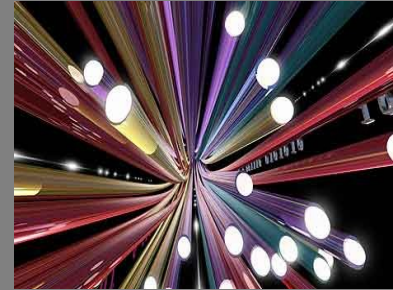


# Embracing Digital Marketing

Moses Kemibaro, Dotsavvy Limited

Kenya Music Week

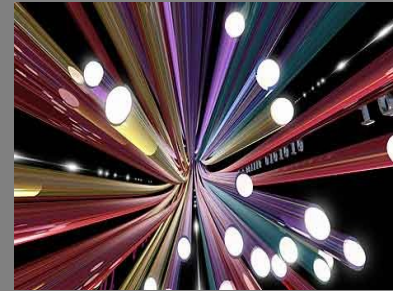
13<sup>th</sup> December 2009





# Once upon a time....

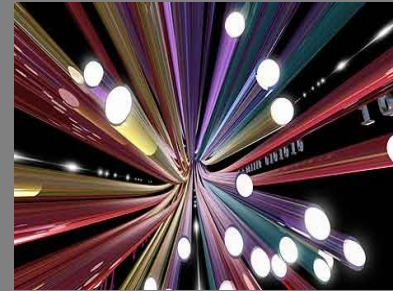
- Music was analogue and record companies made massive profits.
- Music piracy was limited and everyone bought music.
- Musicians had no power and we're at the bottom of the pyramid.
- And then....the Internet happened
- And the mobile phone came...
- And everything changed.....





# And the digital music age began...

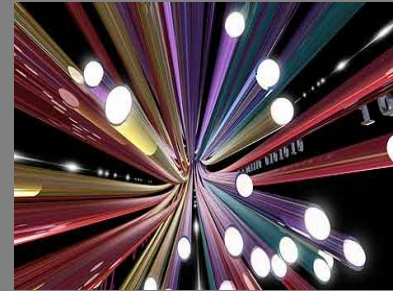
- Napster started it all...but got shut down.
- Apple launched the iPod and took the music world by storm, legally and digitally.
- Growing Internet and mobile usage unleashed digital music to the world.
- Its never stopped...mp3, ringtones, ringbacks, lost.fm, itunes, rhapsody, safaricom? its getting bigger!





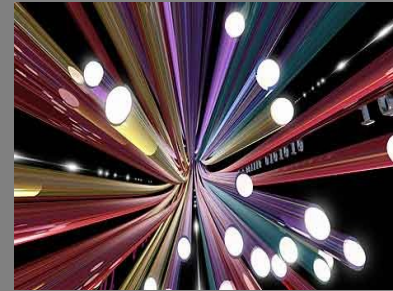
# Analogue Marketing.

- Print, TV, Radio and Direct Marketing.
- Monologue by design (one way).
- Expensive to develop and execute.
- Specialized skills and training.
- Long bureaucratic processes.
- Hard to quantify results.
- **Is losing momentum Globally in the face of Digital Marketing.**



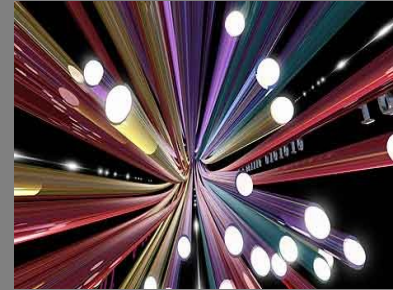
# Digital Marketing.

- The Internet, Mobile Networks/Phones, Digital TV and Multimedia Devices.
- Transforms marketing monologues (one to many) into marketing dialogues (many to many).
- Is cost-effective, ubiquitous, highly tracable and global.
- **Is growing much faster than analogue marketing.**



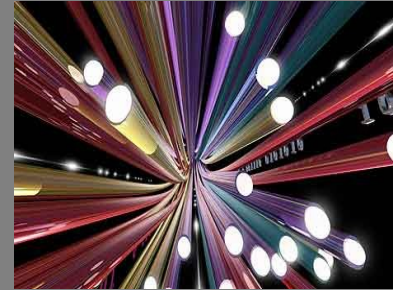
# Drivers of the Digital Marketing Revolution.

- **Reach:** scalable and global.
- **Accessibility:** highly available and low cost.
- **Usability:** easy to use.
- **Interactivity:** is a two way conversation.
- **Recency:** instantaneous responses.
- **Permanence:** can be altered almost instantaneously.



