

A blurred background image showing a person's hands typing on a keyboard. The person is wearing a red long-sleeved shirt with white stripes on the cuffs. The image is dark and serves as a backdrop for the text.

Digital Marketing

Masterclass

Social Media ROI

“The Web is more a social creation than a technical one. I designed it for a social effect - to help people work together - and not as a technical toy.”



Tim Berners-Lee

Weaving the Web

My goals for you

Passion



To instil in you the passion, dedication, and commitment required for you to become a successful Digital Marketer.

Rethink



To show you a new way to think about how to build a business now.

Speed



The train has pulled out of the station and just keeps accelerating.

Journey



For you to understand that Digital Marketing is a journey.

Learning



That you will understand that successful Digital Marketing requires continuous learning.

Evolution



and that the digital universe is evolving, literally, at the speed of light.

What is Digital Marketing?

Using online & mobile channels to promote or market products and services to consumers and businesses.

Why Digital Marketing?

- ◎ The rise of digital natives
- ◎ Your prospects are all online
- ◎ Your competitors are all online
- ◎ Gain brand awareness, equity & engage
- ◎ Lead generation and sales opportunities



Digital in Africa:

The Data

*WeAreSocial 2017 Report

JAN
2017

DIGITAL IN AFRICA

KEY STATISTICAL INDICATORS FOR THE REGION'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



1,231
MILLION

URBANISATION:

41%

INTERNET
USERS



362
MILLION

PENETRATION:

29%

ACTIVE SOCIAL
MEDIA USERS



170
MILLION

PENETRATION:

14%

MOBILE
SUBSCRIPTIONS



995
MILLION

vs. POPULATION:

81%

ACTIVE MOBILE
SOCIAL USERS



150
MILLION

PENETRATION:

