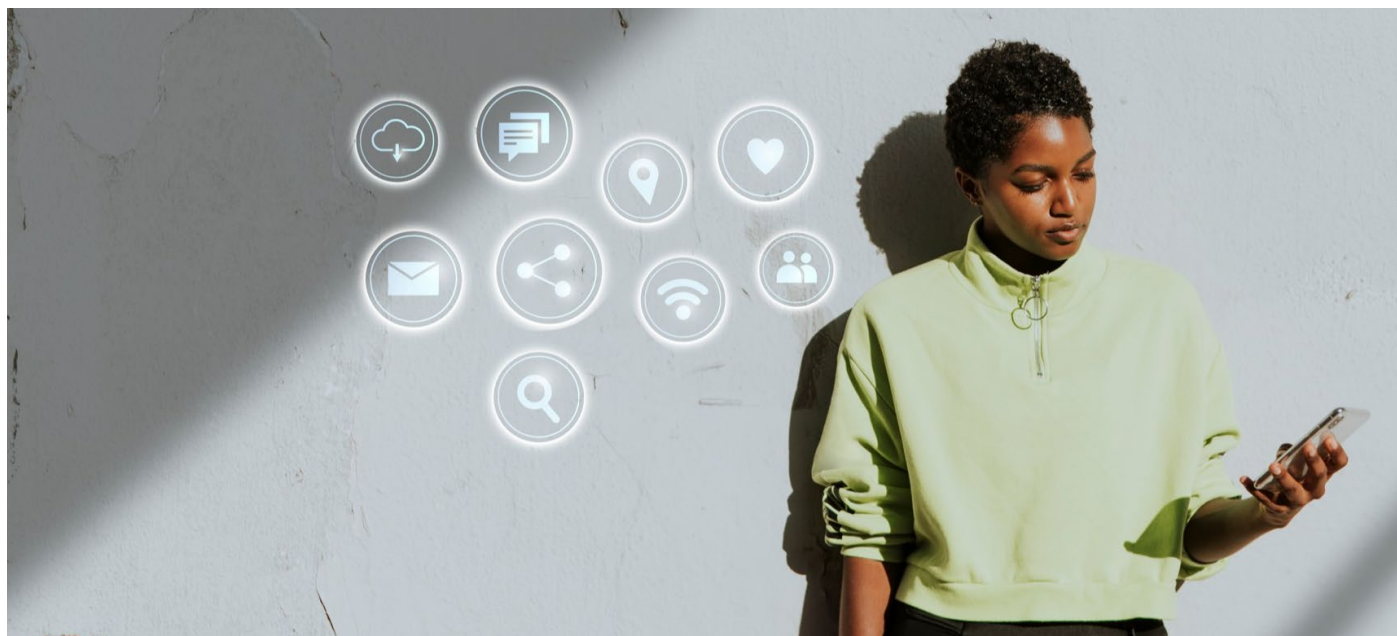


# Tradealert

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## Creating Engaging Posts for the Export Business

Crafting impactful digital content is crucial for businesses in all sectors, including Kenya's export market. As the market expands and diversifies, engaging posts can help businesses reach global audiences, foster brand loyalty, and boost sales.

For Kenya's export businesses, effective content blends strategic insight, cultural relevance, and creativity to build lasting connections with audiences worldwide. Adapting to feedback and keeping pace with local and global trends will ensure your content remains relevant, memorable, and responsive to market dynamics.

Some strategies to help export businesses in Kenya stand out with compelling digital content include:

### Know your audience

Understanding your target audience is essential for creating effective content. Determine whether you are speaking to wholesalers, retailers, or end consumers. Use data insights, surveys, and feedback to identify their needs and preferences, tailoring your posts to address specific challenges and interests. Personalized content resonates more deeply and has a stronger impact.

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## Leather and leather products webinar

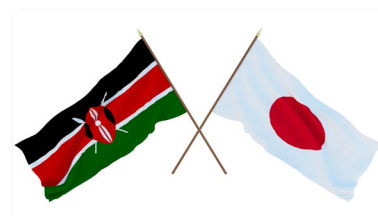
Are you a leather or leather product exporter? Don't miss this insightful webinar designed to empower your business.

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