



# Anchor



A photograph of a person in a dark suit sitting at a desk, typing on a silver laptop. A large, tan leather messenger bag is in the foreground. A small potted plant is visible on the desk to the left.

# WHO WE ARE

We are a strategic company involved in Sales, Marketing and Events. ANCHOR Agency pioneers in top on the edge marketing: providing marketing solutions in an ever-evolving market space. This is what we do best;- bringing together the best minds we seek to study, rethink and innovate in all manner of business so as to get businesses from zero to hero.

At ANCHOR we have made it our norm to put up the best in any business by helping our clients build brand, capture customer attention and keep it this way. Recognizing that different businesses carry different needs, we have built a refined process to offer the best branding, marketing and sales solutions to our clients by making use of digital spaces in ways custom tailored to match up and surpass expectation.

Consider this, how about we create the world's largest demand driven market? Front your satisfaction by perusing your interests and creating more sales experience?

# History

We started in 2016. Since then Anchor has built experience through front-tiering sales for a number of companies and clients. Working with companies new and evolving, big or small; we purposed to understand what makes customers tick and from both viewpoints: our clients and the customers came up with the next big thing – Sales As a Service. We are inclined to seek out what works for all business to drive demand where we want it to be, since then our promise is to make business simpler.

# Vision

To create the world's largest demand driven market

# Mission

To front satisfaction by perusing customer interests and creating more sales experience for our clients



Ultimately, businesses seek to grow capital and there's no better way than through maximizing sales. At Anchor we have birthed the only thing that will help businesses realize their goals, we own SALES, bleed SALES, grow SALES and see it no other way. We are strategic in helping bridge market to who can satisfy their need. Our process is this; we get you a dedicated sales associate to understand your craft, having understood your business and built customer repertoire we tailor a delivery method to increase your sales.

SALES

MARKETING Thinking brand? Thinking competitive advantage? Our team is making history and we want you to let us get you to make history too. We are thinking out of the box to get businesses into the market share of their line of craft. Through seamless analysis, creative production and disruptive strategies we utilize digital platforms, active engagement and interactive campaigns to build recognition, loyalty and take the reins on demand. At the end of the day, there are a lot of people out there looking for you, we want to help them find you.

We are into creating a balance by offering support from whichever angle events are perceived. This ranges from sales, events vending, ticketing solutions, events marketing and organizing and management. Our Goal is archiving smooth run over of events, we offer our clients a seat and take on the challenge to source from the best at the best price point in town.

EVENTS

# WHAT WE DO

## Consulting & Strategy

In many cases, companies come to The Anchor Agency for an objective, an honest third-party perspective on their current efforts and strategies. This type of consulting work is customized per company – or agency – and is a one-time service that provides both a high-level overview and in-depth series of recommendations for.

## Key word research & competitive analysis

Before we can start implementing a strategy, we need to develop the strategy in the first place. The Anchor Agency keyword research and competitive analysis report helps to inform your overall digital marketing strategy moving forward. By the time we're finished with the report, we have a thoroughly researched plan of roll out and clearly direct your marketing activities.

## Technical SEO

This is what makes your website crawlable, indexable and easy to understand for search engines. If you don't build your website to Google's specs, it could hurt your visibility on the search engine results pages (SERPs)

If you have a WordPress website, TC can do both! We can provide you the full audit and recommendations to give to your developer, or we can make the remediation ourselves. We have the requisite HTML, CSS , JS , Python as well as PHP skills on hand to clean up your site's code without having to hire a separate developer (usually at much steeper rates than we charge), and we've succeeded in making websites load faster in the process.

## SEO & Content marketing

We make our SEO Pro Training Manual available to the public, which walks you through the exact steps our content teams use to deliver incredible results for clients.

. We're called The Anchor Agency for a reason: effective content writing is at the core of everything we do here. Every successful Facebook post, email campaign, blog post or landing page starts with great content. This proposal here? More content.

We're content experts, and know what it takes to create compelling copy that leads the reader down a path to purchase. Our SEO blog content often pays for itself many times over as it climbs the SERPs and continues to deliver traffic and sales.

Our goal is to create ROI for you, so we can keep the arrows green and pointing upward in the reports

## Social Media management

You'll be hard pressed to find an agency with the kind of organic following that we do. It's because we consistently bring the value, and know how to optimize our social media marketing efforts in a way that bring brands ROI.

We even make our strategies completely transparent – we don't just manage social media for clients, we also team them how to do it themselves.

## Guest blogging

One of the fastest and most effective ways to generate backlinks, significantly increase referral traffic and get more people contracting you is to write guest blogs on regular basis. We can ghostwrite content for you and pitch it to relevant websites- our rates for that are the same as the content outlined above.

## Public Relations

The Anchor Agency employees have years' worth of experience in PR – and we've got the contacts to match. Over the years we've worked with journalists at just about every major media outlet you can think of, and we can work those contacts to help tell your brand's story.

Each client we work with is different, and we'll meet with you to find out what your story is, and how we can help you tell it to as many people as possible. There are never any guarantees with PR, but we can guarantee that you're in highly capable hands with us.

## Web Development & Maintenance

We'll create a website that is fully responsive and mobile friendly, which will highlight your company's products/services. We'll work with you to choose a premium WordPress theme that we'll customize, as well as selection of brand colors and typography.

We make sure your site stays up to date with relevant security features and your data routinely backed-up ensuring site integrity.



