

DB STUDIO

Product Brochure for Content Marketing Service (3.0)





Company Profile

We serve consumer electronics categories including **mobile phones, smart wearables, audio devices, charging and power supplies, smart home appliances, home appliances, and more.** Our full-funnel services cover brand content asset development → product benefit contentization → key campaign communications → ad-driven growth → customer inquiry intake (Customer Service) → lead grading and handover → data review and iteration.

DB STUDIO currently provides content marketing and growth services to a wide range of brands and projects in the Kenyan market, with a strong **focus on high-value categories (e.g., automobiles, watches, jewelry, etc.), mid-value categories (e.g., home appliances, digital devices, etc.), and low-value categories (e.g., apparel, maternity and baby products, beauty, FMCG, etc.).** Our client and project portfolio includes Oramo, Haier, Xiaomi, OPPO, Infinix, HUAWEI, Itel, Midea, Tencent (PUBG MOBILE related projects), as well as ongoing content production, ad placement support, and lead generation services for local real estate projects such as Diamond Bay, OAK, and Lesonia.



How We Differ from "Content-Only" Teams

- 1. Content Must Serve the Business Funnel** – Every piece of content is tied to a clear objective (exposure / explanation / trust-building / inquiry / store visit / conversion).
- 2. Enterprise-Grade Delivery Alignment** – Supports unified in-house messaging standards, approval workflows, SLA compliance, and weekly/monthly reporting and review processes.
- 3. Full Growth Loop Implementation** – Integrates content, ad placement, and customer service lead management into a single mechanism, making results controllable, reviewable, and replicable.
- 4. Stable Local Execution** – Supports retail store integration, rapid campaign turnarounds, multi-batch shoots, and ongoing operational continuity.



Use Cases & Objectives

1

Always-on Growth



Goal: Continuously expand reach and accumulate reusable assets.

Actions: Maintain consistent content output + build a content asset library (footage, templates, FAQs, and ad creatives).

2

New Launch



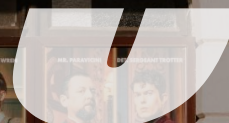
Goal: One-stop activation from awareness to conversion.

Actions:

Pre- heat phase → create momentum through trends and scenarios
Launch phase → deconstruct selling points + strong CTAs
Sustained phase → solidify reputation and continue conversion

3

Campaign Sale

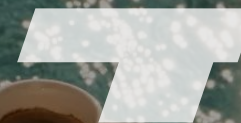


Goal: Concentrate efforts on high- impact conversion actions.

Actions: Countdown timers + price/benefit/package breakdowns + store traffic driving + high- performing creative concentration + customer service support to ensure the conversion funnel.

4

Retail Conversion



Goal: Directly connect content to retail stores to shorten the conversion path.

Actions: Direct connections via WhatsApp / in- store sales guides / channel activities + deliver store- ready, reusable content versions.



CODE: SEPTWAVE

WhatsApp Now!

oraimo x Boomplay

Core Methodology (Oraimo / Xiaomi Same Growth Framework)

Content Funnel

Awareness

Trend hooks, lifestyle challenges, UGC, emotional openings

Consideration

KSP breakdown, comparison reviews, real- life scenarios, extreme testing, FAQ Q&A

Conversion

Strong CTA, clear offer mechanics, WhatsApp / store traffic redirection, countdown timers and limited- quantity mechanisms



SHOP NOW

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Core Methodology (Oraimo / Xiaomi Same Growth Framework)

Two Conversion Paths

- Path A: Content → DM / WhatsApp → Store / Sales → Visit / Conversion (for high- ticket items or categories that require explanation)
- Path B: Content → Live stream / E- commerce link / Landing page → Checkout (for promotional periods and standardized SKUs)

Content Asset Library

Monthly accumulation of reusable assets to improve production capacity and win rate:

- KSP footage library (selling points and proof shots)
- Scenario footage library (campus / commuting / business / home / outdoor)
- Social proof assets (tests, comparisons, user feedback, after- sales FAQ)
- Campaign templates (countdowns / pricing mechanics / bundles / offer explanations / store- directing assets)



