Brand Moran

How Brands in Kenya are Using Twitter Promoted Trends for Marketing Campaigns

Brand Moran has been tracking Kenyan brands running promoted trends on Twitter since the end of February 2021 to date. This report looks at the brands that used Twitter Promoted Trends between February and June 2021. Our analysis established that alcoholic beverage brands run the most Promoted Trends on Twitter in Kenya.

What are Twitter Promoted Trends?

Promoted trends are ad units that appear at the top Explore tab on What is Trending for 24 hours only. They are hashtags that appear at the top or second to top slots of the "Trends for You" section of Explore tab. These hashtags are usually indicated "Promoted by X," where X is the brand marketing the hashtag.
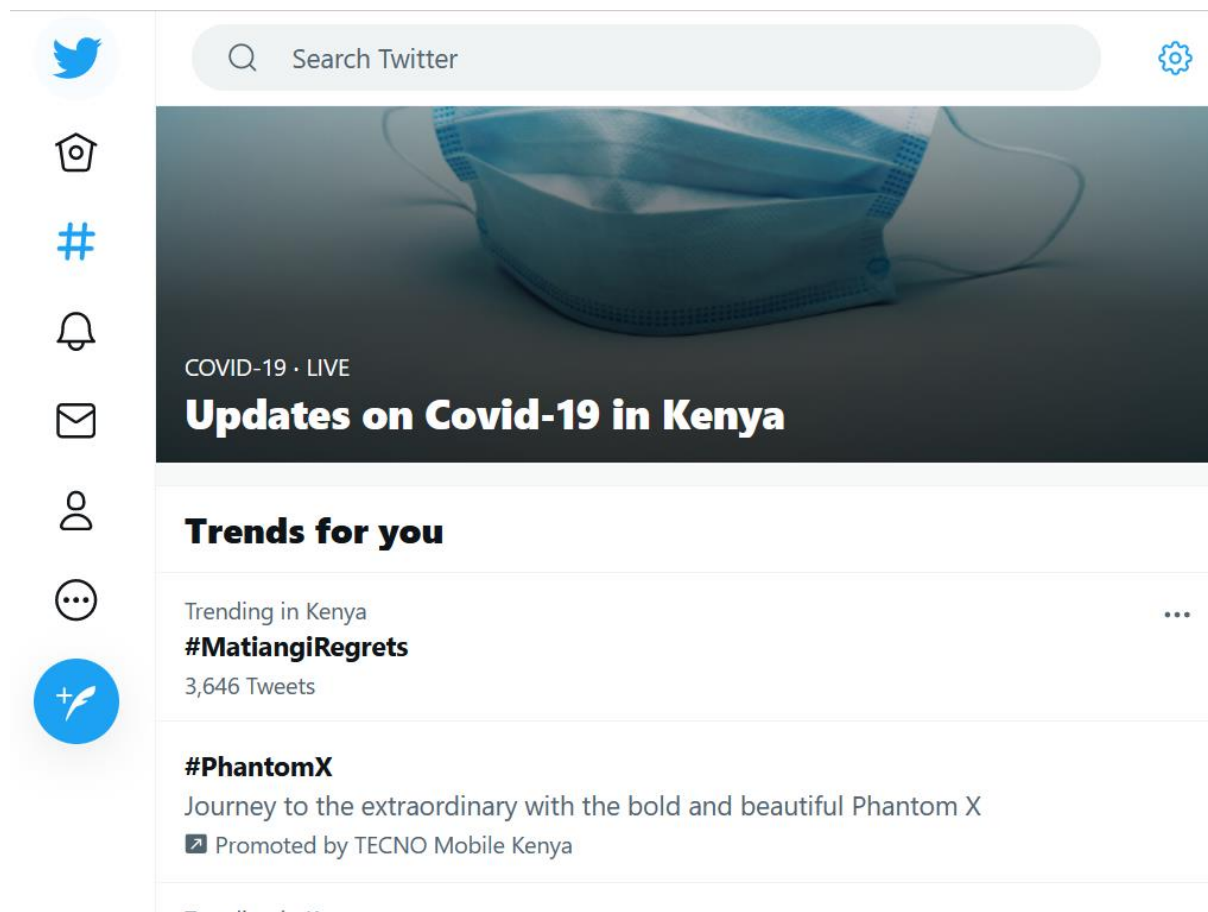
As a Twitter user, you must have seen the promoted trends once in a while by popular Kenyan brands on Twitter. Brand's use Promoted trends to get a wider reach, drive conversation around a product launch, app launch, message launch, or new promotion and even build interest.

