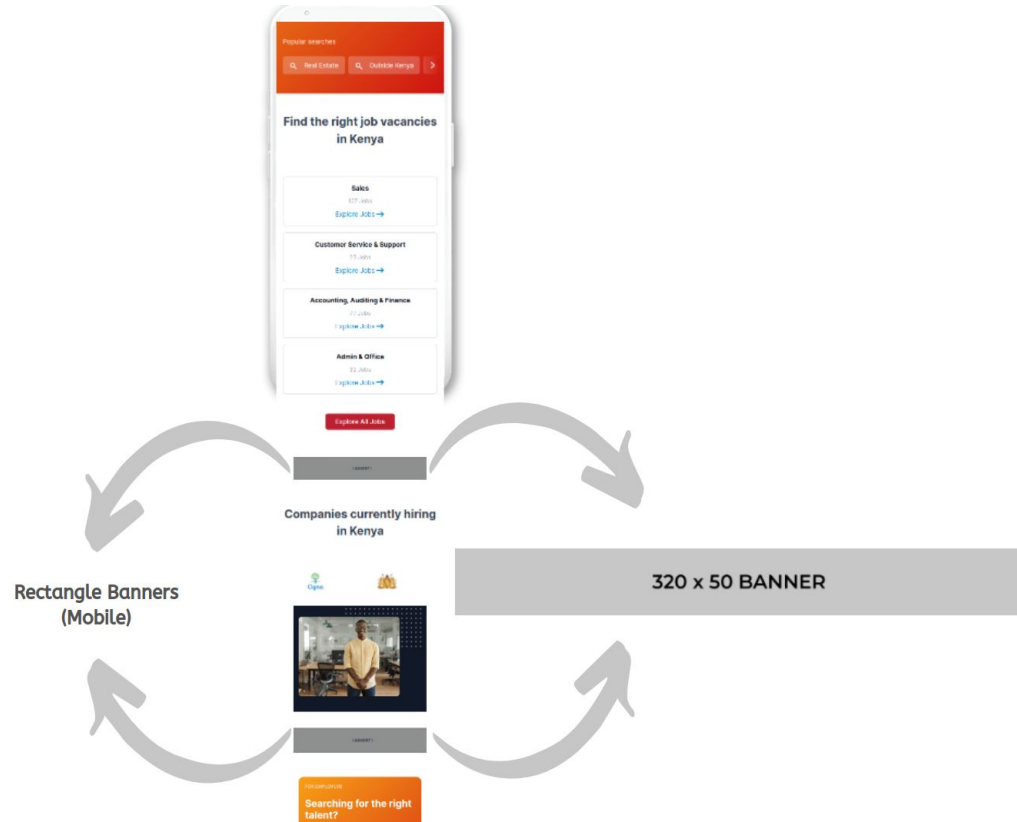
Appendix

Homepage Banner Costs (Desktop)

Two Leaderboard Banners
(Homepage)

728 x 90 BANNER

Top Banner (728x90px)	**Ksh 200,000** per Month
Bottom Banner (728x90px)	**Ksh 180,000** per Month