12%

JAN
2017

ANNUAL GROWTH IN AFRICA

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

Clip slide

INTERNET
USERS



+4%

SINCE JAN 2016

+13 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+32%

SINCE JAN 2016

+42 MILLION

MOBILE
SUBSCRIPTIONS

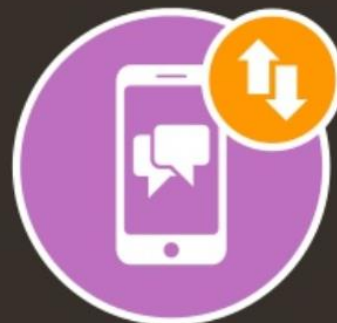


+1%

SINCE JAN 2016

+9 MILLION

ACTIVE MOBILE
SOCIAL USERS



+47%

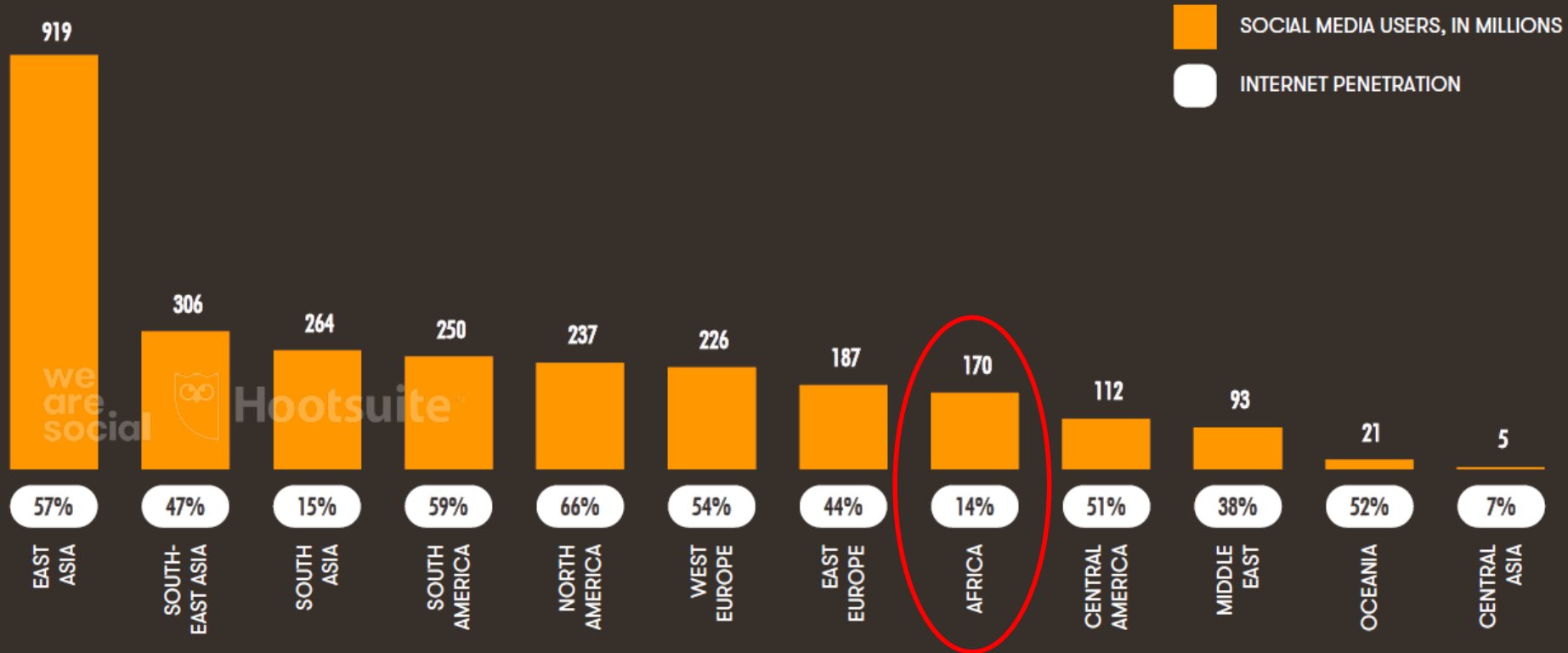
SINCE JAN 2016

+48 MILLION

JAN
2017

SOCIAL MEDIA USE: REGIONAL OVERVIEW

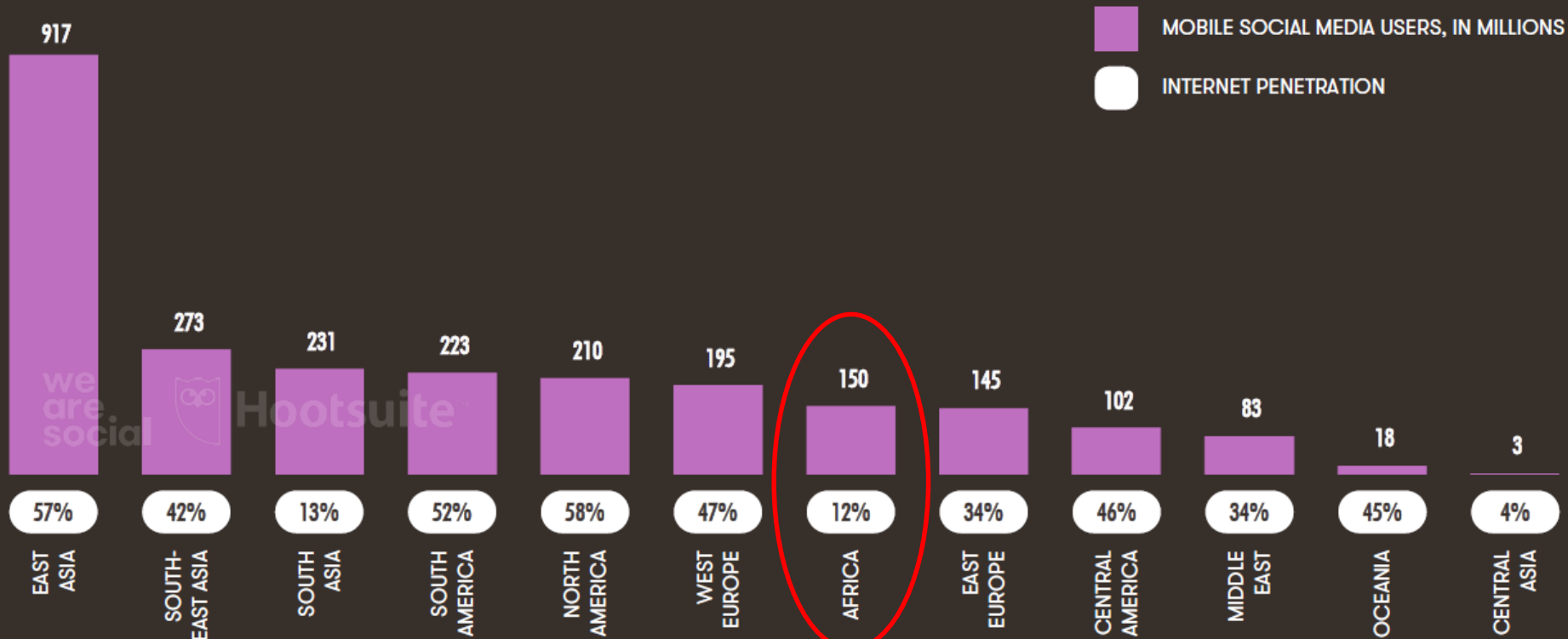
MONTHLY ACTIVE SOCIAL MEDIA USERS (IN MILLIONS), AND SOCIAL MEDIA PENETRATION, BY REGION



