

COMPANY PROFILE



WIDE
REACH
AFRICA

www.widereach.africa

Communication consulting in Africa and beyond



ABOUT US

01

At Wide Reach Africa, we are a company of communication experts working together to provide solutions to organisations by developing information, educational and communication products and assisting with the dissemination of the same to build agendas and influence change to target audiences in Africa. We are known for assisting organisations and businesses in Africa to use communication as a tool of development. We assess needs in organisations then create and implement strategic communication plans that identify opportunities for positive engagement with multiple stakeholders to spur sustainable development.

We are used to deploying unique techniques of collecting information, repackaging it into exciting formats and disseminating it to a wide array of audiences using diverse platforms. We are good in market penetration, behavioral change and implementing clients' feedback.

With over ten years' experience in communication and public relations, develop communication and knowledge management, we develop content that increases your ROI, reduces CAC and positions your brand in a manner that is desirable for absorption by multi stakeholders. We bring a wealth of knowledge to any project as a group of highly skilled and experienced experts.

We are registered in Kenya and have experience working on multilingual projects across Africa. Learn more about us on our website www.widereach.africa



VISION

To be the communication leaders in implementing transformative and sustainable communication strategies, delivering impactful and lasting results across Africa and globally.



MISSION

To be the communication leaders in implementing transformative and sustainable communication strategies, delivering impactful and lasting results across Africa and globally.



CORE VALUES

- ✔ **Client-centricity:** We place the client's unique needs at the heart of all we do, offering tailored solutions for maximum impact.
- ✔ **Collaboration:** Leveraging collective intelligence by fostering partnerships and teamwork allows us to accomplish more than what could be achieved individually.
- ✔ **Innovation:** Continual advancement in our methodologies ensures we stay at the forefront of the communication industry, providing cutting-edge solutions to our clients.
- ✔ **Global mindset:** Our view transcends geographical boundaries, enabling us to deliver effective communication strategies not just in Africa, but globally.
- ✔ **Sustainability:** We incorporate eco-conscious and ethical practices in our operations and projects, striving to make a positive and enduring difference in communities.



OUR SERVICES

02



Communication consulting:

Strategy, policies, stakeholder engagement, branding

Our Communication Consulting service aims to diagnose your organization's specific needs and design a tailored communication strategy. By assessing your current communication infrastructure, we identify gaps and provide solutions to bridge them effectively. Our process includes:

- ✔ **Initial consultation:** Understanding the client's communication objectives.
- ✔ **Communication audit:** Identifying weaknesses in the existing communication setup.
- ✔ **Strategy formulation:** Developing a customized communication plan and influencing strategy.
- ✔ **Implementation:** Rolling out the strategy.
- ✔ **Monitoring and feedback:** Ongoing evaluation and adjustments.



Campaigns

Online and offline campaigns to amplify your core business

Our campaign services focus on crafting online and offline campaigns that are backed by data analytics to ensure a high ROI. Our process entails:

- ✔ **Client briefing:** Understanding the goals of your campaign.
- ✔ **Market research:** Examining the target demographic and competitive landscape.
- ✔ **Campaign design:** Creating a comprehensive campaign plan that spells out the target audiences and how to reach out to them.
- ✔ **Execution:** Launching and managing the campaign.
- ✔ **Analytics and reporting:** Measuring key performance indicators and providing insights to the client.

Want to launch a successful digital campaign and make your story run? We specialize in creating impactful digital and social media campaigns. We have a nose for news and a talent for writing, and we'll connect your events and projects with the right media outlets. Additionally, we have an extensive network of SMEs and incubation companies in Kenya and Africa, and we are experts in running onboarding procedures for major projects like the YouthADAPT Challenge, Grand Challenges Africa RFP and ClimateLaunchPad among others, to managing thousands of applications



Digital communication

Social media, websites, newsletters, SEO

Our digital communication service encompasses an array of techniques to magnify your online presence, ranging from SEO to social media engagement. Our process is as follows:

- ✔ **Digital audit:** Evaluating existing online assets.
- ✔ **Strategy development:** Formulating a multi-channel digital plan and creating a content mix.
- ✔ **Implementation:** Activate digital channels.
- ✔ **Monitoring:** Tracking performance metrics.
- ✔ **Optimization:** Making necessary adjustments for improvement.

