

A surreal landscape featuring a large, gnarled tree on the right side, illuminated from within with a warm, golden light. The tree's branches are silhouetted against a dark, starry sky. To the left of the tree, a glowing lantern sits on a rocky surface, casting a soft light. The ground is covered in dark, textured rocks, and the overall atmosphere is mystical and ethereal. The word "kenaz" is written in a stylized, metallic font across the middle of the image.

kenaz

KENAZ AGENCY

STRATEGIC MARKETING FOR ASPIRING BRANDS

JOHANNESBURG S.A. - CAMBRIDGE U.K.

“



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*A new beginning comes about through transformation of
old things and beliefs that have become worthless.*

WWW.KENAZ.AGENCY

< Brand Builders

Strategic Marketing for Aspiring Brands

We help companies grow, expand your market share and drive up your sales.

ATL, BTL, TTL, “Through The Line” to be sure, BUT... Sniper Targeting !! ???

Long range red dot laser sniper targeting, now THAT's exciting...!!

We ♥ B2B, so... Lazerrbeamms! *Pew-Pew-Pew!*

Purpose

Our core value and purpose is to help companies grow. To expand your customer base, brand awareness and establish long term revenue streams.

Kenaz Agency helps aspiring brands to achieve ambitious growth, regional and across borders. We operate as a natural extension of your marketing team, seamlessly integrating international expertise in research, strategy, implementation and management into your marketing function.

In some cases, we employ CPA models where our reduced agency costs are supplemented by revenue share and have vested interest in your max revenue.

< Your Brand Building Partner

Taking Hands, Building Brands

We selectively partner with clients whom we can genuinely help grow.

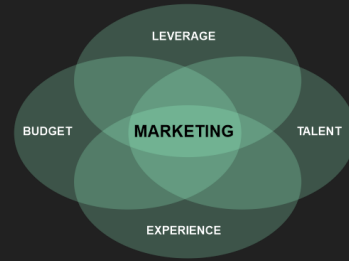
B2B, B2C, Affiliate, Local & International

DIGITAL
MARKETING



Our Services

Strategic Marketing for Aspiring Brands



Our core purpose is to help our clients grow. To expand their customer base, build on their brand awareness, continuously carve out market share, and maximise revenue.

< Kenaz Brand Builders

What We Do

KENAZ helps your company grow, expand your brand and drive your sales.

We help small and big companies to grow, generate leads and increase sales.

Strategy

It's all about the pains, and how to make it better

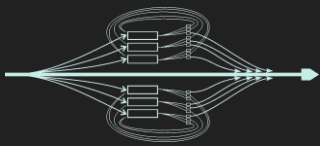
And yours. What are your pains and struggles? We establish your value proposition, what you solve, and for whom, then how to maximise that, we learn to understand your ideal client, and what their pains are, why it is a pain and how you resolve that.

Once we know you can genuinely solve problems and soothe pains for a certain client, we quantify in detail who exactly your ideal client is. We build an avatar, or avatars of Your ideal clients.

Then we figure out where and how to find those specific clients, and finally, how exactly to speak with them, how to convey Your message, how to invite them to engage with Your company. Show them how Your very purpose is to solves their pains. We build all of this into a strategy that what we refer to as "Arrows".

*How not to
waste your budget*

Arrows



The mechanics of who, where, what, how and when

Building Arrows. This is our in-house strategy in B2B laser targeted business development. It can be used, in some retail cases where an ideal customer can be “laser targeted” on demographics, and we can drive a message to that prospect. Many B2B industries qualify for this outreach service. B2C is trickier as we can only take on projects where we might, for example, promote a wine estate’s accommodation and boutique wine club to a segment of affluent professionals, or a premium consumer item can be driven to a specific market segment we CAN target. Some B2C environments do not work. Talk with us, let’s see if we are a good fit and how we can help your market share grow.

Words

*The 7%
must do magic*

The right Words and balance of words are critical

Especially so online. When 2 people speak, the 7-38-55 rule developed by psychology Professor Albert Mehrabian suggests that 93% of meaning is communicated non-verbally. Only 7% are the words, 38% is tone of voice and 55% is all body language. The 7% words are therefore critical in conveying intent and establishing rapport, enough to get to in-person.

Google and other bots do not care about body language and tone of voice. Artificial intelligence however carefully looks at the searcher’s word choices to establish “search intent” and then serve the most relevant content (results) google feels will best match the search party’s “intent”. has “pre-indexed and scored”. Google and other bots index all online content, websites, blogs, videos, everything and determines scoring values for metrics which it will use to calculate relevancy indexes, or subject authority scores for your content.