JAN
2017

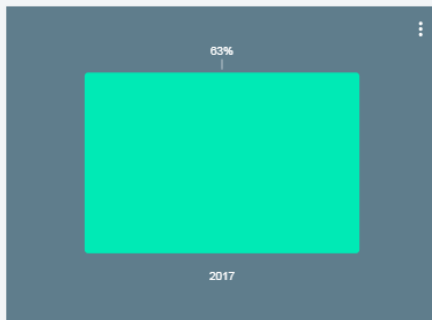
MOBILE SOCIAL MEDIA USE: REGIONAL OVERVIEW

MONTHLY MOBILE-ACTIVE ACCOUNTS ON THE TOP SOCIAL NETWORK IN EACH COUNTRY (IN MILLIONS), COMPARED TO POPULATION

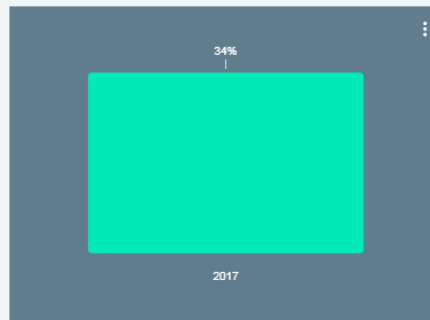


Nigeria

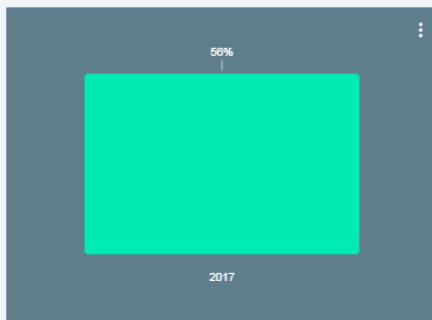
All



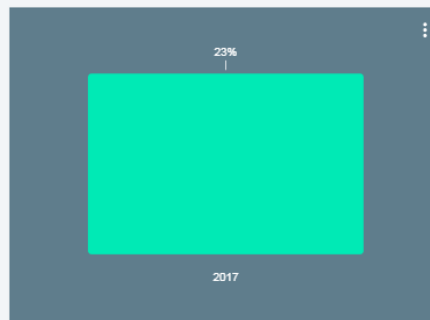
Percentage of people who access the internet.



Percentage of people who access the internet daily.



Percentage of people who use a smartphone.

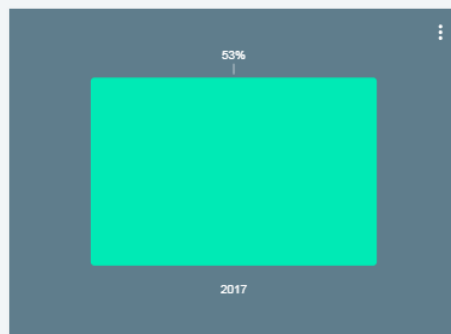


Percentage of people who use a computer.

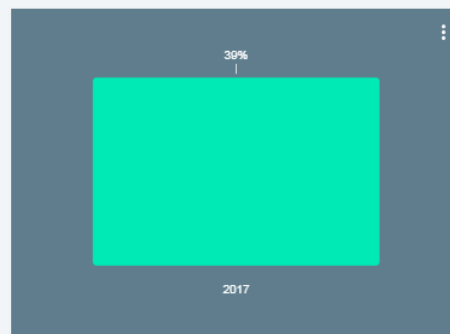


Kenya

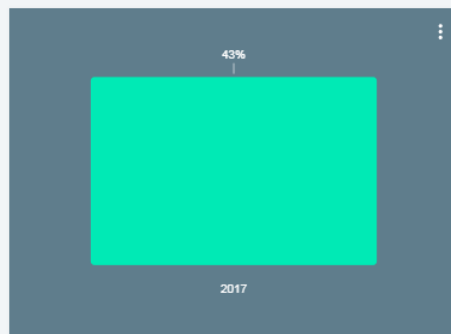
All



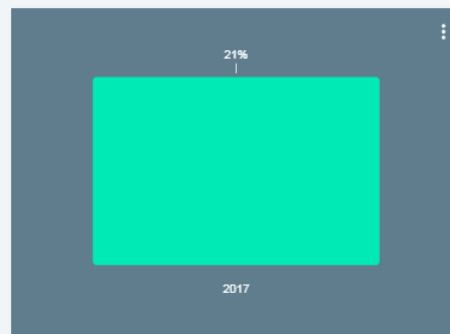
Percentage of people who access the internet.



Percentage of people who access the internet daily.



