

Brand marketing strategies for SME's

by Adebola Williams
@DebolaLagos



TARGET

Be clear on who and what you want



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Value Proposition

Double down on your value proposition

Convenience: everyone is looking for convenience

Yotoma

at your convenience

Sell on the internet

Get a delivery partner

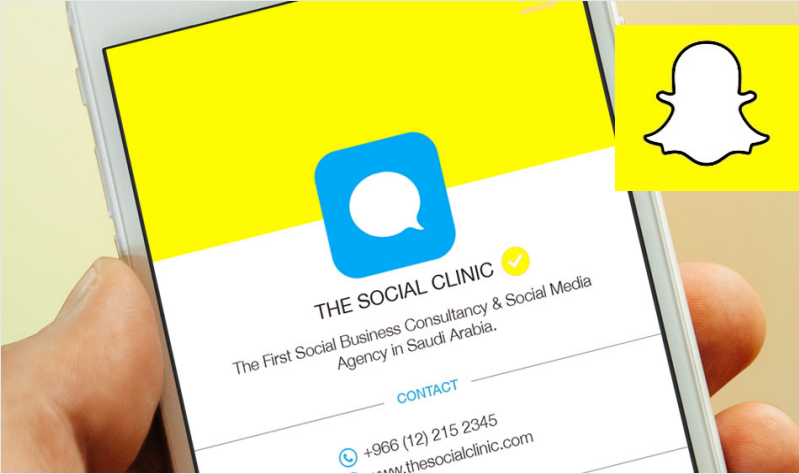
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Value Proposition cont'd

- Don't compromise on quality, it's the best sales pitch
- Rewards and incentives
(Tie to sales)
- **Competitor analysis:** Sometimes its not necessarily stretching yourself but finding value your client needs that no one is giving them

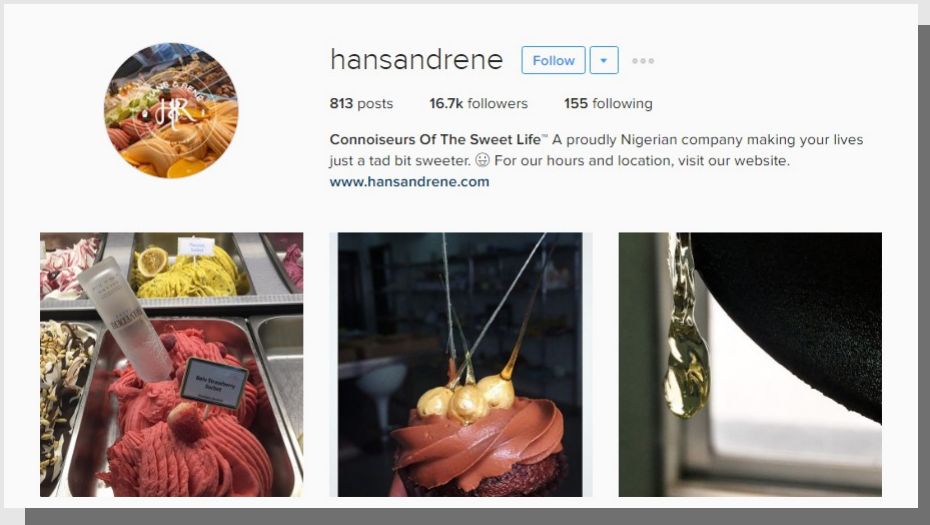
Use the free marketing tools

Social Media



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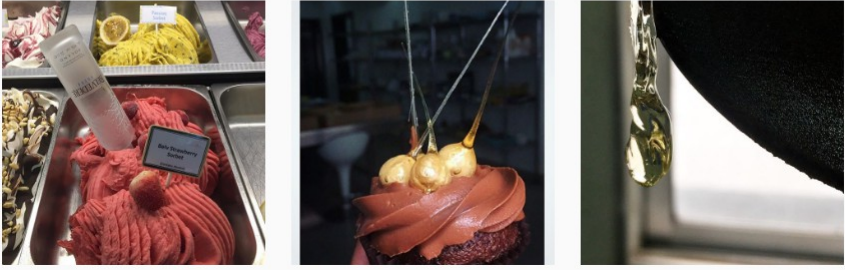
It's personal!



hansandrene [Follow](#) [...](#)

813 posts 16.7k followers 155 following

Connoisseurs Of The Sweet Life™ A proudly Nigerian company making your lives just a tad bit sweeter. 🍩 For our hours and location, visit our website. www.hansandrene.com



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Make your brand fun X engaged