## Sales Outsourcing

Today the Anchor Agency leads in Sales as a service, providing flexible sales solution for the country's leading and emerging companies, such as the Coca Cola company, Equity Bank, Sports Betting Africa, Ultimate Multi Media Consult, Flip and Success Africa. We use skilled sales and marketing professionals with industry-proven, go-to-market tools, and intelligence to help clients accelerate sales and achieve market dominance.

The Anchor Agency offers a complete solution to our clients. Our internal offerings include developers and operations including field/phone/automated based resource. Our expertise is consistently increasing revenue for our clients by deploying custom-tailored and fully-trained sales and marketing teams. Each day, The Anchor Agency teams manage more than 100 accounts, interact with over 8,000 customers via phone and digital tools, and influences more than billions in sales for our clients. The core of the Anchor Agency is its people.

## Branding & Content Development

Collaboratively we work to create the most truthful, compelling, and beautiful image of your brand. This is supported by diligent research and fearless iteration; we are bound to explore many possibilities before arriving at a comprehensive and versatile identity system. Branding is about expressing a company's personality and values, building a comprehensive and consistent experience that resonates with customers and nurtures lasting relationships. Starting from scratch, or need a rebrand? We'll help guide your branding, starting with diving deep into what look and feel you're going for so we can bring your vision to life in the form of logo and brand design that resonates with your target audience.

## Awareness Campaigns

Our awareness campaigns are about impact as it's about interacting with your audience in ways that don't only ask for money, participation, or loyalty. Have you ever heard people refer to themselves as "Apple people", "Nike people", or "Trader Joe's" people? This is what awareness campaigns with The Anchor Agency can do for a brand: embed itself into consumer lifestyles and purchase habits so that they don't have to think twice before becoming a customer- time and time again.

# Our Clients

*Coca-Cola*



FLIP

# Our leadership



**Lawrence Kiige**  
CEO

In today's digital business world, you need a partner who can help you take advantage of marketing and sales opportunities across a variety of channels in real time. The Anchor Agency combines a data-driven and content approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.

Our team is excited to get to work helping you reach your marketing and sales goals. We use skilled sales and marketing professionals with industry-proven, go-to-market tools and intelligence to help our clients grow their brands and achieve market dominate. We have extensive experience in digital marketing, awareness campaigns, content development and direct sales which makes our engagement with your clients a fruitful one.

Our solutions are truly outsourced and meet the needs of businesses needing fulfillment of their legacy solutions while their main team launches new products and services. Partnering with the Anchor Agency will enable increased online customer engagement in real time, brand loyalty, quick access of customer attainment as the buyer will be provided with more information to guide his/her journey and we shall provide you with trackable, measurable results.

Securing sales and brand growth is the most important step to take as a business owner, and I think you'll agree that the value our sales force will add to your company is worthy a shot.

"Prospecting Sales with Purpose"



**Rachikara Aaron**  
COO

Process defines results. Perfecting process is what makes us lead, puts us ahead of the competition. Being a jackal of many traits and unifying factor; the very backbone orchestrating the move. Offering top notch work ethic banded with uttermost perfection tops the agenda. Operations mint the diamonds we are passionate about.



**Tagemwaku Tracy**  
Corporate Secretary

Women pioneering business; one of the minds behind sales outsourcing she is passionate about merging markets and producers. Having worked for Coca Cola (Century Bottling Company) she immersed experience through public relation to build sale strategies at sponsored events; Nyege Nyege, East meets West and many more.



**Okai Nelson A**  
Public Relations

What would we be if we did not consider building the best relationships with our clientele? Fronting customer interests is our number one priority so as to deliver beyond expectation. We are into the business of building networks and pushing for ease.



**Byamugishac, J.R**  
Software Developer

Our number one hiring rule is passion. This has guaranteed us the best team anyone could ask for in tech, software development and cyber security. Through pushing out limits everyday he has immersed experience in the aforementioned fields.



**Kauta John**  
Software Developer

In seeking to connect everyone, web development with varied enterprise in web design, development, UX Design, Search Engine Optimization and IT support are at the forefront in driving this motion. Intending to blend intelligent information systems with our marketing strategies we are mastering Information Technologies to best suite our needs.



**Mukisa Victor**  
Content Manager

Constantly what is considered best is changing, through research and creative writing, and un-paralleled visual artistry we create delight. Great content is the engine that makes everything run. Your website, sales material, email blasts, social media posts, etc. – all need is great content.



**Cherotich Lillian**  
Sales Associate

Sales strategists are key in analyzing market demands and the pseudo components that hold our economy to deliver our not-so-average results. Constructive ideation holds us true to our commitment to meet customer needs.



**Tumwebaze MG.T**  
Office Administrator

Passionate, vibrant, hardworking and one of our most valuable assets. Devoted to research and organization, we trust information with the best and when it comes to working with us. Our goal is producing the best output and efficient strategies.



**Lutta P Chris**  
Digital Marketing Manager

Media is one if not the most powerful tool of advertising, branding and much more. A papal understanding of how, when and why to utilise these platforms puts you a couple feet ahead of everyone else. This is probably why we value the tools at Anchor; social media is a tool we have mastered to operate in the market place.



**Kyalo Ian**  
Accountant

Navigating Corporate finance becomes a complex task without the right organization and discipline. Keeping track of cash flows and managing funds drives us in the right direction and ensures a stable and firm promise that we are meant to deliver.



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