

We do not do marketing.
**We restore the link between
marketing decisions, actions,
and consequences.**

Who we are

We are a full service marketing agency.
If you need marketing done, we do it.

What makes us different is not what we do.
It is how we decide what to build and in what order.

The honest difference

Most agencies ask what you want and build it.
We ask what you are trying to achieve - and make sure what we build actually gets you there.

Sometimes those two things are the same.

You want a website, you need a website, we build a great website.

Sometimes they are not.

You want more social media posts, but what you actually need is a clearer offer.

You want to run more ads, but the reason the current ones are not converting has nothing to do with the ads.

We tell you the difference before we start. Not after you have spent the budget.

How we work

Three moves. Always in this order.

01

Diagnose

Understand the real problem

Before we recommend anything, we examine what is actually happening in your business. Not what the brief says. What is actually true.

02

Architect

Design the right solution

Once we know the real problem, we design the approach before we start building. So every decision has a reason behind it.

03

Execute

Build and run it

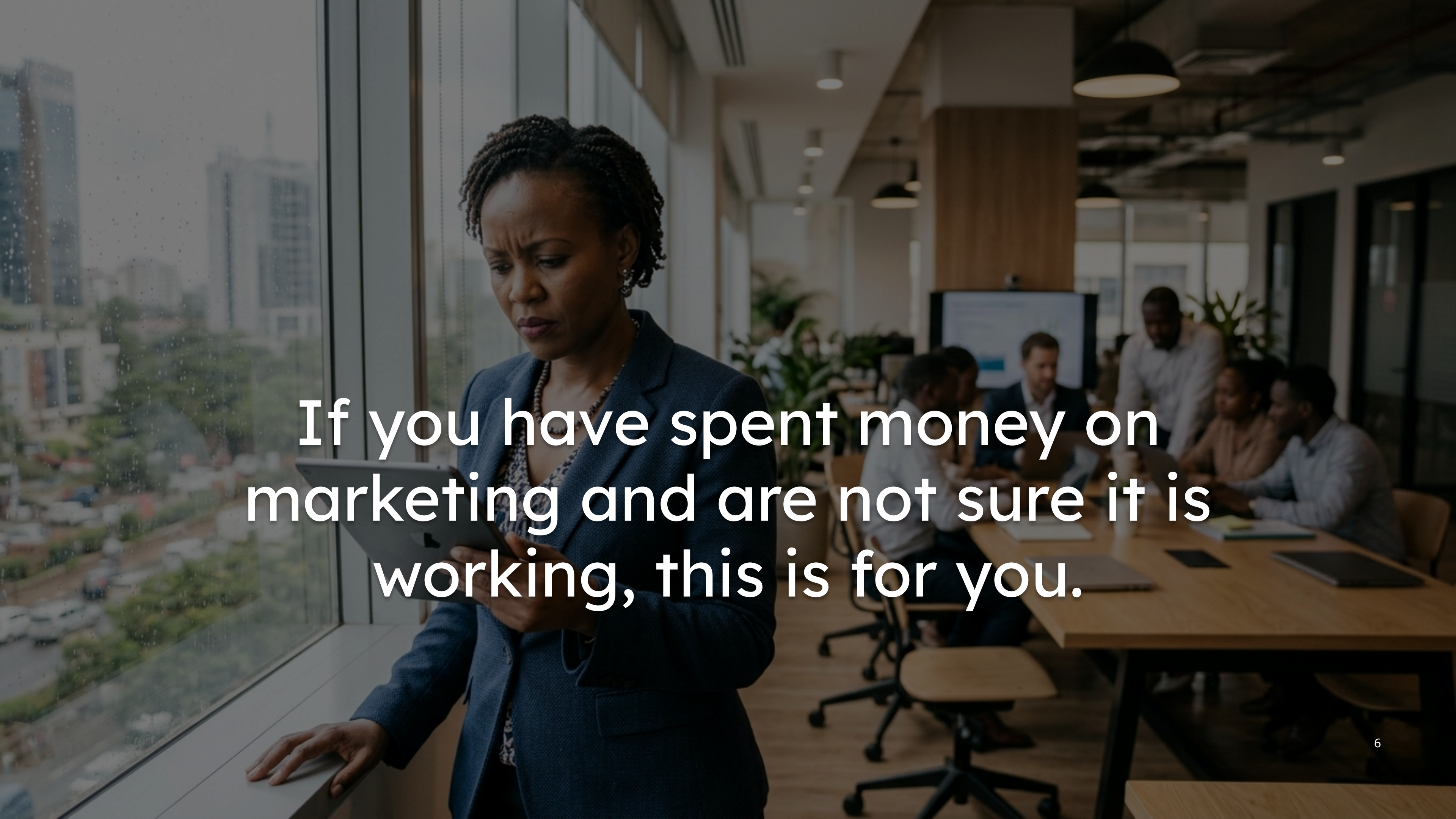
Websites, campaigns, social media, CRM, content - built on a confirmed direction. This is where the work you came for happens.