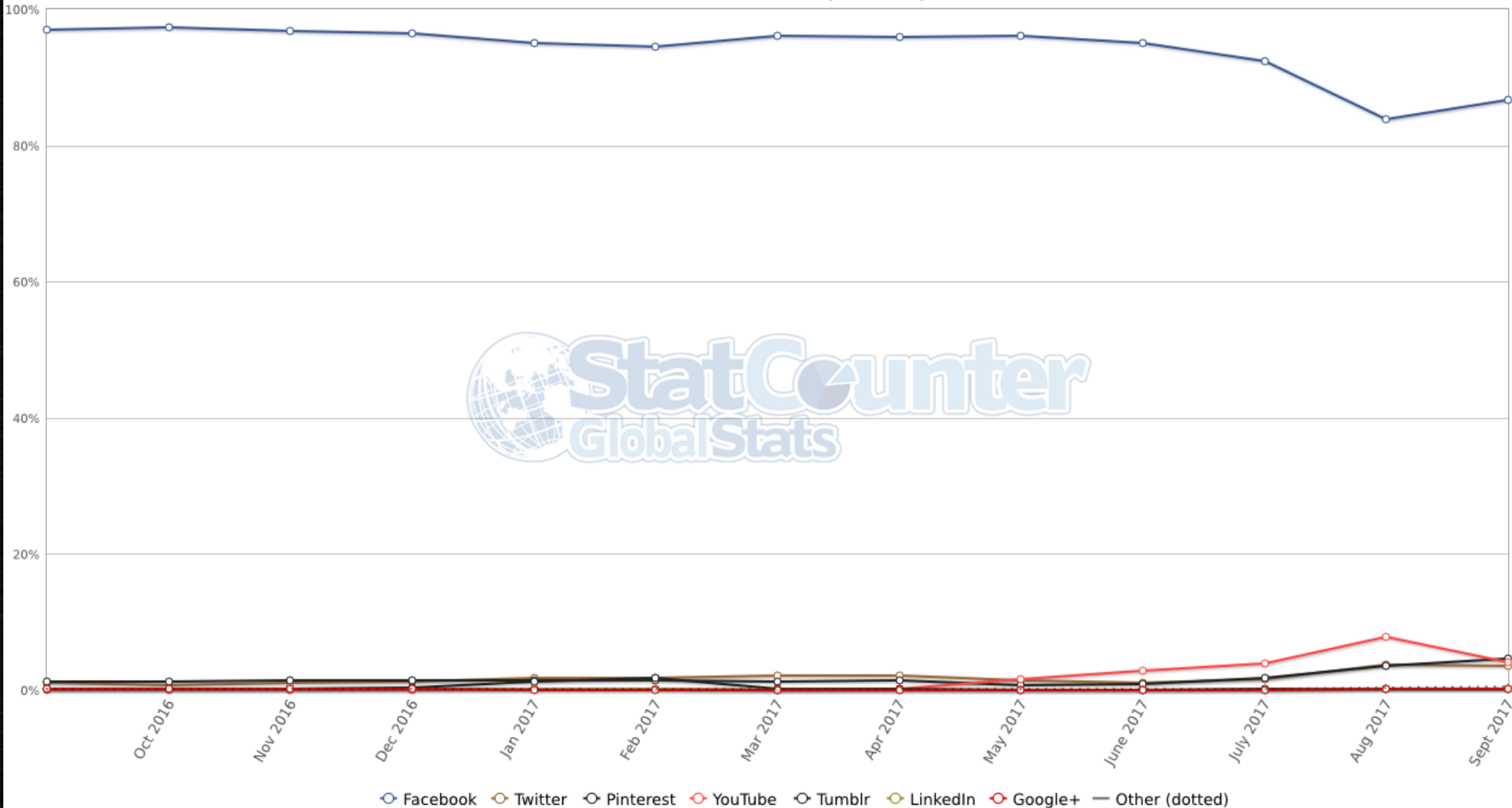
Percentage of people who use a smartphone.



Percentage of people who use a computer.



StatCounter Global Stats
Social Media Stats Africa from Sept 2016 - Sept 2017



Facebook

86.75%

Pinterest

4.55%

YouTube

4.02%

Twitter

3.62%

Instagram

0.21%

Google+

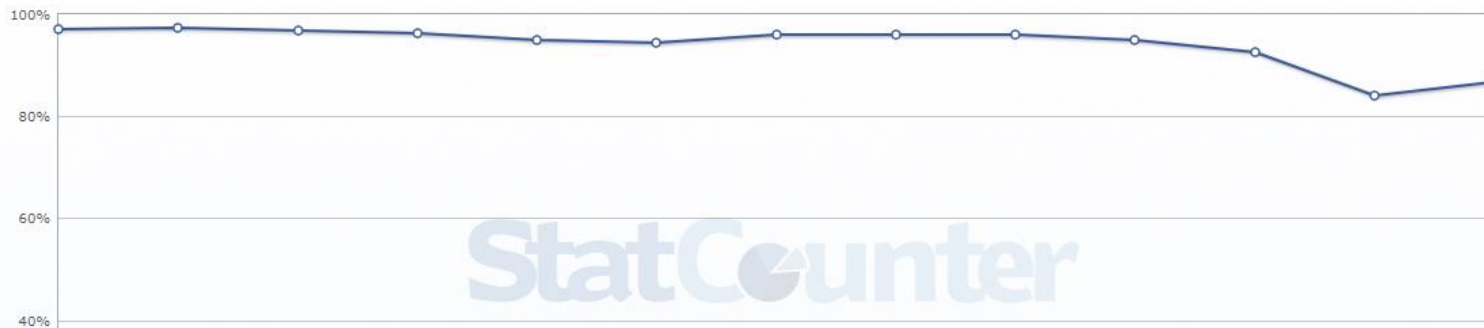
0.18%

Social Media Stats in Africa - September 2017

Social Media Stats Africa

Sept 2016 - Sept 2017

[Edit Chart Data](#)