Maybe you're looking to capitalize on the vast range of online communication opportunities the internet offers? We are here for you. From managing Kiambu County digital platforms with hundreds of thousands of followers to planning and executing successful online campaigns like *#CLP20* and *#AgriBizKenya*, we have a track record of driving engagement and results. We will help you create a strategic digital presence that amplifies your message and reaches your target audience.



Content creation

Creation, dissemination and tracking of text, videos

Our content creation service specializes in producing an array of content types, from blog posts to video production, aimed at keeping your audience engaged and informed. Below is our process:

- ✔ **Content strategy:** Understanding and/or creating your brand's messaging and objectives.
- ✔ **Production:** Creating content in various formats for various audiences and platforms.
- ✔ **Review and approval:** Validating content for quality and coherence.
- ✔ **Dissemination:** Publish and promote across various channels.
- ✔ **Performance assessment:** Measuring engagement and other key metrics.



Media relations

Media liaison, networking and publishing on media's

Our media relations service aims to place your brand in local and international media, leveraging relationships with journalists to secure high-impact coverage.

- ✔ **Media mapping:** Identifying suitable media outlets.
- ✔ **Pitch development:** Crafting compelling narratives through opeds, press releases, news items, and commentaries.
- ✔ **Outreach:** Engaging with media professionals for widespread coverage.
- ✔ **Coverage:** Securing and managing media placements.
- ✔ **Analysis:** Evaluating the impact/value and reach of the coverage.



Events

Events planning, implementation, corporate MC

Our events service offers the planning and execution of both online and offline events to create unforgettable experiences that solidify your brand's reputation. Our process is as follows: Planning: Identifying the event's objectives and target audience.

- ✔ **Logistics:** Securing venue, suppliers, and necessary permits.
- ✔ **Marketing:** Promoting the event to the intended audience.
- ✔ **Execution:** Managing the event: pre-, on the day-of and post-event.
- ✔ **Evaluation:** Gathering feedback for future improvement.

Our consultants have participated in planning for high-level events like COP26 in Glasgow and IDH's Annual Learning Event 2022. As a captivating corporate MC, our lead consultant Solomon Irungu has worked with different institutions ranging from NGOs, private sector, and government institutions. He was the MC for the Corporate Commitment on Climate Change Kenya (4C-K), a COP26 side event that attracted over 150 corporate heads to discuss the place of the private sector in climate action and sustainability.



Training

Capacity building on internal and external communication

Our training services are designed to upgrade your team's skillset with industry-leading practices, ensuring your competitiveness in a dynamic marketplace. Our process includes:

- ✔ **Skills assessment:** Evaluating existing gaps and capabilities.
- ✔ **Curriculum design:** Developing a tailored training program.
- ✔ **Training delivery:** Conducting sessions in an appropriate format depending on the location and the demographic details of the trainees.
- ✔ **Evaluation:** Measuring improvement in skills and knowledge.
- ✔ **Ongoing support:** Providing follow-up and resources for continuous learning..



OUR EXPERIENCE

03

We are not just about words; We are about meaningful interactions that drive measurable and sustainable results. Specializing in development communication, public relations, corporate communication, knowledge management, media liaison, and capacity building, we empower you to command your audience, navigate conversations, and own your narrative. From Africa to the global stage, we offer the insights and expertise to amplify your impact in a sustainable manner.

[Click here](#) to view some of our projects



THE TEAM

05



Solomon Irungu

Lead Consultant



Mariam Maina

Associate Consultant



Josephine Njeri

Associate Consultant



Leshan Waithera

Communication Associate



Moses Kimemia

Web & graphics designer



Christine Wawira

Editor



Minayo Mildred

Editor & translator



Tobias Meso

Copywriter



OUR CLIENTS



Food and Agriculture Organization of the United Nations



GLOBAL CENTER ON ADAPTATION



Ministry of ICT, Innovation and Youth Affairs



EVERY ACRE KENYA





WIDE
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Let us work together to elevate your organization's dialogue and outreach with our expert communication consulting services focused on sustainable development. Ready to transform your message?

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