Oki DIGITAL

CLIENT PORTFOLIO
2026

CREATIVE SOCIAL MEDIA AND LINKEDIN AGENCY · KENYA

CONTENT THAT SELLS. COMMUNITIES THAT STAY.

Creative social media that builds community, online presence and a real sales pipeline.

PREPARED FOR
[Client name]

WEB
okidigital.co.ke

CALL OR WHATSAPP
+254 714 964800

RESULTS, NOT JUST ACTIVITY.

OKI Digital is a Kenyan creative agency building community, reach and a real sales pipeline through social media and LinkedIn for brands and leaders.

KES 1M

monthly digital sales achieved for a top client, up from zero

1,000+

posts produced for our clients

15+

brands that grew their audience and sales with us through social media

10+

professionals who trusted us to build their personal brand on LinkedIn

FOR BUSINESSES

BE AS VISIBLE AS THE MARKET LEADERS

For brands that need consistent content that connects with their target audience, an online community that grows, and marketing spend that shows a return.

FOR INDIVIDUALS

BECOME THE VOICE OF YOUR FIELD

For founders, executives and aspiring leaders who want a LinkedIn presence that builds credibility and opens doors to desired opportunities.

WINNERS DAIRY PRODUCTS · NDUMBERI DAIRY FARMERS CO-OPERATIVE SOCIETY LTD

FROM ZERO ONLINE SALES TO KES 1M A MONTH.

CLIENT	ENGAGEMENT	PLATFORMS	SERVICES
Large dairy cooperative	2+ years, ongoing	TikTok · Facebook · LinkedIn	Social media management

KES 1M
monthly digital sales, up from KES 0

10M+
audience reached by our posts

5,000
new followers, all organic

THE CHALLENGE

Winners products were on supermarket shelves across the country but they had almost no presence online. To grow online sales and compete with the biggest dairy brands in Kenya, they needed to grow their audience and build a loyal community around the brand.

WHAT WE DID

We activated Winners on TikTok, Facebook and LinkedIn and fully managed their social media: content strategy, calendar, creation (including on-site shoots), posting, copy and community management, working with the Head of Sales & Marketing to bring the vision to life.

Product features
Flavours, sizes, packaging, recipes

The process
Farmers, factory processing, quality assurance

The people
Employee-featured content

Sales promos
Products, prices, where to buy

NICHE BARBERSHOP & SPA · WESTLANDS, NAIROBI

THE BEST SALES MONTH IN ITS HISTORY.

CLIENT	ENGAGEMENT	PLATFORMS	SERVICES
High-end barbershop and spa	3 months	Instagram · Facebook · TikTok	Ads, social media and influencer management

#1
highest monthly sales in the business's history

+65%
more walk-in clients during the campaign

3
months from brief to record month

THE CHALLENGE

Niche had a premium space in Westlands but not enough walk-in and repeat clients to make the business sustainable. With the owner based in the USA, it needed an aggressive online campaign that could fill chairs without someone on the ground.

WHAT WE DID

We ran Niche's Instagram, Facebook and TikTok for three months, backed by paid ads, and built a campaign around influencer Wanjiku Kabata to put the experience in front of the right Nairobi audience.

Influencer campaign
Wanjiku Kabata

Paid ads (Meta)
Targeted at nearby clients

Social management
Instagram, Facebook, TikTok

Monthly reporting
Analytics, leads, sales, costs

> **"Running a business while in the diaspora is hard, but having dependable partners is refreshing."**

WAIRIMU · OWNER, NICHE BARBERSHOP & SPA

PROFILE OPTIMISATION AND ACCOUNT MANAGEMENT

BUILDING A STRONG PERSONAL BRAND.

Senior professionals hire us to turn their LinkedIn into a clear personal brand that opens doors. We build the profile, co-create the posts and manage their community, so they can get on with their jobs.

Ideal client: founders, professionals (executives and aspiring leaders), post-graduate learners

15+
LinkedIn profiles rebuilt

OFFERS
5+ job offers received by our clients

TALKS
speaking engagements from a rebuilt profile

0
negative reviews

01

Head of Service Delivery, Tier 1 bank

CHALLENGE
Well respected internally, but not known in the wider industry.