A woman with short dark hair, wearing a white long-sleeved shirt, is seated at a desk. She is looking down at a tablet computer that is propped up on its stand. Her right hand is near the tablet, and her left hand is holding a pen over a piece of paper. The background is a softly blurred office or home workspace with a bookshelf and a plant.

If your direction is clear and you just need something built - we do that. No interrogation, no mandatory reviews.

Click to jump straight to
what we offer

Keep reading
Move to the next slide

A woman with short, dark, curly hair, wearing a blue blazer over a patterned top, stands by a large window in a modern office. She is looking down at a tablet computer she is holding. Her expression is one of concern or uncertainty. The office is bright and airy, with large windows overlooking a city. In the background, several other people are working at long wooden tables. The overall atmosphere is professional and busy.

If you have spent money on marketing and are not sure it is working, this is for you.

The pattern worth recognising

"We have been posting, running ads, doing everything - and the results are not following the effort."

"We approved something in our marketing that we were not entirely certain about - and we have been defending it since."

"The team keeps being asked to explain why the work is not producing what it should."

"We have changed agencies, refreshed the brand, hired for the gap - and the underlying problem is still there."

These are not marketing problems.
They are the cost of building before confirming the direction.

What happens when you keep going without asking why

If execution is already underway, the cost of changing direction has already started to rise.

Financial

Budget spent on campaigns and agencies that did not produce the expected return. The activity was real. The direction underneath it was not confirmed.

Reputational

Every time a marketing initiative produces the same result, the leader explaining it loses a little credibility. With the board. With the team. Sometimes with themselves.

Momentum

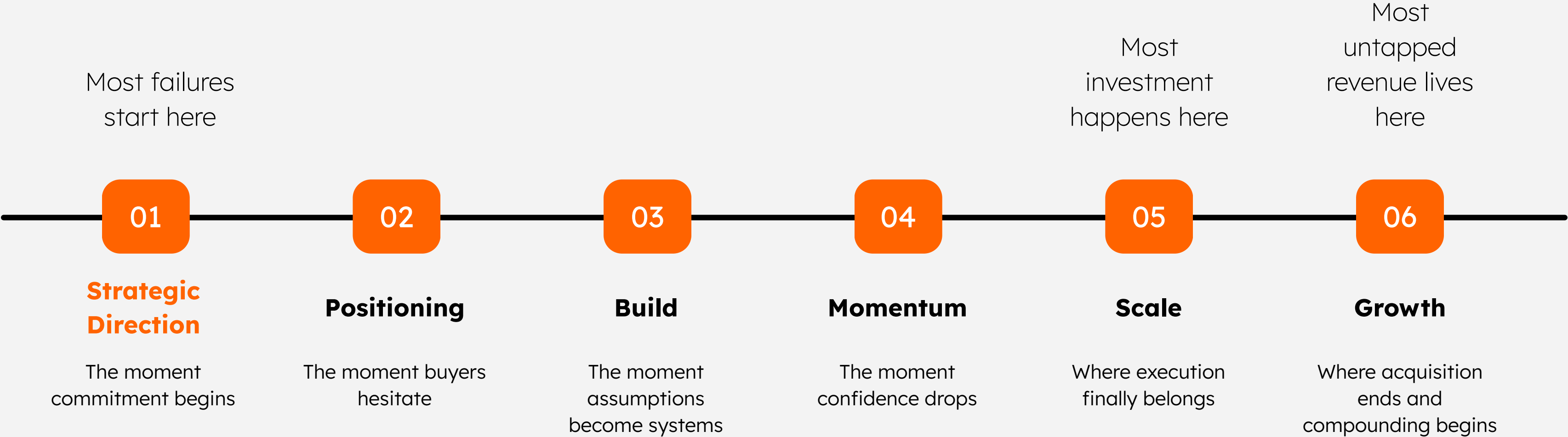
The team spends more time defending what they are doing than building something better. Energy goes into justification rather than growth.