Core Methodology (Oraimo / Xiaomi Same Growth Framework)

Tailor tactics to different types

High-ticket Products

(e.g., Automobiles, Real Estate, Luxury Jewelry, Luxury Watches)

Content Approach

- Scenario value > product function
- Emphasize prestige, quality, and long-term value
- Client case studies and real user stories
- Expert endorsements and brand strength showcase

Ad Focus

- Lead Generation
- WhatsApp inquiries
- Retargeting
- High-intent user nurturing

Mid-ticket Products

(e.g., Mobile Phones, Home Appliances, Smart Wearables, Digital Devices)

Content Approach

- KSP breakdown
- Feature demos & scenario validation
- Comparison reviews to establish advantage
- Real user experiences to build trust

Ad Focus

- Video views
- Product-interested audiences
- Creative matrix A/B testing
- Scaling high-performing creatives

Low-ticket Products

(e.g., Apparel, Beauty, Maternity & Baby, FMCG)

Content Approach

- Strong hook to capture attention
- Quickly show results and benefits
- Strong emotional triggers and bandwagon effect
- High-frequency new arrivals combined with trending topics

Ad Focus

- Reach & Video Views
- CTR improvement
- Scaling of high-CTR creatives
- Concentrated burst at key moments

New Launch Focus

Regardless of the product's price point, new product launches follow the same structure:

Awareness Phase:
Trend seeding → Scene preheating → Suspense building

Education Phase:
Selling point breakdown → Scenario demonstration → Proof validation

Conversion Phase:
Offer mechanism → Limited-time offer → Strong CTA

Campaign Focus

During the campaign, the content objective shifts from user education to purchasing decisions.

KEY MESSAGE:

- Pricing mechanisms
- Package value
- Limited-time offers
- In-store events
- Inventory scarcity

Recommended Structure:

Hook → Offer details → Product value → Benefit explanation → CTA



Scope of Services

1. Brand & Product Content Strategy

- Phase breakdown: Regular / New product / Campaign / Retail
- Strategy: Exposure / Traffic / Conversion by phase, with KPI alignment
- Audience breakdown: Budget / Scenarios / Pain points / Decision barriers
- Messaging: Benefit- first + Proof- first
- Deliverables: Message House, monthly content cadence

2. Short Video Production

- Content types: Selling points / Scenarios / Tests / Tutorials / FAQ / Events
- Versions: Organic / Ad- optimized (strong CTA) / In- store
- Deliverables: Final video + cover/title + ad cutdowns

3. Account Operation & Posting Schedule

- Scheduling: Campaign rhythm + new product launch management
- Homepage: Pinned posts / Categorization / Unified cover design
- Engagement: Comment tone and response guidelines
- Deliverables: Posting schedule + maintenance records

4. Ad Placement Optimization

- Strategy: Exposure / Traffic / Conversion by phase, KPI alignment
- Testing: A/B testing of creative matrix (traffic / trust- building / conversion)
- Optimization: Audience / Region / Budget / Creative rotation / Funnel entry optimization
- Deliverables: Weekly/monthly performance reporting + optimization recommendations + phase reviews

5. Customer Service Team

- Response: Handling comments, DMs, WhatsApp inquiries with standard scripts + FAQ
- Initial screening: Budget / SKU / Timing / Channel / Region / Key questions
- Grading: A/B/C lead grading, high- intent marking, handover to sales
- Deliverables: Daily/weekly lead sheets + high- intent alerts + inquiry summaries

6. KOC/KOL Matrix

- Process: Profile matching → Brief → Acceptance → Risk verification
- Deliverables: Recommended talent list + content rhythm + performance review



Standard Execution Process

STEP 1

Kickoff & Alignment /
Project Intake

Deliverable: In- House Alignment Sheet (including prohibited words and risk points)