⭐ There are two banner slots available on the homepage.
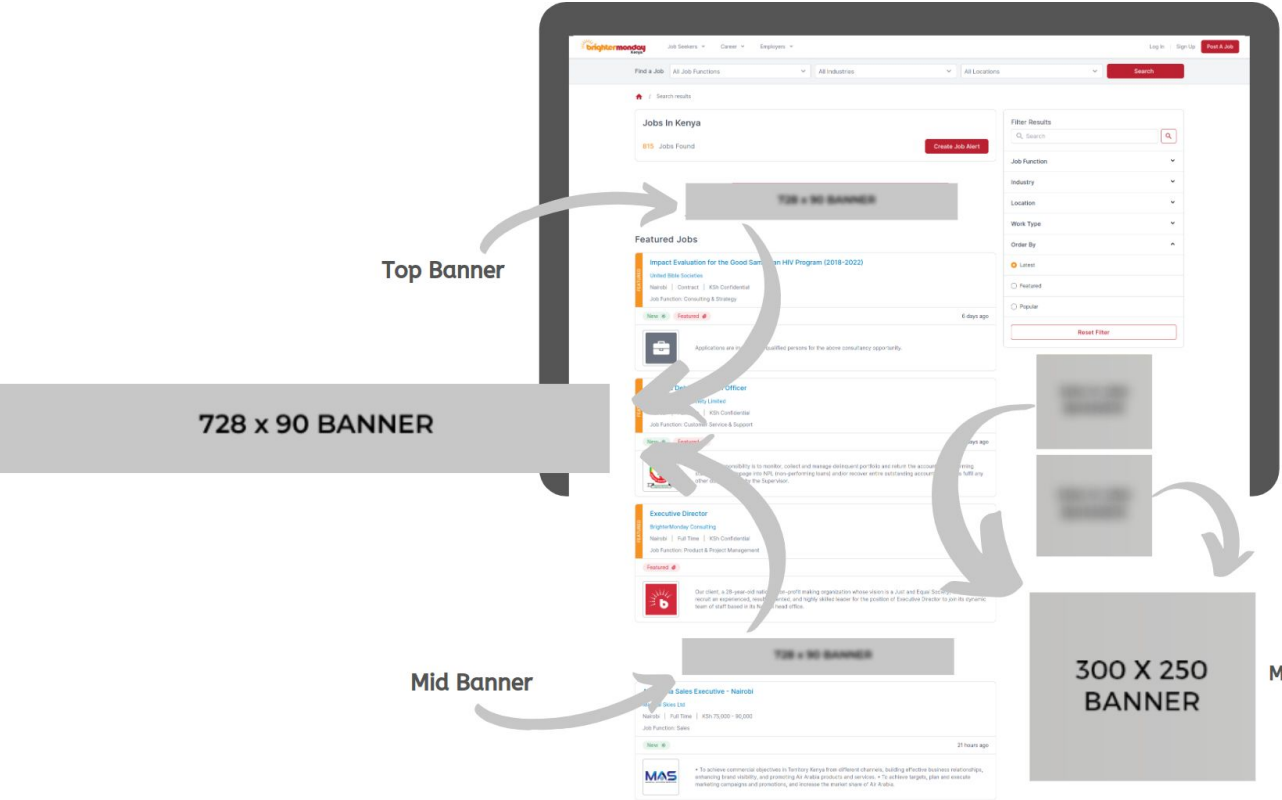
Homepage Banner Costs (Mobile)

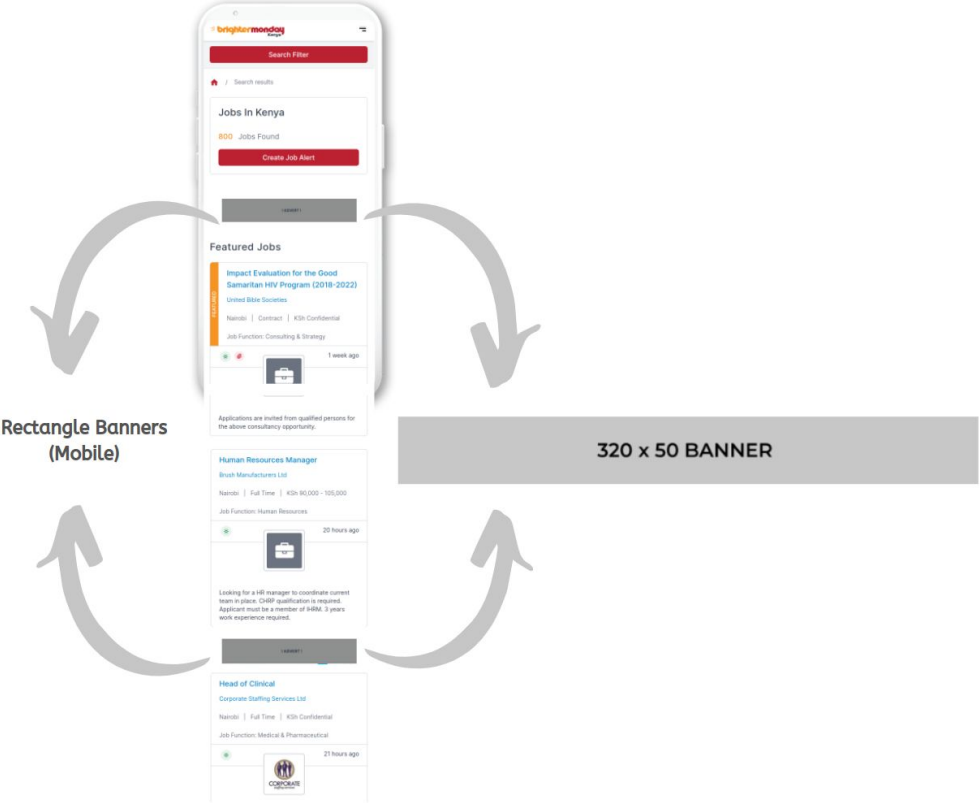| Mobile Rectangle (320x50px)	**Ksh 100,000** per Month per slot

★ There are two banner slots available on the mobile homepage.