Most firms in this market start from what you present.

Qallann Marketing starts from what is actually happening.

The 6 Growth Stages

We work at every stage. We start where the problem actually is.



Where most marketing money goes and where the real problem usually is

03

04

05

Where most businesses invest

- Campaigns
- Social media
- Ads
- Websites
- Agencies

vs

01

02

Where the problem usually sits

- The direction behind the campaigns.
- The positioning behind the social media.
- The offer behind the ads.
- The strategy behind the website.

We work at every stage of your business.

We always start where the problem actually is - not where it is easiest to spend.

What we offer

We start by finding what is actually wrong —————>Then we build and run what the situation requires

Diagnose	Architect	Execute		
Strategic Direction Review	Strategic Architecture	Website Development	AEO	SEO
Market Position Review	Positioning Architecture	Content Marketing	Paid Media	Social Media
Build Readiness Review	Build Architecture	Brand and Design	Email and Automation	
Operational Momentum Review	Momentum Architecture	Lead Generation	CRM Implementation	
Customer Growth Review	Customer Growth Architecture	Sales Enablement		
		Customer Growth and Retention		
		Data and Analytics		

All execution work is built on a confirmed direction. Not on what seemed like a good idea at the time.

Why Qallann Marketing

**Most firms optimise execution against an accepted premise.
We test the premise before execution begins.**

Most Firms

- Start from the problem you present
- Solve the symptom you described
- Accountable to the brief
- Point to the brief when results are unclear

Qallann

Other agencies ask what you want to do.
Qallann Marketing asks why it is not working yet.
Then we figure out what to do.

Operating exposure

Geographies

East Africa

West Africa

Central African Markets

Southern African Markets

Gulf Region

UK and Europe

Sectors

Consumer Goods and Retail

Financial Services

Technology and Software

Health and Life Sciences

Agriculture and Agri-processing

Education and Professional Development

NGOs and Development Sector

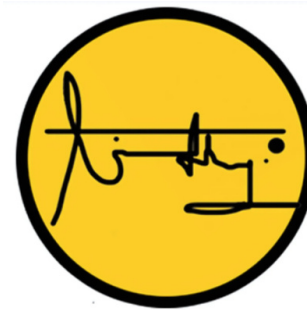
Growth-stage Commercial Businesses

Founded in 2018 - Nairobi, Kenya

Selected clients



Selected clients



Where to start

Not sure where to start? Start here.

01

Diagnose

Something is not working and you are not sure why

We run a structured review - three weeks - and tell you exactly what the constraint is and what to do about it. You get a clear written picture of the real problem, not a vague strategy document.

02

Architect

You know what you need and you want it built properly

We scope the work, confirm the direction is sound, and build it. Websites, campaigns, systems, content - run against commercial targets, not just activity metrics.

03

Execute

Not sure which one applies to you?

That is usually a signal to start with a review. Most businesses that come asking for execution discover the real constraint is one level up.



The right answer to the right problem.

Start the conversation.

We begin with questions, not proposals.
The first conversation focuses on what is actually happening - not on selling you something before we understand what you need.

Describe your situation. We will tell you directly what we think the next step is.

[Tell us what is happening](#)

If something is not working and you want to know why before spending more, start with a Strategic Direction Review.

[Book a review](#)