



**NYUMBANI
MARKETING**

Company Profile



Perception Wins

*In business, people don't buy the best.
They buy the brand that looks trustworthy, professional, and serious.*

Two companies can offer the same service.

*The one that **looks better, sounds clearer, and presents itself properly** will win.*

That is perception.

And perception wins.



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Meet Nyumbani Marketing

In today's market, businesses don't lose because their service is poor they lose because their brand looks small, unclear, or inconsistent. NMF exists to rebuild how businesses are seen, understood, and valued.

Registered under BRELA No. 174-803-889, NMF is a strategic brand growth partner helping serious businesses strengthen their perception, attract better clients, and compete at higher levels. Guided by our belief that Perception Wins, we combine branding, media production, digital marketing, and promotional execution into one structured growth system.

We do not believe in random marketing. We build foundations, create authority, and amplify with purpose so our clients are not just visible, but trusted and chosen.

Our Purpose

To help businesses look serious, sound clear, and present themselves with confidence so they attract better clients and grow without wasting money on random marketing.

Our Direction

To become the trusted brand partner businesses turn to when they are ready to look bigger, compete stronger, and win better opportunities.

Our Specializations

→ Digital Marketing

- Social Media Management
- Website Development
- Email Marketing
- Copywriting
- SEO

→ Branding

- Brand Strategy
- Brand Design
- Brand Execution

→ Media

- Videography
- Corporate Photography
- Visuals

→ Corporate Events

- Event Setups

→ Promotion Items

- Printing
- Signages
- Vehicle Wrapping

Our Process



Diagnose

We conduct a strategic Brand Checkup to see how your business looks and communicates. We find what is weak, unclear, or inconsistent.



Build the Foundation

We fix your brand identity, messaging, and visuals so your business looks serious and professional.



Create Authority

We produce high-quality photos and videos that make your business look credible and trustworthy.



Amplify with Purpose

After everything is strong, we promote your brand using strategic marketing not random boosting.

Our Leadership



GIDEON JOB
MANAGING DIRECTOR



HAYTHAM RODERICK
HR & ACCOUNTANT



ALBERT GUNGU
OPERATIONS MANAGER



IDDY MBAMBA
CREATIVE DIRECTOR



JIMMY MBARUKU
VIDEOGRAPHER / PHOTOGRAPHER



Digital Marketing

We help your business reach the right people online and convert them into customers. With social media, emails, websites, and content, we turn visitors into real customers, helping you sell more and grow faster.

Social media Marketing

We create scroll-stopping campaigns that grab attention, spark emotion, and convert followers into loyal customers, because visibility is the heartbeat of every healthy brand.

Website Design

We build customized, high-performing sites that attract, impress, and convert, keeping your brand alive and thriving online.

Email Marketing

Our strategic email campaigns nurture leads, build relationships, and drive repeat sales keeping your customers connected and your revenue consistent.

SEO

We make your brand easy to find. Through smart keyword strategy, on-page and technical SEO, we help your website rank higher, attract qualified traffic, and convert searches into real sales.

Media

We create professional photos, videos, and graphics that make your brand memorable. Great visuals help people trust you, remember you, and choose you over your competitors.

Corporate Photography

We capture your brand at its best with team portraits, product photography, and corporate event coverage that showcase professionalism and build trust instantly.



Videography

We create cinematic stories that sell from brand documentaries, ads, and promotional videos to social media clips that grab attention and turn viewers into believers.



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Promotion Items

Our Advertising Department is like the pharmacy of visibility where brands come to get prescribed the right dose of exposure. Whether it's a billboard, branded vehicle, or point-of-sale material, we make sure your business doesn't just get seen it gets remembered.

We believe every print, every sign, and every moving advert is a vital sign of your brand's health. When your visuals look weak, your customers lose confidence. When they look strong, trust builds and sales follow.

Printing

From brochures, flyers, banners, roll-ups, and corporate stationery to packaging we ensure your brand speaks boldly in every print.



Vehicle Wrapping

Your car, truck, or fleet becomes a mobile billboard, spreading awareness wherever it goes. We handle full and partial wraps with precision and creativity.



Signages

We design, fabricate, and install both indoor and outdoor signs that command attention from 3D illuminated signs to office wall branding and shopfronts.



Branding

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Branding is not just a logo. It is how your business looks, speaks, and is remembered. At NMF, we build brands that look serious, clear, and ready to compete.

Brand Strategy

We define who you are, who you serve, and how you should position yourself in the market.

Brand Identity design

We create your logo, color system, typography, and full visual direction so everything looks consistent and professional.

Brand Messaging

We craft clear taglines, positioning statements, and key messages that communicate your value properly.

Brand Execution

We design company profiles, letterheads, business cards, presentations, and other corporate tools that reflect authority.



Corporate Events

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Your event is a reflection of your brand. Whether it's a corporate launch, conference, government function, or business gathering how the space looks and feels affects how your brand is perceived.