Search Page Banner Costs (Desktop)

Top Banner		
728 x 90 BANNER		
Mid Banner		
300 X 250 BANNER	Medium Square Banner	

Top Package (728x90px)	Ksh **250,000** per Month
Mid - Search Results (728x90px)	Ksh **230,000** per Month
Medium Rectangle (300x250px)	Ksh **150,000** per Month

Search Page Banner Costs (Mobile)

Rectangle Banners (Mobile)

320 x 50 BANNER

Mobile Rectangle (320x50px)	**Ksh 150,000** per Month

⭐ There is one banner slot available on the mobile search page.

Listings Page (Desktop)
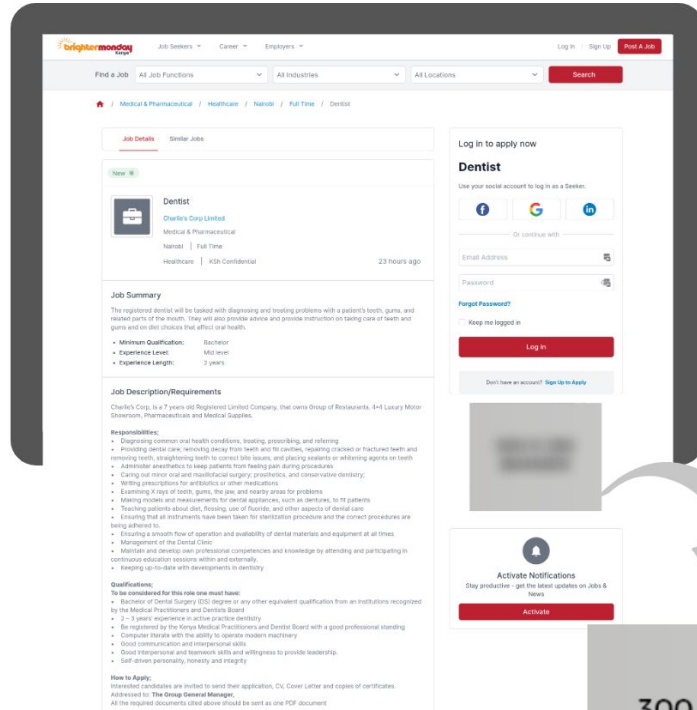
Medium Rectangle (300x250px)	Ksh 100,000 per Month

There is one banner slot available on the desktop

listing page.

300 X 250 BANNER

Medium Square Banner

Listings Page (Mobile)
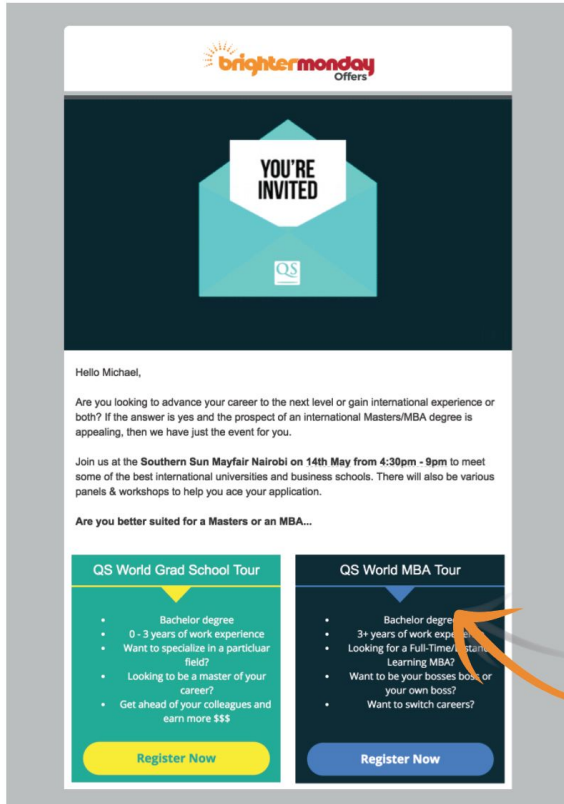
Rectangle Banners (Mobile)
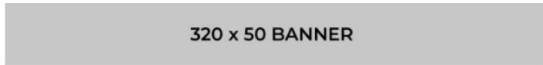
320 x 50 BANNER