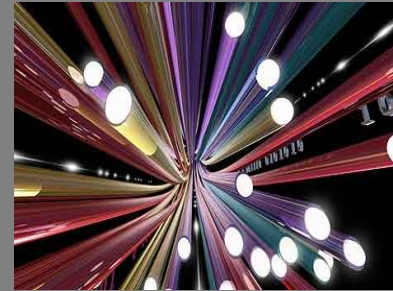
# Just how large is the African market?

- 415 million mobile users in Africa.
- 115 million internet users in Africa
- The next 3 billion mobile users will come from Africa.
- 4 million internet users in Kenya.
- 18 million mobile users in Kenya.
- Broadband is finally here!
- Mobile and Internet are getting cheaper to use everyday.



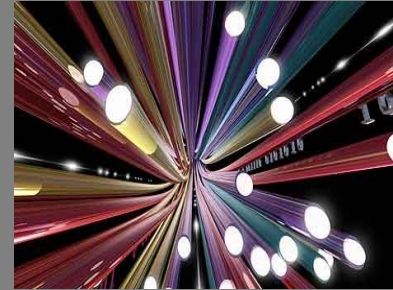
# And how large is the global market?

- Digital music now accounts for 98% of top 40 singles sales.
- Over 11 million digital albums we're sold in the first 9 months of 2009.
- 1.4 million albums sold in September 2009 compared to 8 million CDs.
- Its time to get your piece of the pie...
- But to do so...you need to market digital music...digitally...



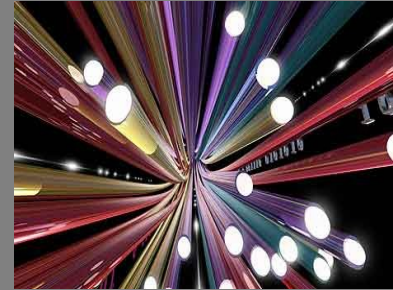
# Types of Digital Marketing.

- Web Site Marketing.
- Social Media Marketing.
- Mobile Marketing.
- Search Engine Marketing.
- Email Marketing.
- Rich Media Marketing.



# Web Site Marketing.

- Register your domain name - now!
- Build a creative, content-rich and user-friendly web site.
- PC and Mobile Web compatible.
- Direct sales via mobile web payments (e.g. PesaPal) and (e.g. 2Checkout). Indirect sales via Amazon and iTunes).
- Ensure S.E.O and update regularly.





|      |          |             |     |          |       |        |         |                   |        |         |
|------|----------|-------------|-----|----------|-------|--------|---------|-------------------|--------|---------|
| HOME | GENGE TV | GENGE RADIO | BIO | PRO HABO | STORE | VIDEOS | GALLERY | COMMUNITY SERVICE | FORUMS | CONTACT |
|------|----------|-------------|-----|----------|-------|--------|---------|-------------------|--------|---------|

NONINI NINANI NA NININI ?  
**GENGENI MWISHO YAMAWAZO**

Welcome/Karibu, Nonini - Kataa Hio ( WORLD PREMIERE )

★ **GENGE HEAT** ★

⏪ || ⏩ HIO

just a band

  
**SEARCH**

## Usinibore – We Are Hunted!<sup>The</sup>

strangest things have been happening over the past two days. “Usinibore” is [at the time of writing] at Number 3 on We Are Hunted – “The 99 most popular emerging songs in the world” and Number 8 on...

[▶ Read More](#)

### Recent Comments

- **kevin:** ive only listened to a snippet of your song that mentions so...
- **a\_boy:** a beautiful mind that. took the words out of me mouth. br...

### Random Articles

It's One Thing... ...to make music in the comfort of a studio, and quite another to gather...

Shutting Down..... In 5 days' time, TRNSMSSN will close. You've had 5 months to...

### Recently...

- Usinibore – We Are Hunted!
- We Desperately Need A New Generation
- Join Us In Advance?
- Liftoff!
- Someone Lied To You, Mwananchi.
- 82 Pre-Launch Party
- 82 – Arrives in October
- Finally!
- New Facebook Address
- Fun Times!

### Recent Comments

- kevin



Kenya's largest selection  
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- Get official receipts immediately
- Save Time & Money

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### Accept Online Payments

- Accept payments online & securely
- Withdraw money into bank account
- Reach buyers all over Kenya

[more](#)



Accepted Payment Methods



kenya music

Search

[Advanced Search](#)

Search:  the web  pages from Kenya

Web [+ Show options...](#)

Results 1 - 10 of about 37,700,000 for kenya music. (0.31 seconds)

### What's up in Kenya?

Sponsored Link

[www.haiya.co.ke](http://www.haiya.co.ke) Catch up with your fellow Kenyans ...and be part of the conversation.