#NuliWiggle



nulijuice

Follow

1,168 views

2w

nulijuice It's the start to another wonderful week. Come do the #NuliWiggle with us at Nuli Ikoyi today and get 10% off your orders. Yup! #NuliWiggle #WiggleThatNuli #MondayFunday #CleanEating #MoreThanJustTheJuice

afrolems Does any store on the mainland stock nuli juices 😊

nulijuice Hi @afrolems not yet. Please give us suggestions on ideal locations to stock at and we will immediately get moving

afrolems @nulijuice i want to be selfish and say the shoprite in festac 😊 but ikeja city mall has more traffic also surulere shoprite and spar in ilupeju but those are some suggestions. But festac shoprite 😊

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Every customer counts

Every customer has up to 100 followers, you only need 10 each



Jump on hashtags and trending issues via Twitter...

 **Tayo Oviosu** 
@oviosu 15 Sep
For some reason I was quite happy to see a roof leaking at @HeathrowAirport and a bucket gathering the water. It's not only in Nigeria 😄

 **Lagos Airport**
@LOSairport 
Really @oviosu? Thanks @HeathrowAirport
twitter.com/LOSairport/sta... Our little plan worked out pretty well
😊❤️ Cheers!
6:59 PM - 15 Sep 2016
👤 🔄 125 ❤️ 31

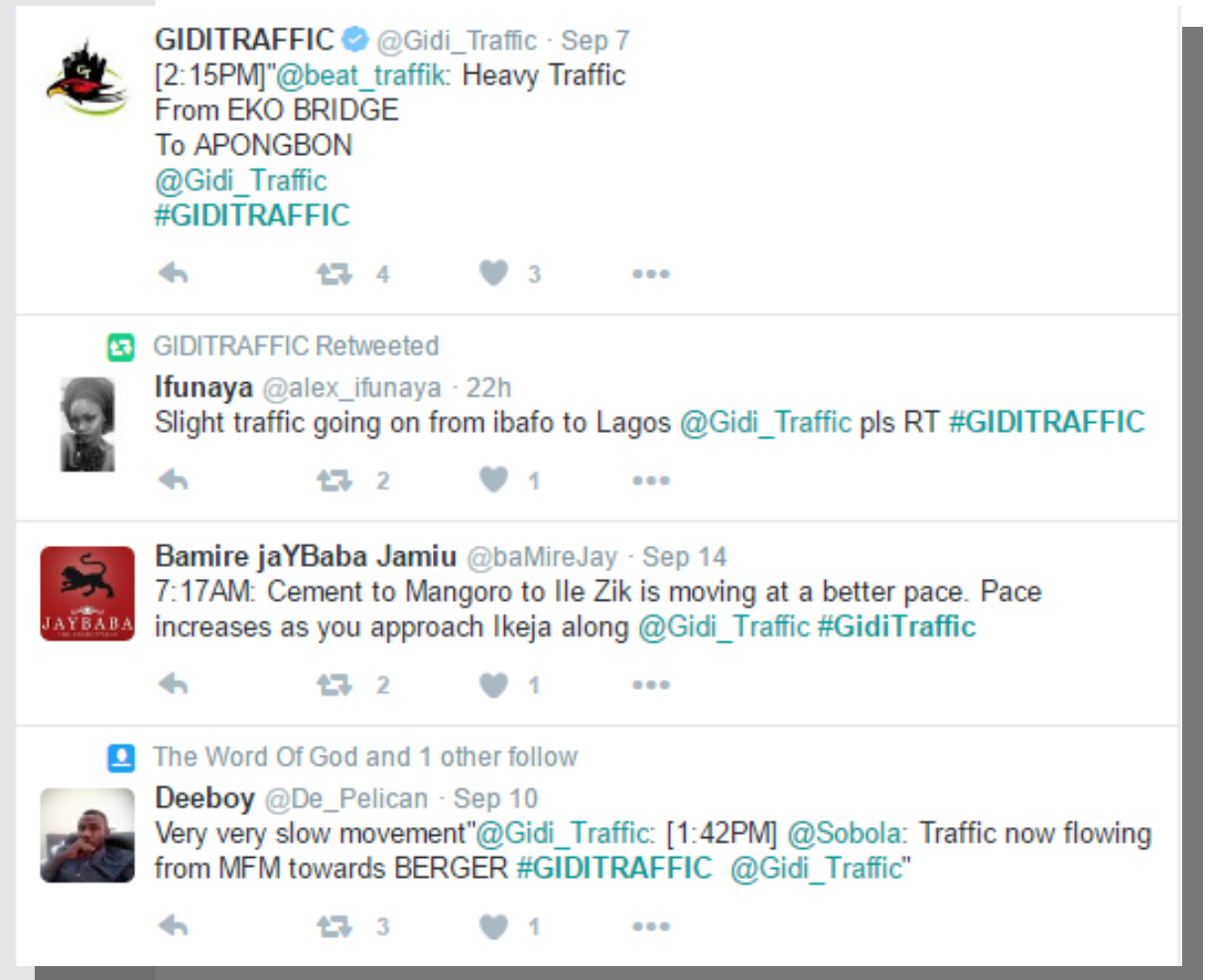
 **Lagos Airport**
@LOSairport 15 Sep
Really @oviosu? Thanks @HeathrowAirport
twitter.com/LOSairport/sta... Our little plan worked out pretty well 😊
❤️ Cheers!