StatCounter

Other Key Global **takeaways**

- © **1.61 billion** global e-commerce users in 2017, equalling 22% penetration;
- © Internet users grew by **10%** in 2016, up **354 million** compared to 2015;
- © Active social media users increased by **21%**, up **482 million** versus 2015;
- © Unique mobile users grew by **5%**, up **222 million** over the past 12 months;
- © Mobile social media users grew by **30%**, up an impressive **581 million** in 2016.



The **Commandments**

The four commandments
of Digital Marketing

The **four** commandments

1st Commandment

Knoweth who thy customer is.

2nd Commandment

Knoweth what thy customer wants

3rd Commandment

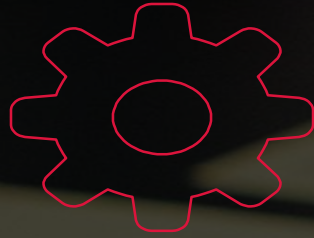
Knoweth where they customer resideth

4th Commandment

Knoweth The Language Of Thy Customer

The four Commandments

- © Knowing who your customer is: a learning process that culminates in the creation of detailed Buyer Persona's.
- © Knowing what customers are looking for is accomplished today through Keyword and other Research - learning the words and phrases that actual customers are using in search. *Listen, Listen and Listen....*
- © Knowing where customers are searching for what you have is accomplished through studious research.
- © Knowing the language of the customer refers to understanding how the customer articulates a problem to themselves



The **T**echniques

Digital Marketing
Components & Techniques

You are what you

PUBLISH ONLINE.



Components of Digital Marketing

- © Web presence
- © Content Marketing
- © Search Marketing (SEO)
- © **Social Media Marketing**
- © Email Marketing
- © PPC & Paid Advertising
- © Mobile Marketing
- © Marketing Automation
- © Online PR & Reputation Management
- © Affiliate Marketing



Website

Every business needs a web presence. Key: be clear about your objectives!

SHAPE UP AFRICAN
Health from Heritage

HOME FOOD & NUTRITON RECIPES E-BOOK SUPA TV SHOP PRIVACY POLICY Search

115 Shares

Select Language

HI GUYS!

I'm Zee, your certified health & weight loss coach. I love Jesus and delicious healthy food. My blog is all about holistic health: the health of the body, soul, and spirit. So I'll be sharing my food, faith, fitness and fashion life with you and cheering you on your journey to a healthier, happier YOU as well. Welcome to my world!

Zita Bernice Tiena.

AFRICAN MEAL PLAN FOR WEIGHT LOSS WEEK 22



Search Engine Optimization

The process of refining your web presence so you are found & ranked top on search engines.

A screenshot of a Google search results page for the query "keto for africans". The search bar at the top shows the query and a microphone icon. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", and "More", with "All" selected. To the right of these tabs are "Settings" and "Tools". The search results indicate "About 341,000 results (0.47 seconds)". The first result is titled "Here's What's Cooking: KETO for Africans Challenge - Shape Up African" with a URL from shapeupafrican.com. The second result is "African keto Archives - Shape Up African" also from shapeupafrican.com. The third result is "On Keto, The Nigerian Diet and Keto Meal plans - 9jafoodie" from www.9jafoodie.com. The fourth result is "How To Eat A Nigerian Ketogenic Diet - Mamalette" from https://mamalette.com. The fifth result is "Keto Series: 3-Day Nigerian Keto Diet – Weight Loss for Africans" from www.africanweightloss.com. The sixth result is "30 Day Keto Diet Food Timetable- Download FREE - African Weightloss".

Google keto for africans

All Images Videos News More Settings Tools

About 341,000 results (0.47 seconds)

Here's What's Cooking: KETO for Africans Challenge - Shape Up African
shapeupafrican.com/heres-whats-cooking-keto-africans-challenge/ ▼
May 1, 2017 - This week, my shapers and I started my newly developed Keto for Africans 30-day weight loss challenge. We are going to slaughter, murder ...

African keto Archives - Shape Up African
shapeupafrican.com/tag/african-keto/ ▼
May 1, 2017 - It's the Keto for African's challenge you guys. I'm sure most of you have heard about the Keto diet. Basically, it's a very low carb, low Protein, ...