### Kenya : Music

**Kenya's pop music** is undoubtedly one of most diverse in Africa. Unfortunately, by the time her **music** has passed through the long filtering process of the ...

[www.afromix.org/html/musique/pays/kenya/index.en.html](http://www.afromix.org/html/musique/pays/kenya/index.en.html) - [Cached](#) - [Similar](#) -

### Kenya Music Sampler mp3s, Kenya Music Sampler music downloads ...

Download the full **Kenya Music** Sampler album or specific songs. eMusic also has compilations such as greatest hits and rare classic albums.

[www.emusic.com/album/...Kenya-Music.../10882330.html](http://www.emusic.com/album/...Kenya-Music.../10882330.html) - [Cached](#) - [Similar](#) -

### Music of Kenya - Wikipedia, the free encyclopedia

The guitar is the most dominant instrument in **Kenyan** popular **music**. Guitar rhythms are very complex and include both native beats and imported ones, ...

[en.wikipedia.org/wiki/Music\\_of\\_Kenya](http://en.wikipedia.org/wiki/Music_of_Kenya) - [Cached](#) - [Similar](#) -

### Video results for kenya music



[Kenya African Music Video -- Long version](#)  
9 min - 5 Sep 2006  
[www.youtube.com](http://www.youtube.com)





[Kenyan Music Videos Compilation](#)  
2 min 2 sec - 21 Nov 2007  
[www.youtube.com](http://www.youtube.com)

Music Videos of Kenya - Clive Kenyans






## [Kenyan Gospel Music Headquarters - HOME](#)

NAIROBI - DNA's (Denis Kaggia) burst into the **Kenyan music** scene was not like most in the industry. In 2007, not only did he have the biggest song in the ...

[www.kenyanguospel.com/](http://www.kenyanguospel.com/) - [Cached](#) - [Similar](#) -   

## [Kenya Music Week ~ Home](#)

Exhibition Stands are now on-sale for the 5th Annual **KENYA MUSIC WEEK** being held for four (4) days from Thursday 11th to Sunday 14th December 2008 at the ...

[www.kenyamusicweek.com/](http://www.kenyamusicweek.com/) - [Cached](#) - [Similar](#) -   

## [Kenya Music](#)

**Kenyan** Artistes web pages · Web pages of African Artistes popular in **Kenya** · **Music** Message Board · Africa **Music** Centre · **Kenya's** vibrant hip hop scene ...

[kenyapage.net/music/](http://kenyapage.net/music/) - [Cached](#) -   

## [Kenyan Music](#)

an invigorating sample of East African sounds, both traditional and modern, from **Kenya** and Tanzania. Taking in the acoustic roots of the **music**, ...

[www.africaguide.com/country/kenya/music.htm](http://www.africaguide.com/country/kenya/music.htm) - [Cached](#) - [Similar](#) -   

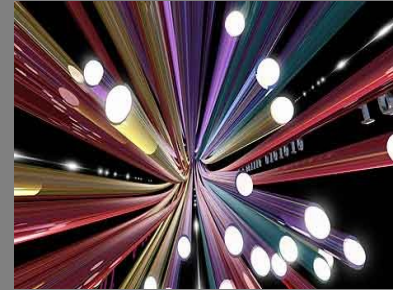
## [Traditional Music & Cultures of Kenya](#)

Traditional **Music** and Cultures of **Kenya**, a multimedia encyclopaedia dedicated to all **Kenyan** tribes, including **music** and dance, history, culture, society, ...

[www.bluegecko.org/kenya/kenya.htm](http://www.bluegecko.org/kenya/kenya.htm) - [Cached](#) - [Similar](#) -   

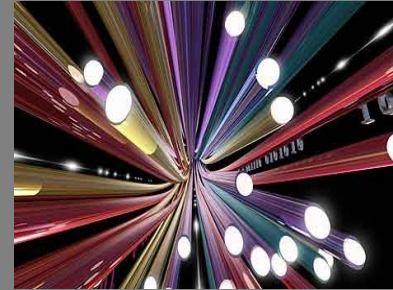
# Social Media (Networks)

- Digg – News Sharing.
- Facebook – Social Utility
- YouTube – Video Sharing
- MySpace – Social Utility
- Twitter - MicroBlogging
- Flickr – Photo Sharing
- Blogger – Blogging
- Wikipedia - Crowdsourcing