WHAT WE DID
Profile optimisation, two posts a month for six months, and account management.

OUTCOME
Invited to several speaking engagements.

"I always knew this was important, but couldn't find the time to do it. The work

02

Principal Officer, fund management firm

CHALLENGE
Her LinkedIn profile didn't reflect her senior role.

WHAT WE DID
A full profile optimisation, from headline and About section to experience and visuals.

OUTCOME
A professional profile that matches her executive role.

"I had a great experience working with them. They

03

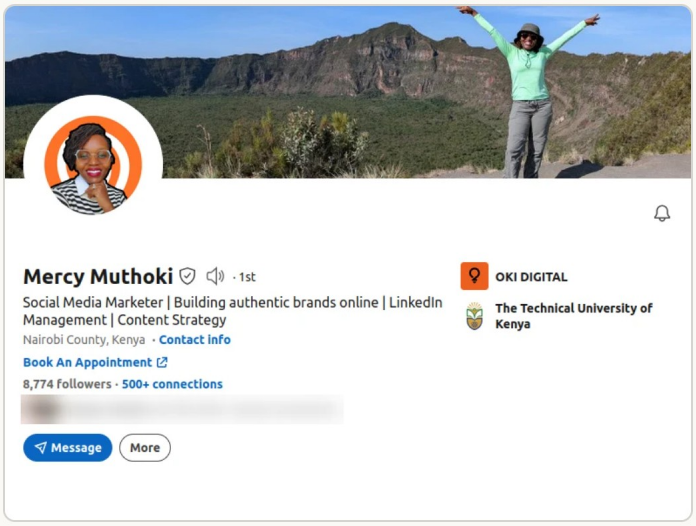
PhD researcher, United States

CHALLENGE
Wanted to be a thought leader in her field but was not sure how to start.

WHAT WE DID
Activated and optimised her profile, then two posts a month, plus account management.

OUTCOME
Consistent posting she's very happy with. Emerging as a thought leader.

"They truly understand exactly what I need my LinkedIn to do for me. I



WE PRACTISE WHAT WE SELL

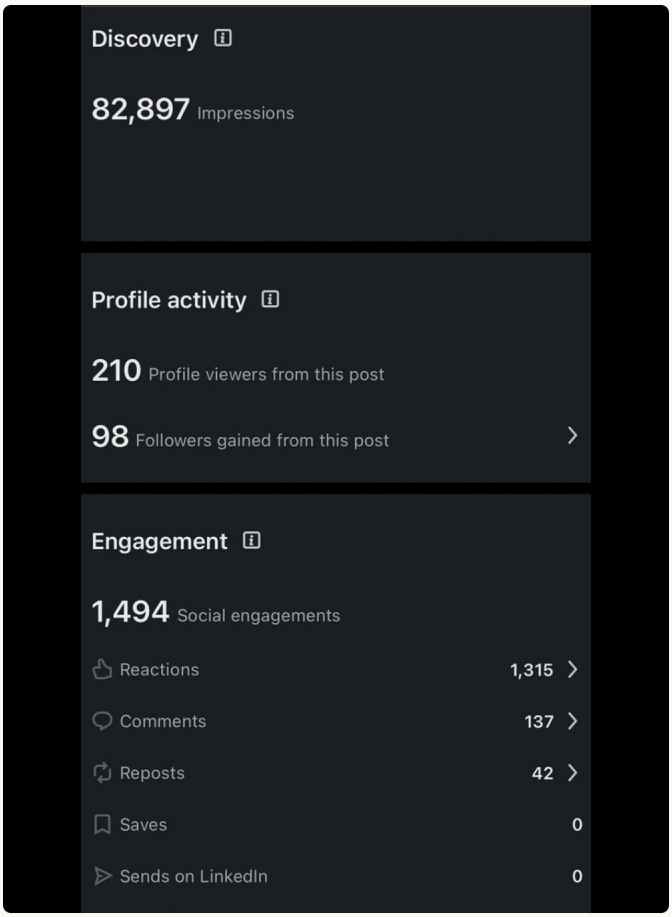
OUR FOUNDER'S OWN PROFILE TELLS THE STORY

Every profile we build for a client meets the same standard as our founder's.

