COMMUNICATION

Why does your business need consistent communication?



Every message shapes how customers understand and recognise your brand.

The market and its potential

DataReportal counts 13.8 million active social media user identities in the DRC in October 2026 [2]. These are not necessarily unique people. They indicate audience potential, not a guaranteed number of leads or buyers.

An advertisement, a social media post and an in-store activation should tell the same story. Conflicting messages can make it difficult for people to understand your offering and what sets it apart.

A communication strategy starts with three questions: who are we addressing, what should they understand and what action do we want them to take? The answers guide messages, channels and timing.

Our added value: connecting visibility with commercial action

A brand can be widely seen without being understood, and liked without generating enquiries. Strategy connects the stages: attract attention, explain value, build confidence and make contact or purchase easier. Each channel should serve a specific purpose.

Utmost can structure this journey around a central message, a content calendar, digital campaigns and field activations. Depending on the assignment, we coordinate creation, distribution and commercial follow-up so an interested prospect is not left unanswered or a campaign does not promote unavailable stock.

We propose tracking qualified leads, appointments, conversion and acquisition costs alongside reach. Illustrative example: a USD 1,000 campaign generating 100 enquiries costs USD 10 per enquiry. If 10 become customers, advertising acquisition cost is USD 100 per customer, excluding sales expenses and other costs. Compare it with expected margin, not just revenue.

Before-and-after tracking, identifiable links and sales data help assess campaign contribution. A sales increase alone does not establish causation: pricing, seasonality, availability and promotions also matter. Our added value is making results understandable and refining actions with you.

360° communication does not mean being everywhere. It means coordinating channels that suit your audience and budget: media, digital, public relations or field activity. Track results against your objective, such as enquiries or store visits.

Utmost Services helps you define your messages and coordinate campaigns tailored to your goals.

Sources and methodology

[2] DataReportal - Digital 2027: DRC (October 2026)

Data consulted on 26 November 2026. Indicator dates differ. Calculation scenarios are illustrative, not client results or guarantees. Revised digital series are not directly comparable with earlier editions.

Let’s discuss your needs : contact.utmost@gmail.com