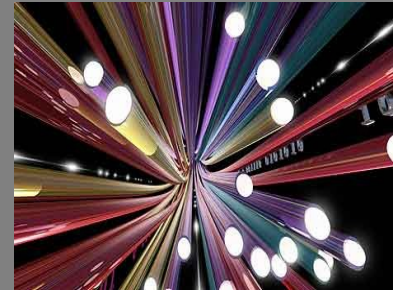
# Social Media Trends (Universal McCann 08)

- 83% watch video clips, up from 62%
- 78% read blogs, up from 66%
- 57% of internet users are now members of a social network
- RSS consumption is growing rapidly up from 15% to 39%
- Podcasts are now mainstream digital content, listened to by 48%



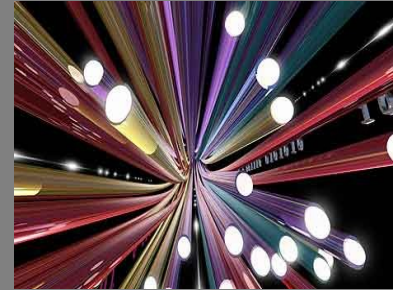
# Social Media is Global! (U/M 08)

- 22% of social network users have installed a widget or applications
- 55% have shared photos, 22% have shared their videos, 31% have started a blog
- In China 70% of internet users write a blog (42 million), USA (26 million), Philippines 66% and Mexico 60%
- Social networking – Philippines 83%, Hungary 76% and Poland 76%



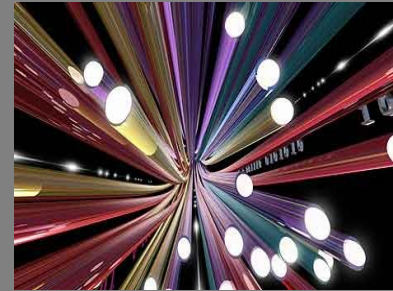
# Global Social Media Rankings (alexa.com)

- Facebook – No. 3
- YouTube – No. 4
- Wikipedia – No. 6
- Blogger – No. 7
- MySpace – No. 11
- Twitter - No. 14
- WordPress – No. 19



# Kenya is not that different... (alexa.com)

- Facebook – No. 3
- YouTube – No. 5
- Blogger – No. 6
- Wikipedia – No. 8
- Twitter – No. 13
- Tagged – No. 14
- Wordpress – No. 18
- **Nation is No. 11 & Standard No. 17**



## WAHU KAGWI

[Browse more Music](#)[Add to my Page's Favorites](#)[View Updates](#)[Remove me from Fans](#)[Get more Super Wall posts](#)Share [+](#)

## ▼ Fans

6 of 4,252 fans

[See All](#)Lawrence  
Manyara

Njeri Kiore



Al Kags

George  
Addam  
NyagahSamuel  
Githinji GJosiah  
Mwangi

## ▼ Photos

1 album

[See All](#)**Wahu**Updated about 3  
months ago

## ▼ Mini-Feed

Displaying 5 stories

[See All](#)**December 5**

WAHU KAGWI updated their profile. They changed Website. December 5 at 12:40pm

**November 24**

Sign Up

easy fm is on Facebook

Sign up for Facebook to connect with easy fm.



Welcome to the easy fm facebook page! Check out the latest updates on our Wall. Find out what our presenters look like in the photos section! Have your say on our hot topics and click on 'listen live' to hear easy fm wherever you are! Take it easy!

### Fans

6 of 23,879 fans

See All

## easy fm

Wall

Info

Photos

Boxes

Notes

Discussions

>>

Filters



**Sam Mwangi** Hi easy fm,pliz na rqst >have u ever<by Brady.

33 minutes ago · Report



**Faith Mchiti** i love easy f.m en its ma no.1 station.keep up with the same station.

about an hour ago · Report



**Ajang Korenilo** tell me hw i can listen easy fm on web i just miss it

2 hours ago · Report



**Nibeep Ndakam** Pliz play me 'wat goz around' by T.I  
Ur show bringz ma roof down.

2 hours ago · Report



**Gilbert Langat** Hi D I ur show is jst bt fantastic plz ply 4 me de power f lv



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music

my music charts featured playlists music videos karaoke shows forums

### Nameless

Afro-beat / Pop / Other



The ONLY official Myspace Nameless™ page.