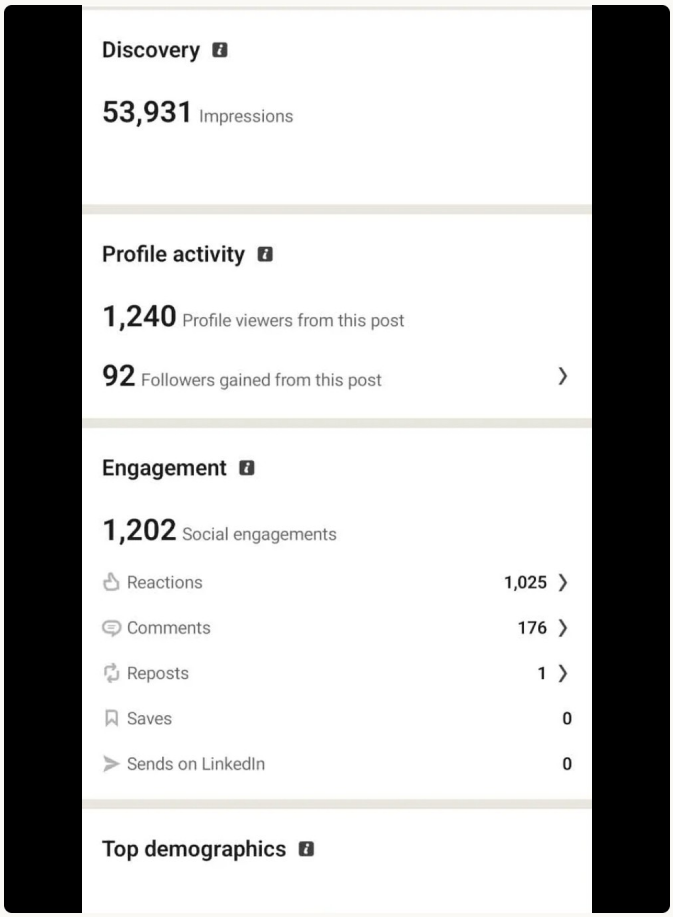
linkedin.com/in/mercy-muthoki-digitalmarketingexpert

THE NUMBERS BEHIND THE POSTS

LinkedIn analytics from client accounts.



82,897 impressions · 1,494 engagements · 98 followers gained



53,931 impressions · 1,240 profile viewers · 92 followers gained

HOW WE WORK

01	**Discovery**	Your problem and what you want to achieve.
02	**Audit**	Your social media, digital presence and brand.
03	**Research**	Your industry, competitors and trends.
04	**Strategy**	A plan built from the findings, your brief and our experience.
05	**Execution**	Calendar, content, posts, campaigns, community management. Every month.

WHAT WE DO

Every engagement is shaped around your goals. Tell us what you need and we will send a proposal or schedule a discovery call within 24 hours.

Social media management	Content strategy, content calendar, content creation, posting, copy, community management
LinkedIn optimisation & management	Building a strong profile, curating content, thought leadership, community management, building your network
Ads management	Creating, launching, tracking and optimising paid campaigns on Meta and Google
Content management	Content strategy, calendar and creation. You manage your own accounts.
Consultation	Digital marketing strategy, content strategy, social media audits, insights from analytics
Other services	SEO, local SEO (Google Business Profile), website management, OKI Agency OS, influencer management, training

OKI AGENCY OS

No more chasing approvals on WhatsApp and email. Every client gets a private portal to review content, see what's going out and when, and keep track of invoices.



Approve in one place

Review drafts, comment and approve several posts at once.

See your calendar

Every scheduled post across your brands, by week or month.

Full history

Every version and approval kept, so nothing gets lost.

Invoices and payments

See invoices and download PDFs any time.

COMING SOON An AI marketing employee for your brand

LET'S GROW YOUR BRAND.

Tell us about your brand. We reply by email and call within 24 hours with next steps or a proposal.

"LinkedIn is a place to tell your story how you want the world to hear it. OKI understands this."

DEREK GITONGA · FOUNDER, IT'S CHOCOLATE & CO-FOUNDER, DABUJII ELEVATORS

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