We design and execute structured, professional event setups that match your brand standard.

Stage Arrangement

We organize seating layouts, podium setup, media areas, and guest flow to ensure the event looks organized and intentional.

Display materials

We produce branded materials such as signage, name tags, programs, and other visual elements that enhance the experience.

Event setup

We design and install branded backdrops, stage setups, banners, roll-ups, and visual displays that present your company professionally.

Our Impact

We don't just design, we transform. From faded brands to thriving identities, our work has helped businesses look healthier, sell smarter, and stand stronger in their markets. Every project we complete is another brand healed and ready to grow.

Below is a glimpse of our clientele, creative briefs, and the measurable results achieved through our brand treatment programs.

TPA

The Brief

When TPA entered into a strategic agreement with DP World, there was a public need for clarity and awareness. The challenge was to communicate accurate information, highlight the partnership benefits, and showcase the modernization of Dar es Salaam Port in a way that was clear, appealing, and easy to understand.

Our Role

NMF was commissioned to create digital content that tells the story visually and simply. Our team developed engaging social media artworks and a motion video that demonstrated the transformation of Dar Port from its past state to its new, improved operations under the TPA-DP World collaboration.



THE RESULTS

5M

Impressions

309,800

Total Engagement

1,917,898

Web Monthly Visitors

20,000

Followers Gained

TTCL CORPORATION

The Brief

During “Rudi Nyumbani Kumenoga” campaign, TTCL needed daily, engaging social media content to communicate the campaign message, build excitement, and encourage customer interaction across digital platforms.

Our Role

NMF created a series of creative social media artworks, posting consistently to maintain campaign momentum. Our designs combined clear messaging, eye-catching visuals, and culturally relevant elements to connect with the audience effectively.



THE RESULTS

3M

Impressions

79,987+

Total Engagement

597,898

Web Monthly Visitors

11,978

Followers Gained

FIRST HOUSING FINANCE

The Brief

First Housing Finance aimed to strengthen its digital presence by increasing brand awareness, educating the market on mortgage solutions, and generating qualified leads from potential homeowners. The campaign focused on positioning the brand as a trusted, simple, and reliable partner in the home ownership journey.

Our Role

We planned and executed targeted digital campaigns that simplified mortgage messaging, reached high-intent audiences, and delivered engaging content designed to build trust and drive inquiries, resulting in increased visibility, engagement, and meaningful customer interactions.



THE RESULTS

1.2M

Impressions

45,600+

Total Engagement

4500

Followers Gained

5,178

Website Visits

BILLION PAINTS

The Brief

Billion Paints sought to increase brand visibility, strengthen product awareness, and drive demand across both retail customers and professional painters through digital channels. The campaign focused on positioning Billion Paints as a high-quality, durable, and value-driven paint brand for residential and commercial use.

Our Role

We developed and executed performance-driven digital campaigns that combined strong visual storytelling, product education, and targeted audience reach, helping Billion Paints stand out in a competitive market while driving engagement, store interest, and customer inquiries.



THE RESULTS

30,129

Impressions

1,692+

Total Engagement

780+

Followers Gained

1,137

Website Visits

RFL INSURANCE

The Brief

RFL Insurance aimed to grow brand awareness, build trust in its insurance solutions, and increase inquiries across key products through digital channels. The campaign focused on educating the market, simplifying insurance messaging, and positioning RFL Insurance as a reliable, customer-focused insurance partner.

Our Role

We planned and executed targeted digital campaigns combining educational content, trust-driven messaging, and precise audience targeting to drive engagement, increase visibility, and generate quality insurance inquiries.



THE RESULTS

40,850

Impressions

5,890+

Total Engagement

112+

Leads Generated

2,119

Followers Gained

OZINOX INT.

The Brief

OZINOX INT sought to increase brand awareness and generate qualified B2B leads for its commercial kitchen equipment solutions. The campaign focused on positioning OZINOX INT as a reliable supplier of high-quality, durable, and professional-grade kitchen equipment for hotels, restaurants, and institutional clients.

Our Role

We designed and executed targeted digital campaigns that showcased product functionality, quality, and real-use applications while reaching decision-makers in the hospitality and food service industry, driving engagement and lead generation.



THE RESULTS

50,981

Impressions

1,789+

Total Engagement

360+

Leads Generated

2,000

Followers Gained

PROMOTION & EVENTS



TRUSTED BY



Who We Serve

Startups & Emerging Businesses

We help new brands establish a strong identity, clarify their value proposition, and build early market awareness that supports sustainable growth.

Corporate & Enterprise Brands

We work with established organizations to strengthen brand positioning, maintain consistency across channels, and improve digital performance at scale.

Real Estate & Construction Firms

We help developers, contractors, and property-related businesses showcase projects, attract buyers and investors, and drive inquiries through targeted campaigns.

Retail & Consumer Brands

We help retail businesses and consumer brands increase product visibility, build customer loyalty, and drive foot traffic and online sales through compelling marketing campaigns.