Mobile Rectangle (320x50px)	Ksh 30,000 per Month

★ There is one banner slot available on the mobile listing page.
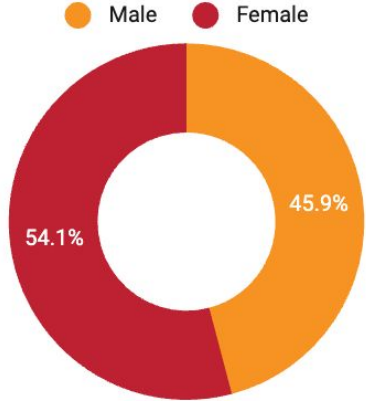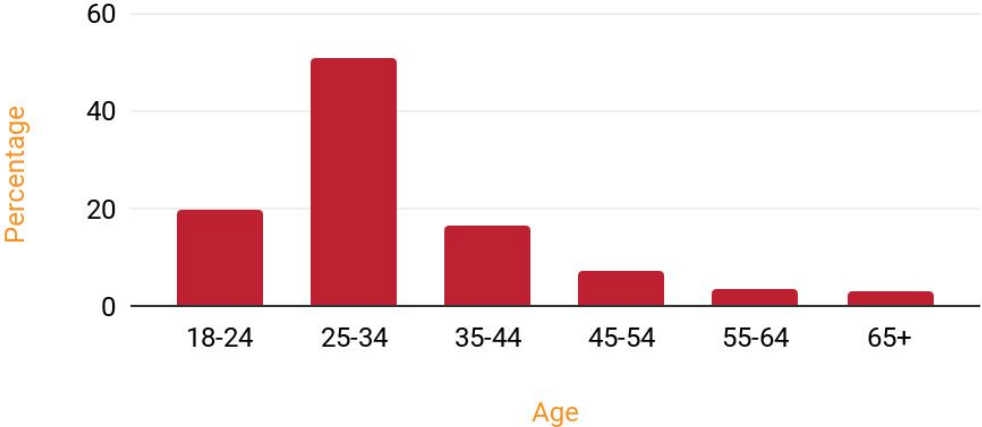
Dedicated Email Blast Costs