On Keto, The Nigerian Diet and Keto Meal plans - 9jafoodie
www.9jafoodie.com/keto-nigerian-diet-keto-meal-plans/ ▼
Mar 8, 2017 - Interested in a Low Carb Meal? ... I hope this post serves to enlighten you on what Keto is, how it works, why it works and necessary steps to take if you are interested in a ketogenic Nigerian diet. ... Keto is a diet approach which require its followers to eat meals high in fat, low in ...

How To Eat A Nigerian Ketogenic Diet - Mamalette
<https://mamalette.com/blog/featured/eat-nigerian-ketogenic-diet/> ▼
Have you heard about the ketogenic diet? If you have not heard about it, you may have seen the amazing before and after pictures of hundreds of Nigerian men ...

Keto Series: 3-Day Nigerian Keto Diet – Weight Loss for Africans
www.africanweightloss.com/2016/10/keto-series-3-day-nigerian-keto-diet.html ▼
Oct 28, 2016 - African Keto Compliant Meals That Work!!!Africa is one of the (if not the most) difficult place to live on a keto diet. Truth be told, the founders of ...

30 Day Keto Diet Food Timetable- Download FREE - African Weightloss



Pay Per Click: PPC

Revenue model adopted by search engines whereby the advertiser only pays once a user clicks on their ad.





Digital Marketing Display

Graphically rich online advertising presented in consistent size formats.

Onobi: I Have No Deal With Esperance **15:52**

Chelsea Flop Djilobodji Joins Werder Bremen **15:32**

Chikataro Recovers From Diarrhoea, Set To Start Vs Tunisia **15:15**

Buhari Rewards 1985, 2015 Eaglets, D'Tigers, Jighere With Millions **13:48**

Simple Health Insurance for Small Businesses
Join companies saving \$500-\$1000 per employee on health insurance.
[Get Instant Quotes >>](#) SimplyIns

SPORTS PLANET RADIO
LISTEN NOW!!!

SOOP
"MY GREATEST PUNCHLINES COME FROM THE PARODY OF CURRENT EVENTS"
SO, I LOOP BEFORE I LEAP
Dango Kusa (Comedian)
The Loop app from FirstBank, exclusive up-to-the-minute information on sports from across the web. Loop is more than just a banking app.
LIFESTYLE | NEWS | SPORTS | BUSINESS
Now available on
You First.
FirstBank

RwandAir
Fly our dream to the heart of Africa
www.rwandair.com

FLY FOR CHAN GAMES WITH RWANDAIR

Tunisia Rue Absence Of Key Players **12:22**

Wenger Expects Ozil, Sanchez To Face



Social Media Marketing*

Websites, platforms & applications that enable users to create & share content or participate in social networking.

The Tony Elumelu Foundation
@thetonyelumelufoundation

Home
About
Events
Photos
Videos
Community
Reviews
Posts
Wall Paper
Notes
[Create a Page](#)

THE TONY ELUMELU FOUNDATION
ENTREPRENEURSHIP FORUM 2017
13TH & 14TH OCTOBER
www.tonyelumelufoundation.org

Like Follow Save ... [Learn More](#) [Message](#)

Upcoming Events
FORUM 2017
OCTOBER 13th - 14th #TEFForum2017

Charity in Lagos, Nigeria
4.4 ★★★★★

Community [See all](#)

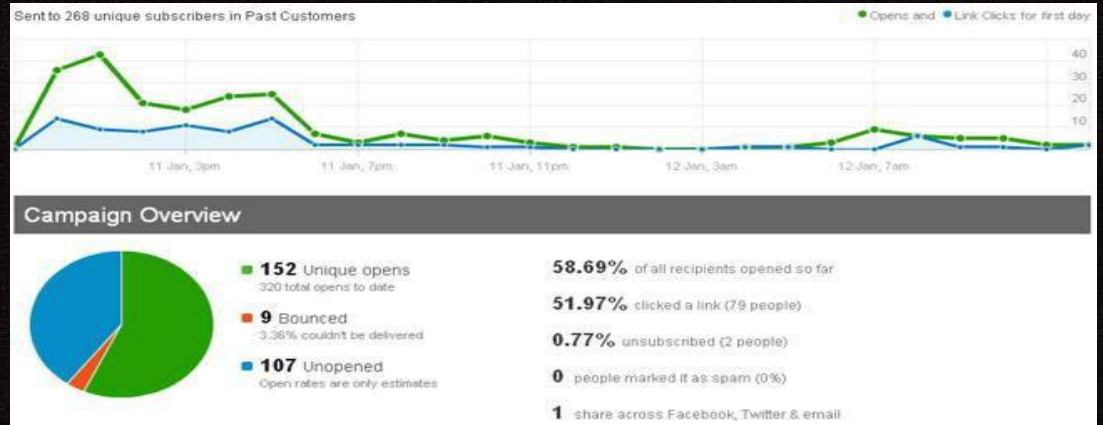
[Invite your friends to like this Page](#)
387,417 people like this
387,658 people follow this
Mo'Nique Tina and 141 other friends like this or have checked in