At <u>Brand Moran</u>, we have been tracking brands marketing using Promoted Trends. This report gives you an overview of popular brand categories using Promoted Trends from February to the end of June 2021.

Popular Brand Categories Marketing using Promoted Trends in Kenya
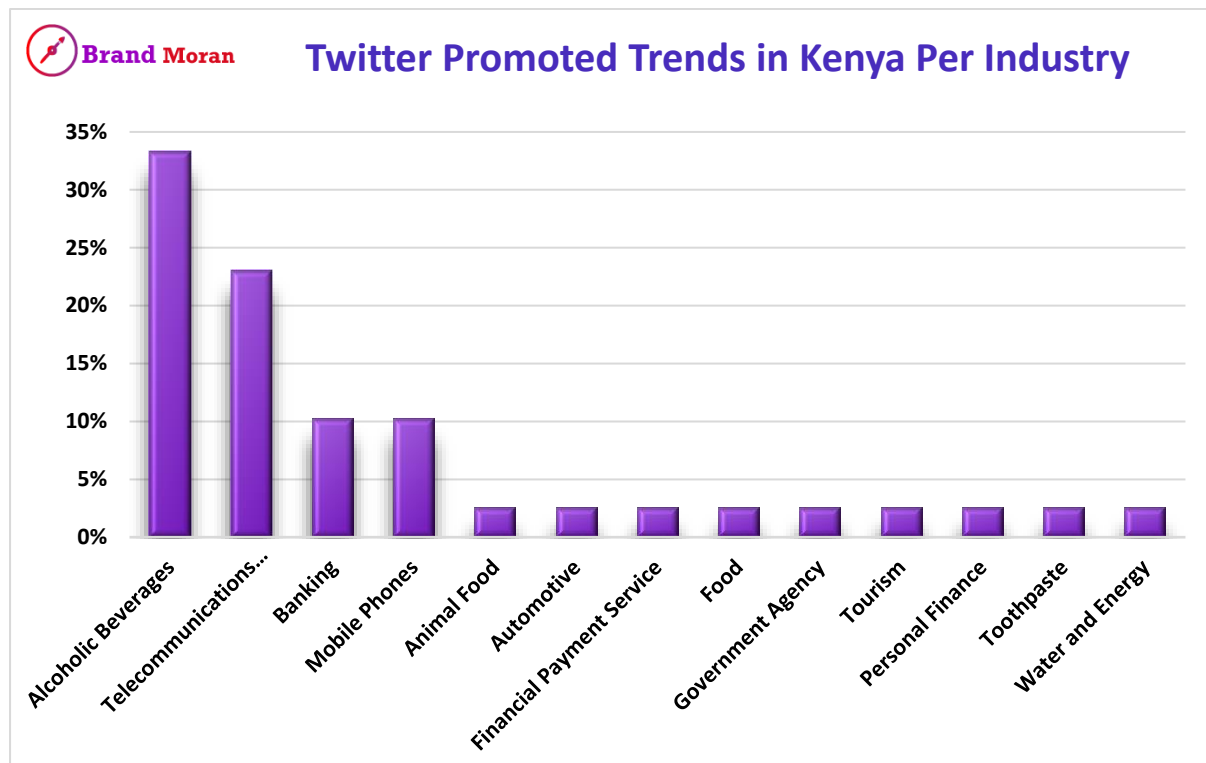
From the data we gathered, *alcoholic beverages brands led at 33% of the tracked Promoted Trends. Telecommunication services brands followed it at 23%. Mobile Phone brands and Banking tied at number three with 10%.*

Why Is This Important

Promoted Trends is a way to drive mass awareness on Twitter. It is also ideal when launching a new product or app into the marketing since a brand will create awareness, build interest and drive engagement around the new product or app.