 **Heathrow Airport** 
@HeathrowAirport 
@LOSairport @oviosu 🙌🙌🙌 We'll send the buckets back in due course!
7:06 PM - 15 Sep 2016
👤 🔄 143 ❤️ 37

 **bnaa info**
@BnaaInfo 
Lol 😂 Enjoying @HeathrowAirport @LOSairport @oviosu #airport banter 🍌🛫🛬 #MyAirportIsBetterThanYourAirport
❤️🛫❤️
7:14 PM - 15 Sep 2016
👤 🔄 23 ❤️ 9

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Engage influencers in tweet conversations on trending issues



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Engage influencers in interviews around your sector

Example: a fashion designer twitterinterviews Diana Opoti on her daily fashion routine

Be deep, witty/funny for retweets

Mememes/Shareables

Create and brand
Let your brand travel



Look for a fast growing blog to partner with



PartyJollof

Z!KOKO

Content

Write for a blog or magazine

Resources materials on linkdn

Short how to videos. Five facts. DIY

Youtube has 800M unique visitors, get your share (Phone. Apps. Intern)

Visually appealing content/Pictures.

Shorter text: think tweet.

THURSDAY Style Vol. 20, No. 7578 Sunday, January 24, 2016

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PEOPLE ARE TALKING ABOUT

From fashion, style, celebrities, socialites and pop culture, here are some of the hottest stories this week...

BY KONYE CHELSEA NWABOGOR



OLUCHI x LINGERIE

From Victoria Secrets to posing in the coveted Sports Illustrated swim suit issue, Nigerian supermodel and show host Oluchi Orlandi has got everyone talking this past week when she announced via her Instagram page her latest venture—a new lingerie line, 'Lulu Nigeria Lingerie', with products for women, men and children. Clearly, nobody is missing out. The supermodel and businesswoman is going all out to produce quality underwear and even retail outlets around the country so every one can easily have access to these pieces. Now we can only hope to look like those models in the pages of magazines when we wear Lulu underwear.



VICTOR NDIGWE

Its take over season for Elite model look Nigeria 2014 winner, Victor Ndigwe. From his hit advertorial campaign representing Italian fashion house, Missoni for their 2016 spring summer collection to debuting on the runways of Dolce and Gabbana, Ermenegildo Zegna, Kenzo and Versace this past week, Beth model's Victor has proven beyond doubts that he's definitely that face to look out for in 2016 and while Milan is still on, we hope to see more of him before the next menswear stop in Paris.



OZINNA ANUMUDU x STYLE VITAE

While we are yet to confirm all the details of the slight rift between up and coming fashion's "it" girl Ozinna Anumudu and digital platform Style Vitae, it's on the lips of everyone that the red carpet host and contributor to Style Vitae have been dismissed by co-owner of the site, Noble Igwe. Ozinna, who handled the Zfiles on Style Vitae, has been involved with a few PR campaigns for some rising brands and also hosted a few red carpet events in Lagos. Now this is one tea we would love to spill but there are too many versions to this story and our sources aren't certain about what went down. One thing is certain though, Style Vitae was the perfect launch pad for Ozinna into Nigerian fashion scene and if utilised properly, she would go to greater heights as she builds her latest business interest, Style Condegrae.



