

Launch Content Pack: "Mfano Bank Akiba Plus" savings account (example)

What a brand gets from a Business Radar Launch Package (about KES 150,000–300,000), delivered with Ananke Digital.

1. Launch news story (labelled Partner content)

Headline: "Mfano Bank launches Akiba Plus, a savings account with no minimum balance." 400–600 words, facts supplied and verified by the brand, published on launch day.

2. Evergreen explainer guide

"How Savings Account Interest Works in Kenya: Fees, Tax and Real Returns." Ranks for months; product mentioned where relevant, never as a fake ranking.

3. Sponsored calculator spot

"Akiba Plus savings calculator" or a sponsor slot on the Rates Tracker, with a lead form. Leads delivered only with consent.

4. Newsletter + social

Feature in the weekly email; 3 posts each on Facebook, LinkedIn and X.

5. Results report

Metric	Source
Page views, engaged time	GA4
Calculator uses, leads	Site logs, form
Search impressions	Search Console
Social reach, clicks	Platform reports

Timeline

Week 1 brief and facts · Week 2 drafts for approval · Launch day publish · Day 30 results report.

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