STEP 2

Content Architecture /
Content Matrix Setup

Deliverable: Monthly Content Structure Sheet
+ Topic Proposals

STEP 3

Script & Shot Plan

Deliverable: Script + Shotlist + Camera Movement

STEP 4

Production & Editing

Deliverable: Final video + Cover/Title suggestions (if needed) + Multiple versions (if needed)

STEP 5

Publishing / Ad Placement /
Customer Service/Growth Loop

Deliverable: Weekly Summary (Issue list to feed back into script and placement)

STEP 6

MBR & Iteration

Deliverable: Monthly Review Report + Next- Cycle Optimization Strategy

Performance & Measurement

We use a "Full-Funnel Review" approach to present performance: **Content → Ad Placement → Leads → (if trackable) Store Visit / Conversion**

1. Content Layer (Organic)

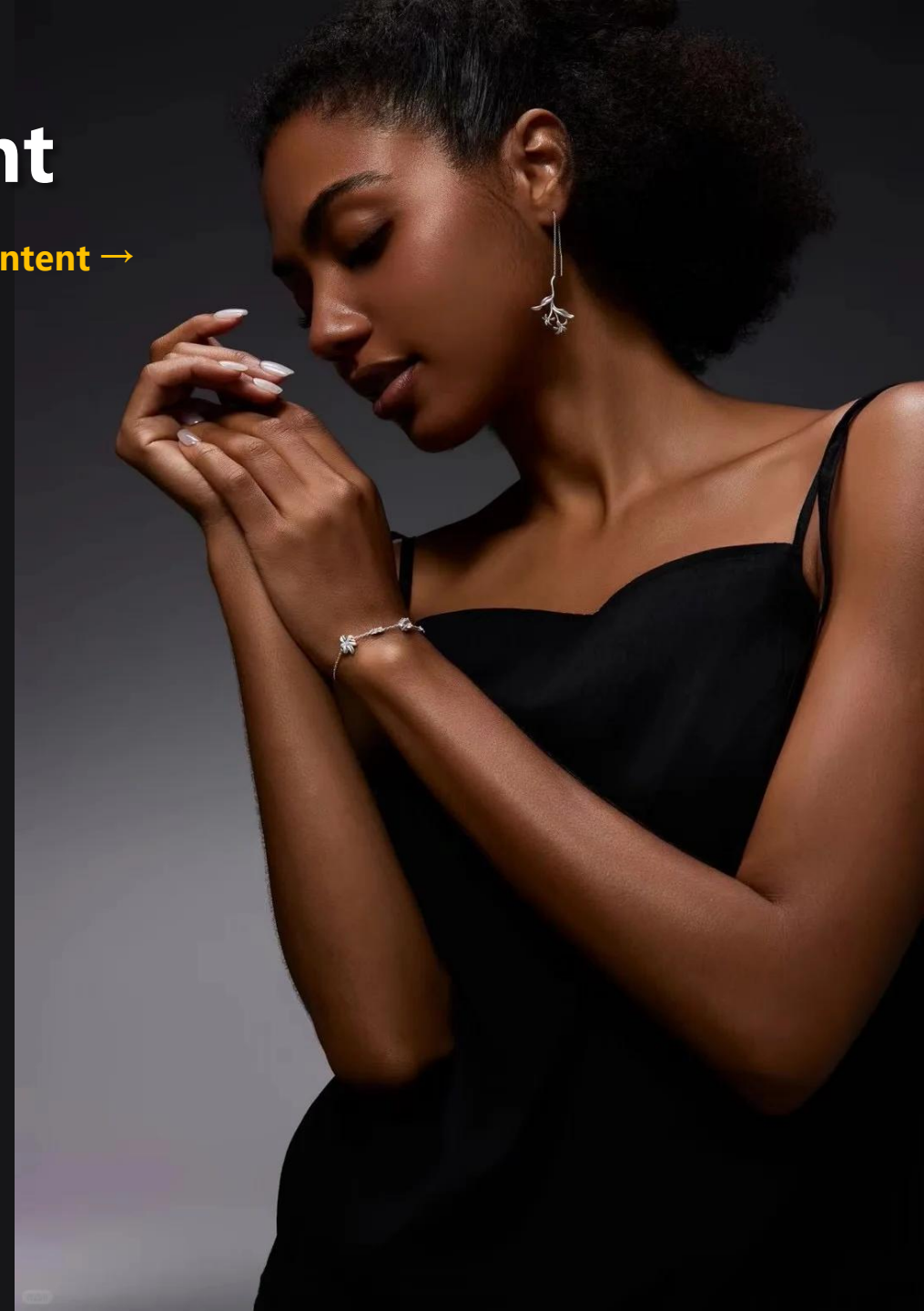
- Views / Reach – Video plays and audience reach
- ER (Engagement Rate) – Likes, comments, shares, saves
- VTR (View-Through Rate) – Completion rate and key retention points (3s / 5s)
- Comment Insights – Keyword analysis and user questions (feeding back into content and FAQ)