About [See All](#)



Email Marketing

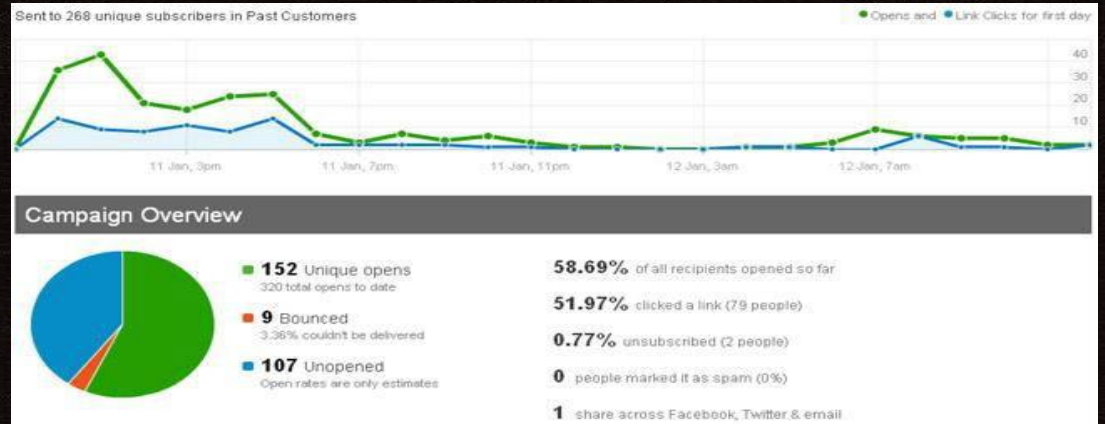
A structured systematic process of delivering messages to targeted subscribers.





Mobile Marketing

A structured systematic process of delivering messages to targeted subscribers.





Mobile Marketing

Components of mobile marketing:



shortcode



Mobile
responsive
website



mobile apps



sms



Location based marketing

Content is King

Context is Queen

Strategy is Key





The Strategy

Building a Connected
Social Media Experience

WE ARE SOCIAL'S ANALYSIS

Today's social media platforms offer brands the opportunity to engage with billions of people. They make it possible for individuals, brands, and organisations everywhere to deliver relevant and compelling content, as well as interact with and understand communities of people. This wealth of opportunities can make it difficult to decide what to do though, so we suggest marketers explore the following questions:



What is your brand trying to **achieve**? Which elements of your audience's thinking or behaviour do you most want to influence, and what will success look like?



What are your audience's **motivations** for using social media? Can your brand help them to achieve these wants, needs, and desires via social content or other marketing activities?



Where and when are the best **times** and **places** to engage your audiences? Which social **platforms** will deliver activities to them most effectively and efficiently in these settings?



How **often** do you need to engage your audiences? Does it make sense to try to interact with them every day, or might it be better to invest in fewer, bigger, better activities?



How will you identify and **measure** brand success (and not just content performance)?

one

Use Social to fulfill your
audience's needs as well
as your brand's needs

Brand Strategy Integration

Essence

Who are you? What do you stand for?

Personality

How do you speak? How do you behave?

Promises

What can customers hold you to?

Communication

What's your overall communication strategy?

Brand Strategy In Action



Business
Strategy

Nigeria's largest online retail store.
Revolutionize the Shopping Experience in Africa.

Brand
Strategy

Professionalism,
simplicity,
trustworthy,
innovation,
friendliness

Brand
Story

Offering the most convenient shopping experience.
Providing other retail services.

Social Media
Execution

Country websites,
country twitter handles,
Youtube, Instagram,
video sharing, affiliate marketing, Jumia Mobile App



Jumia

@jumia.com.ng

Home

Posts

Reviews

Videos

Photos

About

Jumia Val Photo Contest

Instagram

Photo Contest

Poll

Events

Notes

Community



Like Follow Share

Use App

Message

Status Photo/Video

Write something on this Page...

Posts

Jumia

2 hrs ·

Fellas! Love quality shoes from abroad? Buy International on Jumia & pay in Naira + extra 5% off when you pay with JumiaPay > <http://bit.ly/2z3OY2S>

Retail company in Lagos, Nigeria
3.9 Always open

Community See all

Invite your friends to like this Page

11,491,599 people like this

11,491,166 people follow this

Maryben Chiatoh and 240 other friends like this or have checked in

About See All

[Shop Now](#)[Sell on Jumia](#)[Affiliate Partner](#)[Jforce - Sales Consultant](#)

Get access to all exclusive offers, discounts and deals!

[FREE DOWNLOAD NOW](#)

New to JUMIA?

Subscribe to our newsletter to receive special offers and latest news.