UberStyle

HOME ENTERTAINMENT FASHION & STYLE LIFESTYLE BEAUTY PEOPLE & POP CULTURE MUSIC NEWS & BLOGS INTERNATIONAL ABOUT US CONTACT

FROM OUR FAVORITE: MUTEKI, AFRICAN QUEEN & BONAMAH, AFRICA AND BRITISH BLOGGER, THISSAYS BY BRYAN K. BURMAN

FASHION'S NEW GO-TO ARENA-UBERSTYLE

Fashion and Style just got a new digital head quarter. Every one who knows his onions in fashion, style, lifestyle and pop culture has been buzzing about the latest website that enthusiasts are crazy about www.uberstyle.org. We had to check it out ourselves. And yes, we are totally impressed with the layout, trend report, fashion news, celebrity style and everything in the mix they are serving there. One thing we love is the fact that they report on the entire African continent, with focus on the busiest cosmopolitan cities-Lagos, Johannesburg and Cape town.



FREDA FRANCIS x INSTAGRAM

Lagos "it" girl, socialite and beautypreneur, Freda Francis is OFF Instagram. Shocking how she left without any prior notice to her 36k+ followers. Well, things just don't happen. Our sources say she just went through a boyfriend, Iyanya. Our guess is as a result of the backlash Instagram users who kept

WIZKID x DAMMY KRANE, WHO'S NEXT?

Sometime in 2013, pop singer Wizkid issued a sublime warning in his track 'The Matter', via lyrics that went, 'Dem say dem bad but I swear dem do nothin Dem say dey go throw me punch but I swear dem nca reach o eh'.

20 man shall fall that day if you cross my lane o eh All your man shall fall that day if you cross my lane o eh But apparently Hypertek Entertainment artiste, Dammy Krane didn't get memo as he recently went on a twitter rant accusing Wizkid of stealing his intellectual property and even going further to threaten him. Obviously this didn't seat well with Wizkid as he went physical with Dammy Krane at Club Quilox.

After a timely intervention by industry prominent like Timaya, 2baba, footballer Obafemi Martins and club owner Shina Peller, the pair made up, drank together and yes, the party continued.

It's just the beginning of the year and the entertainment industry has kept us very entertained with details of their drama filled lives. From Davido's baby mama drama to the thrilling Headies award fiasco, it's been fun

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Target and bring in influencers

Look for people with high followers and bring them into your space.



hansandrene
Hans and René

Follow

98 likes

52w

hansandrene You are bae!
We don't know what to say
But please? Come to Hans and Rene,
it will make our day!
See!! We rhymed!



Goodnight @donjazzy
Goodnight sweeties too!
-H&R

#handrafterdark #notsosecretobsession
#deardonjazzy

ifeolatt @donjazzy

therealopeyemi @donjazzy so you did
not try the agbalumo gelato, homeboy
you've missed o! The orange and
hazelnut is on point sa! Don't sleep on
bicycle o!

tojufoyah 🥰🥰🥰🥰 @oluwagbeminiyi
this is really something!

tojufoyah @donjazzy please visit
@hansandrene and make their day 🥰

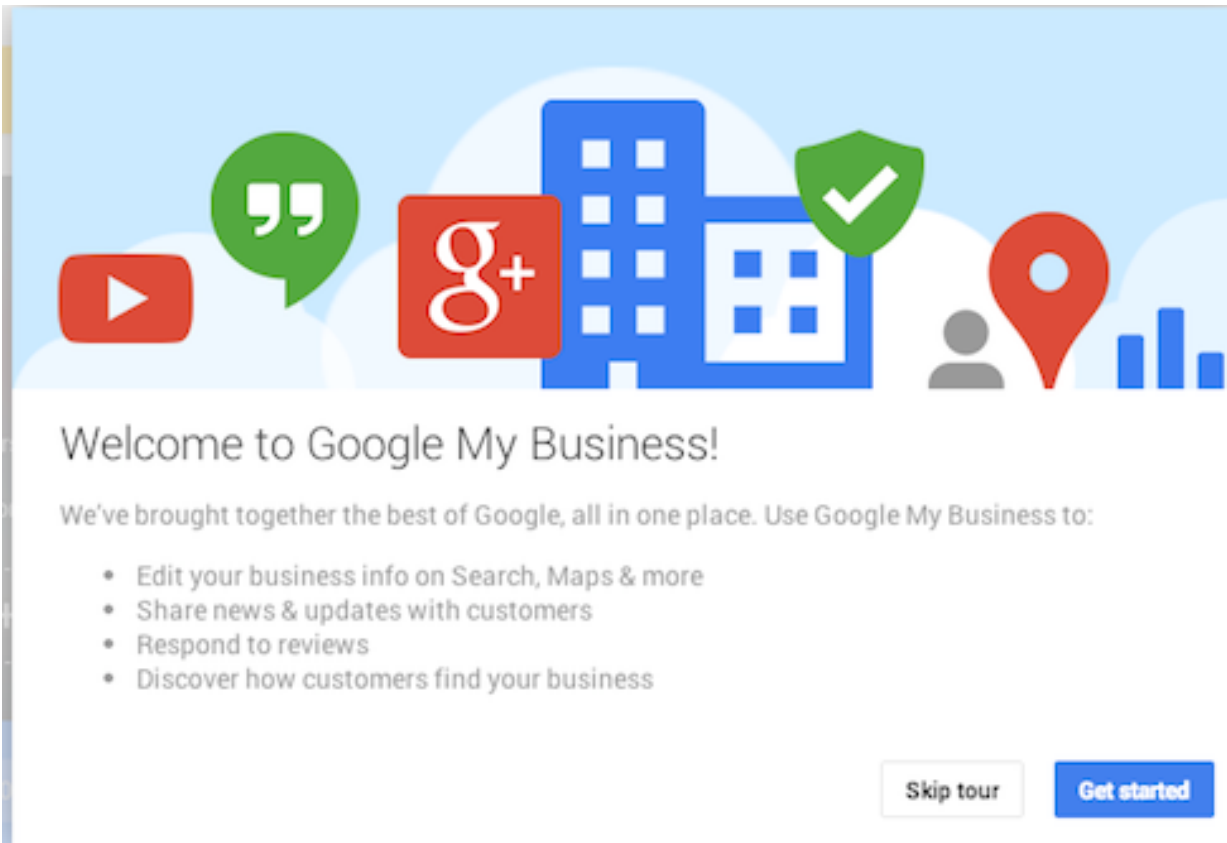
♡ Add a comment...