Nairobi Kenya

Profile Views: 81163

Last Login: 3/23/2009

View My: [Pics](#) | [Playlists](#)

music

Pop Out Player



Karibia  
by Nameless

00:00 04:10

**Karibia** by Nameless 6,809 plays +

**Salari** by Nameless 6,031 plays +

**Najidal** by Nameless 9,149 plays +

**Sinzla** by Nameless 13,074 plays +

Albums (0)

Videos (0)

Playlists (0)

Plays today: 8  
Total plays: 84,953



# Sauti Sol



Nairobi  
Kenya

Profile Views: 21130

Last Login: 12/12/2009

[View My: Pics](#) | [Videos](#) | [Playlists](#)

[Send Message](#)

[Forward to Friend](#)

[Add to Friends](#)

[Add to Favorites](#)

[IM / Call](#)

[Block User](#)

## music

Pop Out Player



Asubuhi  
Sauti Sol

00:00

04:48

### Nairobi feat Stan

by Sauti Sol

4,336 plays [+](#)

### Sunny Days

by Sauti Sol

3,749 plays [+](#)

### Wera

by Sauti Sol

3,871 plays [+](#)

### Asubuhi

by Sauti Sol

2,270 plays [+](#)

[Albums \(0\)](#)

[Videos \(0\)](#)

[Playlists \(0\)](#)

Plays today: 27  
Total plays: 22,032

### Upcoming Shows

[\(view all\)](#)



Dec 30 2009 Hammond, IN The Venu  
Jan 1 2010 Atlantic City, NJ Borgata E

twitter

Home Profile Find People Settings Help Sign out



johnlegend

+ Follow

Lists



Just uploaded JL&Lady Antebellum, Nashville. to johnlegendtv:  
<http://www.kyte.tv/ch/11105/727982>

about 12 hours ago from Kyte

Just uploaded JL&Tom Colicchio for Amex Pairings to johnlegendtv: <http://www.kyte.tv/ch/11105/727571>

1:34 AM Dec 12th from Kyte

More details at <http://www.history.com/peoplespeak>

12:34 AM Dec 12th from web

"The people" are the citizens not the govt: farmers and labor groups, Native Americans, slaves, civil rights and women's rihts activists



Verified Account

Name John Legend

Location New York, NY, USA

Web <http://www.johnle...>

Bio The Real John Legend

60

following

1,569,760

followers

4,112

listed

Tweets

1,129

Favorites

Actions

block johnlegend

report for spam

Following



John's Sho  
Off the Cha  
Get your tickets before  
JohnLegend.com/Tou



**iamdiddy**

Verified Account

Name iamdiddy

Location EVERYWHERE!!!

Web <http://LASTTRAI...>

Bio KING COMBS

197 following 2,330,146 followers 7,615 listed

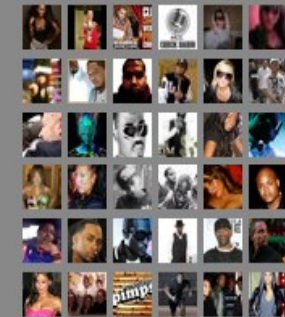
Tweets 4,115

Favorites

Actions

block iamdiddy  
report for spam

Following



Following

Lists

RT @ralphmarston: Have fun with what u have & enjoy where u are. Life's great abundance is yours when u can truly feel that it's there.

about 15 hours ago from UberTwitter

RT @seanjohn: Check out the new Sean John NIGHT SUPREMACY Holiday 2009 Collection! Tell us what you think!  
RT <http://j.mp/6O2PR8>

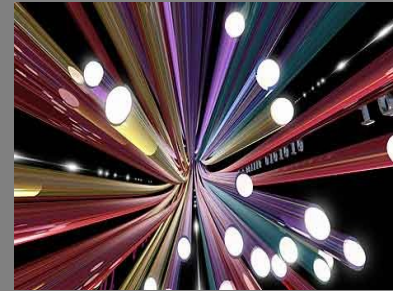
about 15 hours ago from UberTwitter

I love you chi town. I'm headed home now! God bless

about 24 hours ago from UberTwitter

# Kenya's mobile web? (opera.com/smw)

- Facebook.com is No.1 and Wikipedia is No. 4.
- Page-view growth since April 2008: 572.6%
- Unique-user growth since April 2008: 146.4%
- Page-views per user: 37
- **Kenya leads Africa in page views at 372 pages on average each month.**



# Thanks! Questions?

Moses Kemibaro

Dotsavvy Limited

e: [moses@dotsavvy africa.com](mailto:moses@dotsavvy africa.com)

t: [www.twitter.com/moseskemibaro](http://www.twitter.com/moseskemibaro)

w: [www.dotsavvy africa.com](http://www.dotsavvy africa.com)

