Marketing Link
Tanzania Ltd

MARKETINGLINK TANZANIA LIMITED

Connecting Businesses to Markets and Audiences



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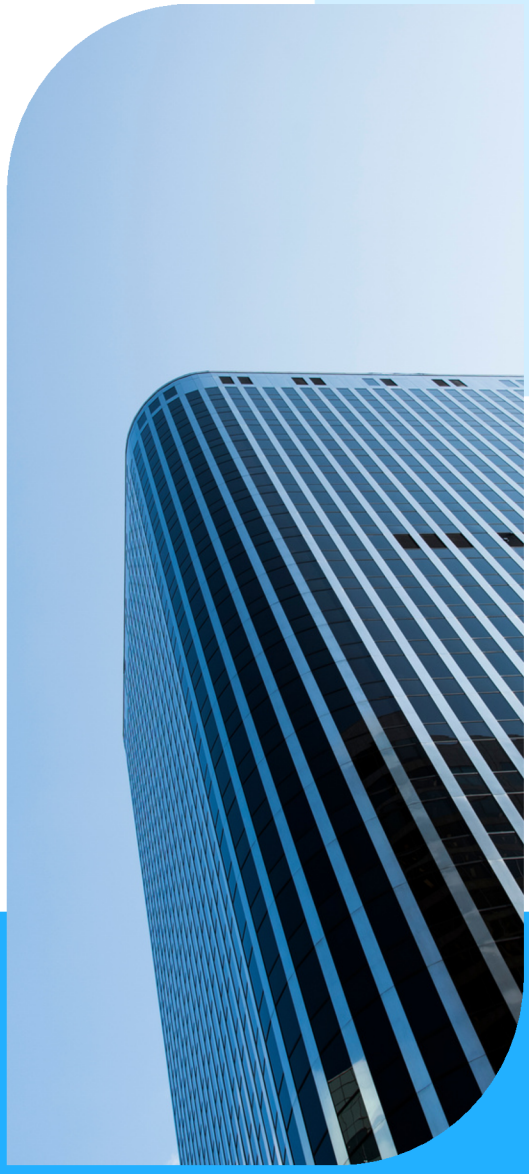
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GENERAL INTRODUCTION

MarketingLink Tanzania Limited is a professional firm specializing in marketing, business development, customer acquisition, market research, business linkages, and audience mobilization and event promotion.

Established to bridge the gap between businesses, products, services and their target markets, the company serves corporations, government and private institutions, as well as individuals. We empower our clients to build valuable market interactions, reach new customers, increase brand awareness and foster productive business relationships through modern strategies, market research and communication technologies.



Vision

To be the premier strategic partner in East Africa for connecting businesses to profitable markets and bringing target audiences to impactful events.

Mission

To create an environment where every business, institution or service provider with a valuable offering gets the right platform to reach its target market and every event organizer successfully engages their intended audience.



Message from CEO

Welcome to MarketingLink Tanzania Limited. In today's competitive landscape, having a great product or hosting an exceptional event is simply not enough you need the right bridge to connect them to the right people. At MarketingLink, we pride ourselves on being that strategic link. We combine modern marketing strategies, thorough market research and precise audience mobilization to drive real, measurable growth for your business or event. We look forward to partnering with you to turn your goals into market success.



Tamjid Moshi Amri

Managing Director, MarketingLink Tanzania Limited

COMPREHENSIVE MARKET SOLUTIONS & EXECUTION MATRIX



1.CORE CAPABILITIES

MarketingLink Tanzania Limited has the robust capability to plan and execute strategies focused on:
Identifying market opportunities and analyzing market environments.
Prospecting and acquiring prospective clients.
Reaching targeted customer segments effectively.
Linking businesses with valuable commercial opportunities.
Boosting product and service awareness while mobilizing audiences for events.

2. CORE SERVICES

Market Development: Identifying and helping clients break into new markets.
Customer Acquisition & Lead Generation: Prospecting and converting target audiences for products and services.
Business Development: Recognizing strategic opportunities and nurturing relationships for business expansion.
Market Research: Conducting thorough research and analysis on market trends, environments, and opportunities.
Business Linkages (B2B): Connecting companies, institutions and individuals for commercial partnerships.
Audience Mobilization & Event Promotion: Sourcing and mobilizing crowds for conferences, conventions, exhibitions, product launches and major campaigns.
Digital Marketing & Sales Support: Providing modern digital campaigns and sales enablement strategies.



CLIENT ONBOARDING & OPERATIONAL

To ensure absolute efficiency, our engagement process follows a structured path starting with a needs assessment, goal setting, strategy mapping and continuous performance tracking.

CLIENT RESPONSIBILITIES & REQUIREMENTS FOR COLLABORATION:

1. Corporate Identity: Providing accurate business / institution registration details and designating an authorized communication liaison.

2. Product & Service Details: Providing comprehensive information regarding product features, pricing structures, capacity and service areas.

3. Partnership Objectives: Clearly defining specific goals such as market expansion, lead generation or audience targeting.

4. Target Market / Audience: Outlining geographical scopes, industry sectors or specific audience demographics.

5. Budget & Execution Resources: Disclosing allocated capabilities to help right-size execution strategies and resource allocation.

6. Data Accuracy & Confidentiality: Ensuring all shared information is accurate while respecting mutual business privacy and confidentiality standards.





CORPORATE GOVERNANCE & CORE ETHICAL

OUR ENGAGEMENT PROCESS

Phase 1: Initial Assessment & Scoping
Evaluating client needs, environment, and objectives.

Phase 2: Strategy Design & Agreement
Agreeing on scope, deliverables, timelines and flexible commercial terms (including service fees or commission-based structures where applicable).

Phase 3: Execution & Monitoring – Rolling out campaigns, tracking milestones and delivering progress reports.

OUR FOUNDATIONAL VALUES

Our partnerships are anchored on

- Professionalism
- Integrity
- Transparency
- Accountability
- Confidentiality
- Close Communication.

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