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Listings

Communities: SME market hub



- Get listed on directories
- My Google business listing
- Church. Groups. Alumni network.

Deal sites

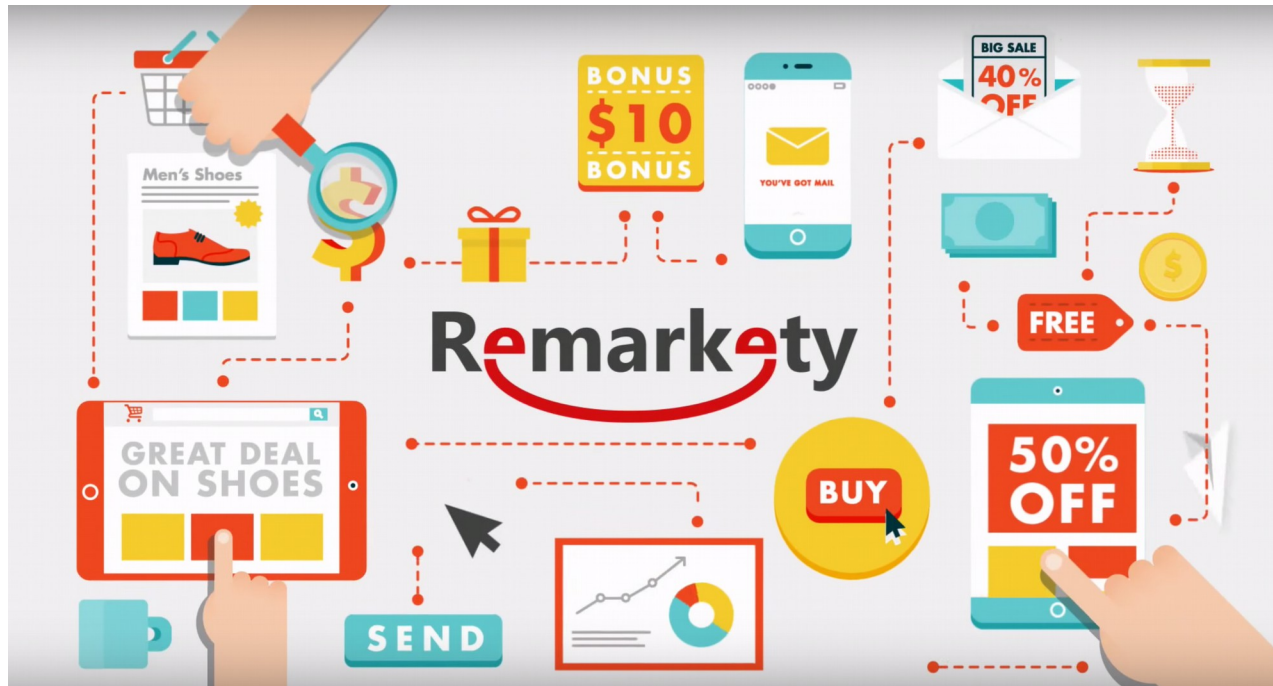
Groupon|Dealdey|Jumia

The screenshot shows the Jumia Deals website interface. At the top, there is a navigation bar with the Jumia logo, 'DEALS', and links for 'All Ads' and 'Help'. On the right, there are links for 'My Account' and a 'Post Free Ad' button. Below the navigation bar is a search bar with the placeholder text 'What are you looking for?'. To the right of the search bar are dropdown menus for 'All Categories' and 'Nairobi', and a 'Search' button. Below the search bar, there is a breadcrumb trail: 'Home > Kenya > All ads Nairobi'. Underneath, there are category links: 'Mobile Phones & Tablets (1060)', 'Electronics (1667)', 'Vehicles (457)', 'Real Estate (196)', 'Fashion & Beauty (503)', 'Hobby & Sport (166)', 'Home & Garden (290)', 'Jobs & Services (238)', and 'Business (541)'. The main content area shows a list of deals. The first deal is 'HP Pavilion 14 14" Laptop' for 45,000 KES, categorized under 'Computers & Laptops, Nairobi' and posted 'Today, 12:56'. The second deal is 'Brick Wallpapers' for 2,300 KES, categorized under 'Furniture & Decoration, Nairobi' and posted 'Today, 10:12'. The third deal is 'Green Antique Design Ladies Watch By Womage' for 350 KES, categorized under 'Jewelry & Watches, Nairobi' and posted 'Today, 10:12'. The fourth deal is 'Grouting For Tile Joints.' for 350 KES. On the right side of the screenshot, there is a sidebar with a search icon and a list of deals: 'Buy property in Machakos - Buy Daykio's Koma View Estate' and 'Discounted land for sale in Koma View Machakos, Kangundo Road from Ksh 100,000'.