SMEs & Growing Companies

We support growing businesses in increasing visibility, generating quality leads, and converting attention into consistent sales through strategic marketing.

Financial Institutions

We assist banks, mortgage firms, insurance, and investment companies in communicating complex products clearly while building trust, credibility, and customer confidence.

Manufacturers & Distributors

We support product-focused and B2B businesses in increasing market visibility, educating buyers, and generating qualified business-to-business leads.

Professional Firms

We support consultants, legal, audit, HR, logistics, and other service providers in strengthening credibility, attracting qualified clients, and positioning themselves as trusted industry experts.

Legal Compliance


TANZANIA


Certificate of Incorporation of a Company
Section 15

No: 174803889

I HEREBY CERTIFY THAT

NYUMBANI MARKETING FIRM LIMITED

is this day incorporated under the Companies Act, 2002 and that the Company is Limited.

GIVEN under my hand at Dar es Salaam this 21st day of MAY TWO THOUSAND AND TWENTY FOUR.




PRINC. ASST. REGISTRAR OF COMPANIES



TANZANIA REVENUE AUTHORITY
 ISO 9001: 2015 CERTIFIED
TAX CLEARANCE CERTIFICATE
(Issued Under Regulation 123 of Tax Administration (General) Regulations, 2018)

Licensing Authority: TIN: 174-803-889 NYUMBANI MARKETING FIRM LIMITED KILIMBARI/UBUNGO MUNICIPAL COUNCIL 174803889 Dar es Salaam	Tax Clearance Number: 174-803-889 Issuing Office: Inland Telephone: 322 277 141 Date of Issue: 10 February 2024 Expiry Date: 31 December 2024
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Business Name: NYUMBANI MARKETING FIRM LIMITED
 Trading Name: _____
 Taxpayer Identification Number: 174-803-889 (Tax Registration Number)
 Customs Registration Number: _____
 Business Premises located at: _____
 CONTACT: _____
 STREET: SINZA D, NEAR SINZA DELUXE HOTEL AND HALLS

This is to certify that the abovesigned taxpayer has complied with the law and has been granted Tax Clearance Certificate with respect to the following businesses:


- Advertising
- Advertisement of recreational media
- Trade of computers and peripheral equipment


 Alfred T. Mwangi
 COMMISSIONER FOR DOMESTIC REVENUE
 10 February 2024

QR Code: 
 QR Code: 

Disclaimer:

- This certificate is issued free of charge.
- This certificate should be tendered in its original form and is valid only if it is endorsed with QR Code.
- This Tax Clearance Certificate shall not provide the Commissioner General from demanding and recovering taxes established after issuance of this Certificate.

CTR: 1626162

TANZANIA REVENUE AUTHORITY
 CERTIFICATE OF REGISTRATION
 FOR
TAXPAYER IDENTIFICATION NUMBER (TIN)
(REGULATED UNDER SECTION 10 OF THE TAX ADMINISTRATION ACT, 2002)

THIS IS TO CERTIFY THAT

NYUMBANI MARKETING FIRM LIMITED


HAS BEEN REGISTERED WITH THE TANZANIA REVENUE AUTHORITY AND ASSIGNED THE TAXPAYER IDENTIFICATION NUMBER 174-803-889

WITH EFFECT FROM: 21 MAY 2024


TAX LOCATION: KIWINDOMI TAX OFFICE: MWANGI

PHYSICAL LOCATION:

STREET / AREA: SINZA D, NEAR SINZA DELUXE HOTEL AND HALLS


 Alfred T. Mwangi
 COMMISSIONER FOR DOMESTIC REVENUE

NOTE: THE REQUIREMENTS UNDER WHICH THIS CERTIFICATE IS ISSUED ARE LISTED ON PAGE 4


THE UNITED REPUBLIC OF TANZANIA
BUSINESS LICENSE
 B.L. NO : BL01396922025-2605184260
The Business Licensing Act (Act No. 25 of 1972)

License Details

Issuing Office: UBUNGO MUNICIPAL COUNCIL
 Tax Identification No: 174-803-889
 License Issued To: NYUMBANI MARKETING FIRM LIMITED
 For the Business of: ADVERTISING AND MARKETING LOCAL
 Business Licensing: RENEWED LICENSE
 Date of Issue: 2026-01-14
 Expiring Date: 2027-01-13
 Principal/Branch: PRINCIPAL

Business Location

Region: Dar es Salaam
 Ward: Sinza
 Street: Sinza D

Payment Details

Amount of Fee Paid: 200,000.00


 This digital copy does not require a signature of authority

CONDITIONS & NOTES:

- This license shall be conspicuously displayed at the place of business
- Renewal applications must be submitted within 21 days of the license expiry; Otherwise, penalties begin at 25 % of the license fee and rise by 2 % for each additional month, up to 47 %.

Let's Connect

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Website: www.nyumbanimarketing.com