Dedicated Communication

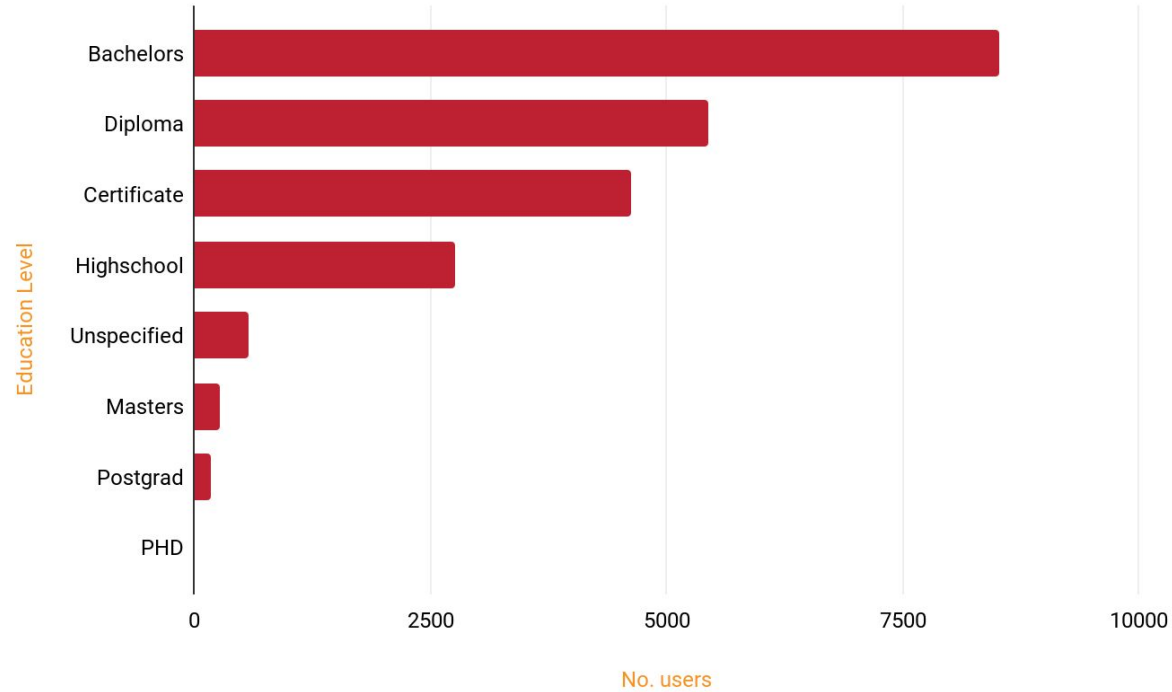| Cost	**Ksh 300,000** per Mail

⭐ Dedicated & customised email to our full database.
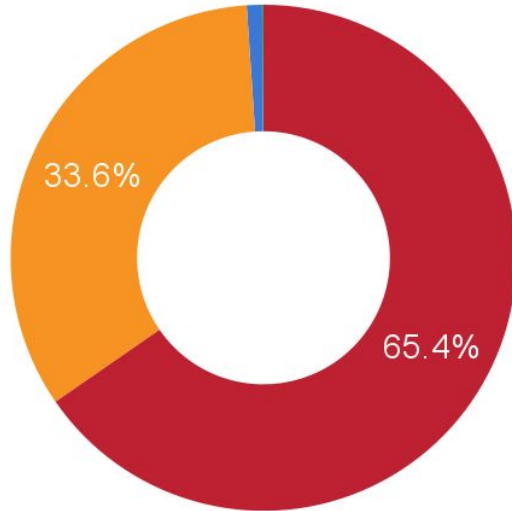
Maximum 2 a month.

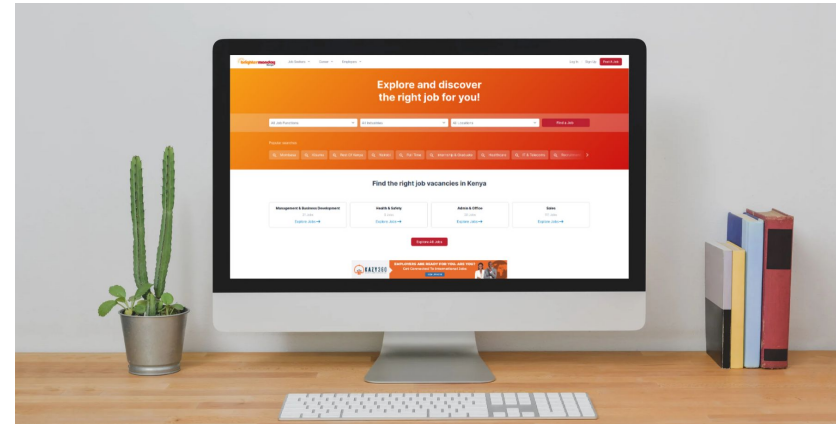# Sessions - By Age & Gender

Education Level
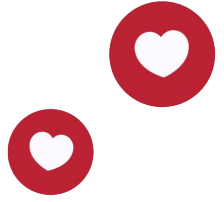
Device Usage

Mobile   Desktops   Tablet   Smart TV
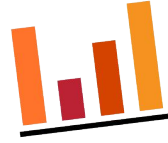
33.6%

65.4%

Device Category	Session
Mobile	**1.2M**
Desktop	**619K**
Tablet	**18K**
Smart TV	**1.5K**

Top Consumed Content

Chart: "% Of session" (y-axis, 0.00% to 40.00%) vs "Pages" (x-axis)

Page	% Of session
Seeker Signup Page	~3.5%
Login Page	~13.5%
Job Seeker Profile Page	~14.5%
Job Search Page	~26.5%
Job Applications Page	~11.5%
Homepage	~30.0%

THANK YOU

brightermonday
Kenya

If you would like to partner with us on our mission, you can reach us at:

✉ *Info@brightermonday.co.ke*

🌐 www.brightermonday.co.ke

f 📷 🐦 in ▶

BrighterMonday Kenya

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Elephant House, 15th Floor, 214 Broad Street, Marina, Lagos