Whether you sell a product or offer a service, you can use coupon deal sites to quickly promote your business. Coupon deal sites amass massive audiences, grouped by location, and then allow local, regional or even national businesses to offer limited-time discounts to their members the real goal for this is awareness and footfall.

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Email Marketing



Nothing beats an opportunity for direct access.
Gather mails by offering freebies, discounts and vouchers.

Offer tips in two halves with subscription as access to complete information

Give a little discounts and offer larger for subscription

Remind everyone on all platforms regularly to subscribe

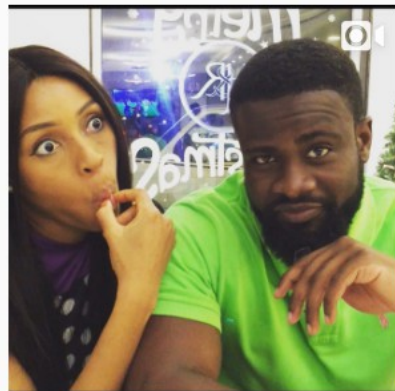
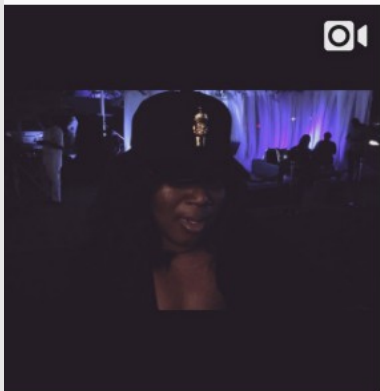
Real time connectivity

- You are five people away from everyone you need. Start making those connections
- Touch base with all your old customers. Encourage them to share for you
- Collaborate/Partner with other people- **smoothieXsharwarma**. Share promotional platforms
- Start checking on your current customers every week or two, take no chances.



People

Collaborate and Organise events to bring in footfall this drives social media conversations



Pay attention and attend all the fairs

Food is ART
Powered by First@arts

"The Art of Food Photography + Street Food Fair"

Kelechi Amadi-Obi Iquo Ukoh

Haneefah Adam Adaobi Okonkwo

Venue: Freedom Park, Old Hospital Road, Lagos Island, Lagos.
Date: Saturday, October 15, 2016.
Time: 11:00am prompt