Words, must be so carefully chosen to speak to the reader, invite the reader on a journey, numerous journeys, start conversations, and yet the same words must provide google and other search engines what it needs in order to establish YOUR Words as most relevant and suited to the search intent, and view YOU as suitably authoritative in your subject matter.

There is much to this science. We are fortunate to have a word-class content writer on our team, having written for many well-known global blue-chip brands. Writing for humans and for robots alike is a super-power artform, which makes all the difference. And when we laser target prospects and speak to them on your Brand’s behalf, that’s another science.

Presence

*'Content'
is Crucial*

With AI here, is Google and SEO still relevant? Yes, but...

Everything is changing. Yes, Google and others are still VERY relevant and will remain so. Their very existence depends on being relevant to people, seeking information. Actually, in people finding "what they actually seek". This means, Google and others now understand their user's INTENT. How Google and others continue to establish what is relevant to their search users, by understanding the searcher's intent, that is the very AI question.

Fighting for a company website link to organically list on page 1, where seekers seldom venture beyond, maybe page 2 if frustrated, has become a battle of territory. More and more money is being spent to get page 1 listing, and already is becoming the high marketing budgets domain. The big companies just keep getting bigger. Page 1 is everything. To get page 1 costs money, either in long term organic strategy or short-term expensive pay per click advertising. But is this approach still right for you?

What is Google doing, where is it going? Do you know?

How do YOU best spend your \$\$? Do you know what matters?
How to get customers which your competitors will, if you don't?

Who is still in business 5 years from now? You? Or your competitors?

Creative

*Maximising
the 7%*

World-class content, visuals and presentation

Three parts make up creative assets worth paying for, to work for you.

1. Psychology...

The journey to trust and commitment to buying, to brand loyalty.

2. Professional Visuals...

Pictures tell thousand-word stories. Look the part.

3. Online Presence...

The modern world is an office in the cloud. Make it Earn its keep.

4. Content...

The most important of all, blue-chips pay \$1000 / hr... WHY? Its Magic!

No boring details.... We provide world-class graphic design, web design, words, and more, based on psychology, online strategy, content strategy, with one purpose in mind. Build!

Our graphics team create everything from identity kits, corporate profiles, marketing collateral and artwork for packaging.

To Build Your Brand... To Build Your Business!

Fun

Playing with Technology, with Ideas.

The world changes so fast, there are newer and better way of doing things every day.

*It's all changing,
Again!*

Smarter ways of reaching people, telling stories, moving with how humanity changes. How we consume content, digest information, come to making decisions, and feel about it all.

AI tools is the next frontier, changing How people Do. We play with AI in numerous fields to see how we can focus on what works, where to spend our human-focus hours best.

We play with AI to learn new ways of engaging with all generations, as humanity changes how it consumes, what it finds fulfilling, interesting, soothing. We tinker in psychology and consciousness shifts, learning about how a people's values change, opting into what, out of what, and why. As one generation passes on and a new one enters the earning / spending world, what is important to them, how do they invest / spend their resources and time.

Team up with us

Kenaz makes your company grow, expand your brand & drive your sales

We operate several bespoke projects on behalf of clients, from auto-diagnostics to yacht sales, from property solutions to legal & financial services, and more. Let's have a conversation and see how we can help your business rapidly expand your customer base and sales revenue.

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Strat Team

Marc P

Head of Content

Professional Content Writer

17 years writing for many global Blue-Chip Clients.

Consulting, Strategy, Content Superstar. SEO, content & copy writer.



Deon DK

Founder

Consulting, Strategy, Brand Management, Marketing, B2B, Network Building, **SEO**.

Marc is a next level superhero, quite likely in the very top 5% of world-class content writers.

With 17 years, writing for mostly global brands, Marc is our content strategy expert, helping companies plan and execute their content for readership, clients and engine indexable content. He also heads up the new AI-content playground as ChatGPT editor & prompt-engineer.

A few of the Brands who entrusted Marc with their needs include:

Microsoft, Vodacom, Deutsche Telekom, eXo, Syntell, Argility, Apple Music, Nokia, Sony, Xiaomi, Monte Carlo Casino, GM, Ford, SIXT, KAYAK, adidas, Reebok, AB InBev, Yola, Deloitte, GlaxoSmithKline, Nedbank, First National Bank (FNB) and more...

Ops Team



Mondli M

S.A. Full Spectrum SEO Specialist



Delene D

Graphic Design & Content Writer



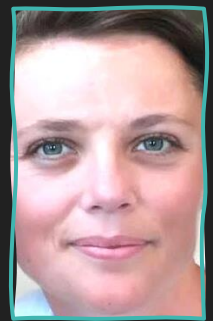
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