A mobile phone company like Oppo used the promoted trend under the hashtag #OPPOReno5 to launch Oppo Reno 5 in Kenya. Safaricom also used the #TukutaneBaze when launching Baze, their new video streaming site.

This information is vital for brands who want to know what their competitors are doing online, their marketing strategies and how they execute marketing and social media campaigns.

This report was prepared by Brand Moran team using the Brand Moran platform. Brand Moran is a social listening, digital monitoring and consumer insights tool. It is built and tailored for Kenyan brands to enhance their social media intelligence.
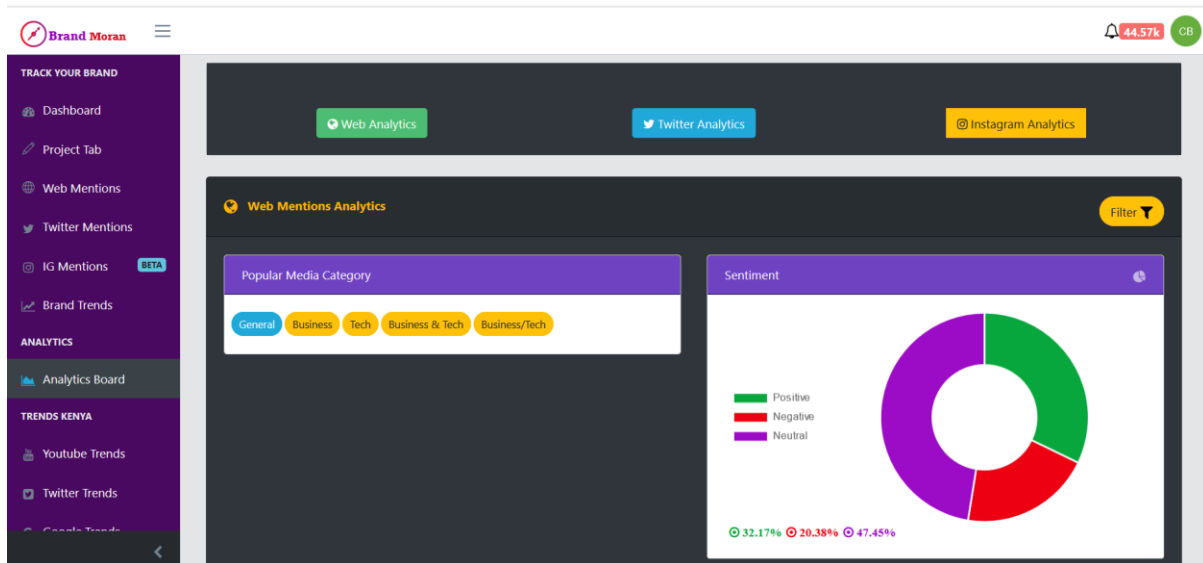
Brand Moran Interface

Features of Brand Moran

- Tracks Keywords and mentions on Twitter and over 100 Kenyan blogs and local dailies
- Tracks hashtags on Twitter, Instagram and Websites
- Sends real-time alerts via SMS or emails of brand mentions
- Shows trending topics on Twitter, Google and YouTube
- Competitor Analysis and insights
- Analytics Dashboard: Twitter, Web & Instagram
- Analysis of popular keywords and popular emojis of your brand.
- Sentiment Analysis
- Track marketing campaigns
- Download reports to Excel and PDF for further analysis.

For more details, email info@brandmoran.com and follow Brand Moran on *LinkedIn*, *Twitter*, *Facebook* for further conversations.