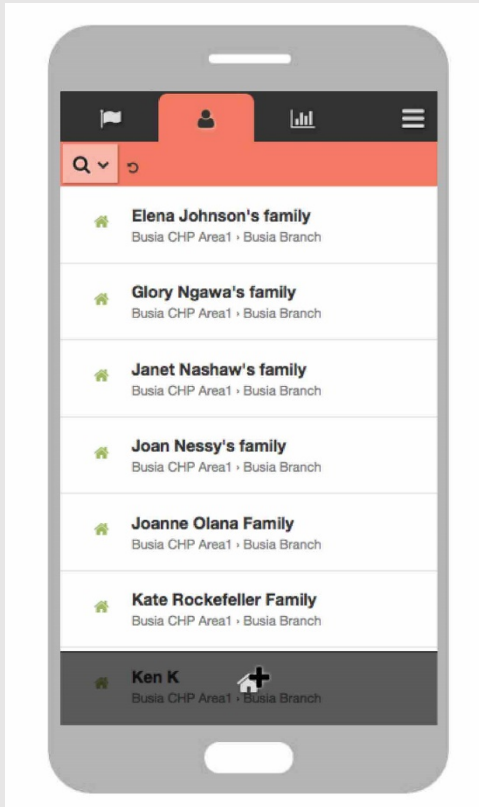
R.S.V.P. events@firstbanknigeria.com

You First
FirstBank

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People

- Work your contact list, re-establish contacts, reintroduce your business.



- Go to all those cards you have in your cupboard



- Mass text X Email marketing

People

- Whilst doing all the above, remember the rule of thumb, 80 percent of the SME business comes from 20 percent of the existing customers. **Pay special attention to that creamy 20%.**
- Friends and family- this is the time to activate Voltron



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Media

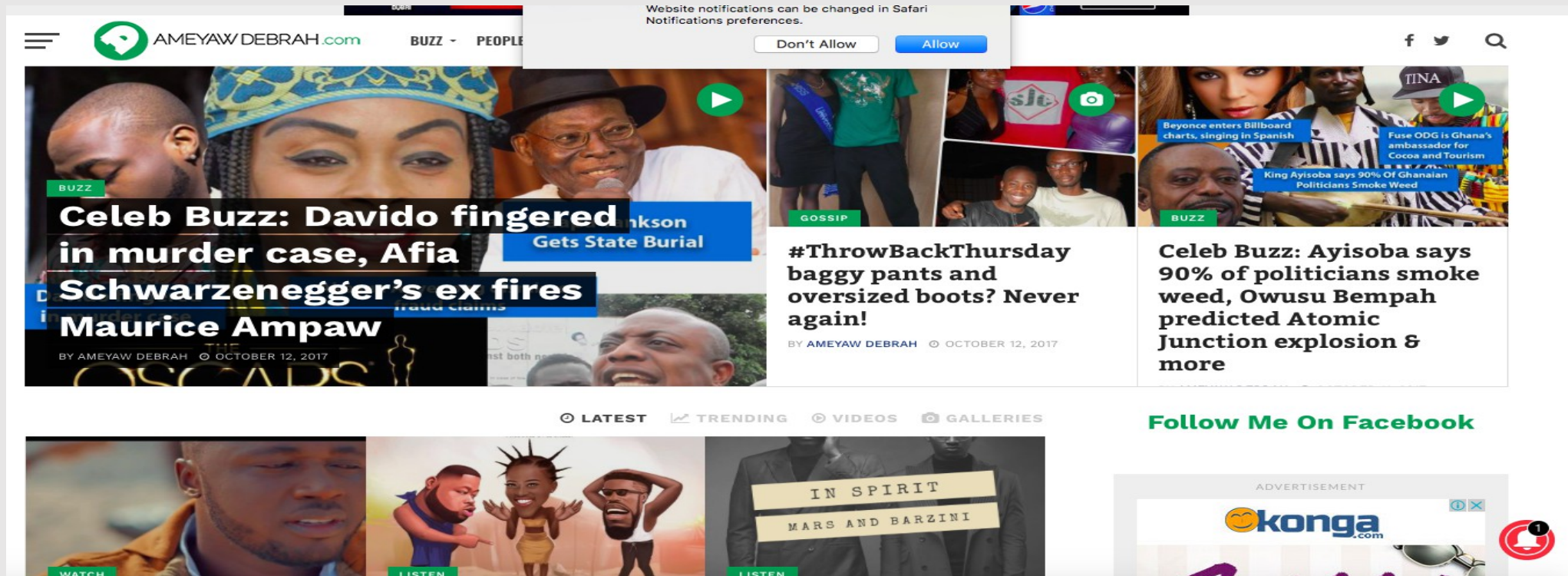


- Find journalist friends or relatives to get media support from them.
- Build relationship with content owners: Write them, share ideas and opportunities.
- Write relevant articles they'd publish

Be the intelligent commenter, they will notice you.