2. Ad Placement Layer (Paid)

- CPM / CPC / CTR – Reach and click efficiency
- CPL (if leads are the goal) – Cost per valid lead
- Creative Win Rate – Replicable structures (Hook / KSP / Proof / CTA) that consistently perform

3. Lead Layer (Lead Quality)

- Inquiry Volume (DMs / WhatsApp)
- Valid Lead Rate – Budget and need alignment
- A / B / C Distribution – High-intent proportion
- Appointments / Store Visits / Conversions – Included when trackable data is available
- Frequent Questions & Bottlenecks – Feeding back into content structure and sales scripts





Team Setup

- **Account Lead:** Overall coordination, delivery management, and approval alignment.
- **Strategy & Creative:** Content matrix, script direction, selling point structuring.
- **Director / Producer:** On-site execution and quality control.
- **Post-Production:** Editing, subtitle systems, and multi-version output.
- **Performance Specialist:** Ad placement strategy, execution, optimization, and data feed-back.
- **Customer Service Team:** Inquiry handling, lead grading, lead sheet generation, and handover.
- **(Optional) Creator Ops:** KOL/KOC management and delivery oversight.



Standard Packages & Pricing (Including Ad Placement + Customer Service)

Ad platform recharge budget is to be covered by the brand. DB STUDIO is responsible for strategy, creatives, execution, and optimization.

Package 1 | Brand Content Matrix Building (with basic ad placement + basic customer service)

Services Included:

- Monthly short- video content production: 16 videos
- Trend & topic support: weekly direction/reference (aggregated monthly)
- Unified visual & script structure (titles, covers, subtitle information architecture)
- 24/7 content response mechanism
- Monthly review and strategy optimization (MBR)
- Ad placement (basic): strategy recommendations + basic boosting + monthly performance reporting
- Customer service (basic): script library + key inquiry screening + weekly lead summary and handover

Package 2 | Professional Brand Awareness Building (with enhanced ad placement + strong customer service)

Services Included:

- Monthly short- video content creation: 20 videos
- Monthly TVC- grade high- quality short films: 2 videos
- Visual system standardization (covers / subtitles / camera language)
- Weekly and monthly strategy review meetings
- Fully managed ad placement: phased strategy + creative matrix A/B testing + continuous optimization + weekly performance reporting
- Fully managed customer service: broader coverage support + lead grading + daily/weekly lead sheets + high- intent alerts



Why Choose DB STUDIO

- **Alignable:** Clear standards on messaging, approval workflows, SLA, and review metrics – reducing communication overhead.
- **Scalable:** Structured selling point articulation ensures consistent output quality and a higher win rate.
- **Convertible:** Ad placement and customer service lead management are integrated into a closed loop, preventing "views without inquiries."
- **Sustainable:** A reusable asset library serves stores, ad campaigns, launches, and channel training.
- **Risk- Controlled:** Our Annex C compliance framework reduces brand safety risks for major enterprise clients.