Always leave your website and social media handles with the comment. Even make your name your business name

Media



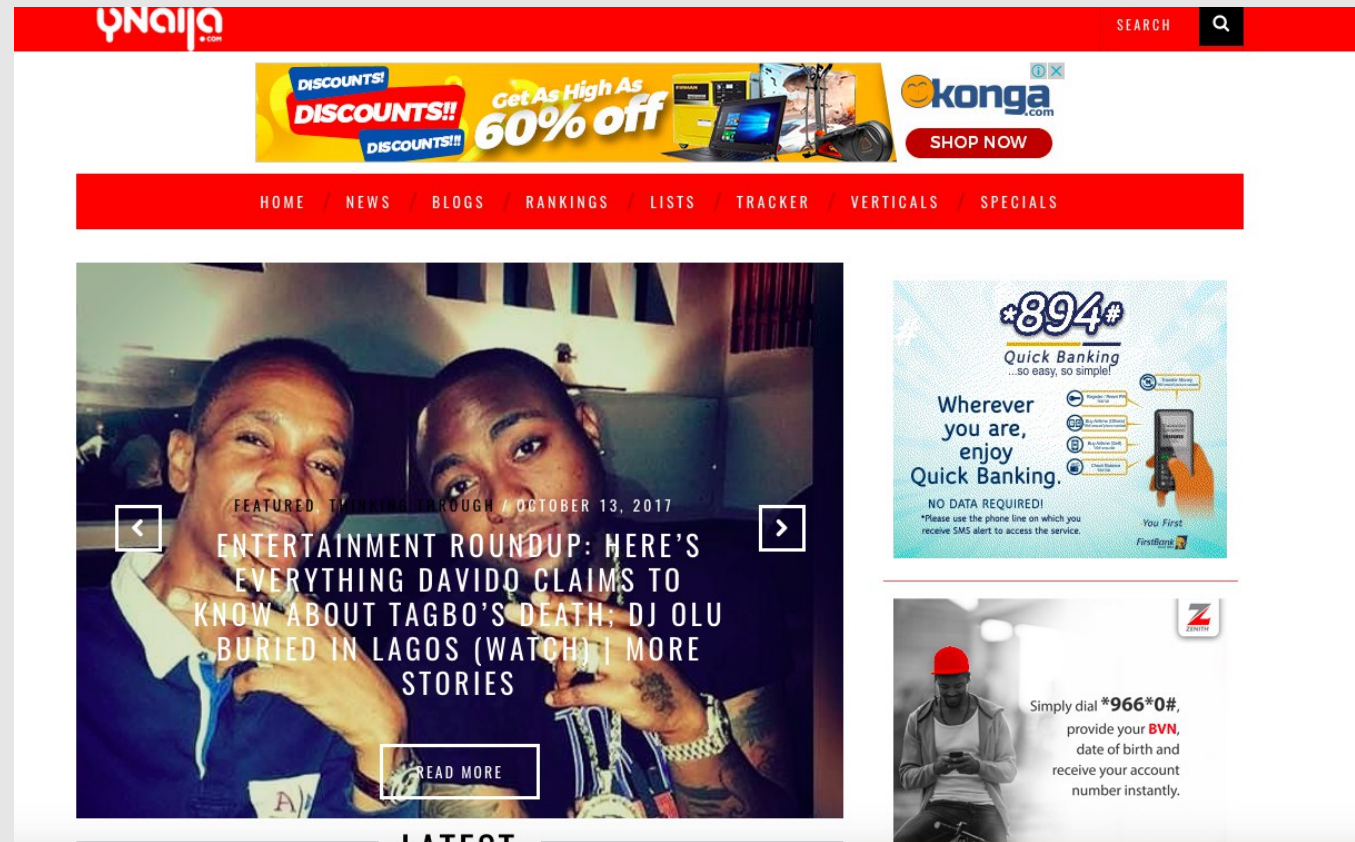
Leave comments that generate conversations and become administrator creating your own mini blog on their platform.

- If they have traffic, Pay that \$100 for the story
- Ensure to adapt stories o platforms style

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Strategic Ads/Placements

- Facebook ads excel at advanced targeting. They allow you to target a specific audience based on location, interests, age, sex, online behavior, and many other factors.
- Instagram works best for visuals and short videos
- You might not be able to afford a months side banner on a blog but you can try one week or just a good story



Audit

Constantly check that you are what you say you are, remaining true to your values: Internal/External

Create

Pivot: Think! Create problem solving products first for your existing clients, then to attract new clients

Innovate: What next? Why cant you be the one to find TNBT???

Thank
you