[MALE](#)[FEMALE](#)

LET US HELP YOU

- [Help Center](#)
- [Contact Us](#)
- [How to Shop on Jumia](#)
- [Shipping & Delivery](#)
- [Return Policy](#)
- [Corporate & Bulk Purchase](#)
- [Jumia Bot \(Beta\)](#)

MAKE MONEY WITH US

- [Sell on Jumia](#)
- [Become an Affiliate Partner](#)
- [Become a Sales Consultant](#)
- [Become a Jumia Vendor Service Provider](#)

GET TO KNOW US

- [Careers](#)
- [About Us](#)
- [Press Corner](#)
- [Jumia Express](#)
- [Jumia Global](#)
- [Terms and Conditions](#)
- [Privacy Policy](#)

JUMIA INTERNATIONAL

- [Egypt](#)
- [Morocco](#)
- [Kenya](#)
- [Ivory Coast](#)
- [Ghana](#)
- [Cameroon](#)

JOIN US ON



CONTACT US ON

0700-600-0000

service.mall.ng@jumia.com

PAYMENT METHODS & DELIVERY PARTNER



JUMIA GROUP

- [JUMIA TRAVEL](#)
- [JUMIA FOOD](#)
- [JUMIA DEALS](#)
- [JUMIA HOUSE](#)



JUMIA Online Shopping

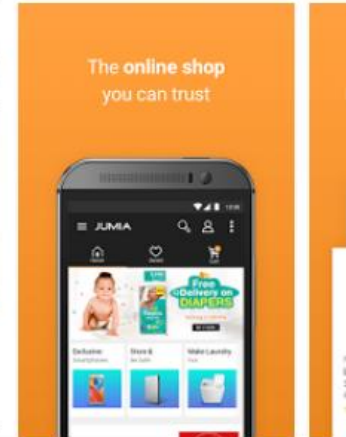
JUMIA Shopping

★★★★★ 75,719

12+

Add to Wishlist

Install



Jumia Kenya ✓
@JumiaKenya

The number one online shopping mall in Kenya ➡ ➡ Payment on delivery. We deliver countrywide. Shop on: www. ...

Followed by Kaymu and 4 others

Jumia Care
@JumiaMarketCM

Aujourd'hui, vivez une nouvelle expérience 5 étoiles sur Jumia.

Followed by Albert Nchinda and 30 others

Jumia Cameroun
@JumiaCameroun

#Jumia révolutionne le #shopping au Cameroun! Commandez #vêtements, #téléphones #laptops et bien plus...

Followed by Albert Nchinda and 16 others

JUMIA
@Africa_IG

#Jumia group's official Twitter account for news and stories about #ecommerce in Africa.

Followed by #esGeeks.cm and 14 others

Jumia Travel Nigeria ✓
@jumiatravelNG

Africa's number one online travel agency. Book your trip today on travel.jumia.com

Followed by MiLagos and 46 others

Jumia Travel Kenya ✓
@jumiatravelKE

Africa's number one online travel agency. Book your trip today on travel.jumia.com.

Followed by KENYA Pics and 5 others

Jumia House Nigeria ✓
@JumiaHouseNG

Nigeria's largest property marketplace.

Jumia Travel Ghana ✓
@jumiatravelGH

Africa's number one online travel agency.

JumiaCarNG
@JumiaCarNG

Sell or buy your car NOW!



Search



201 posts 17.9k followers 2 following

Jumia Nigeria All things Jumia! jumia.com.ng/culture-carnival



two

competence is
everything.

TAG TEAMING SOCIAL MEDIA – WHO DOES WHAT?



Community Manager

Name: _____

Monitor

Assign

Manage posting schedule



Content Creator

Name: _____

Write Posts

Curate Content



Subject Matter Expert

Name: _____

Respond to support issues assigned to them by "Community Manager"

Approve posts by "Content Creator"



Campaign Manager

Name: _____

Define campaign ideas

Manage and run campaigns

Collaborate with "Content Creator" to get creative produced

Collaborate with "Community Manager" on posting schedule



Social Strategist Manager

Name: _____

Define social media strategy

Oversee execution

Measure and report results



HOW TO HIRE A

SOCIAL MEDIA MANAGER

Understands the role of communication strategy in delivering on corporate results



Understands brand strategy

Can manage projects and campaigns, pooling together external resources where required

Tracks impact and measures results



Tracks social media trends on an ongoing basis

Understands social media is part of a holistic communication strategy and is not an orphan element



Has a good grasp of social media tools

Challenges


- © Identify the people and resources to drive your social media marketing programme
- © **People:** Training, Availability, Cost and Suitability
- © **Skills:** Learning, Aptitude, Communication
- © **Resources:** Ability, Responsibility, Engagement
- © **Budget:** Frequency, Threshold, Analytics, ROI

three

What's your *story*?

Social Media Marketing Goals

- ◎ **Brand Awareness:** To establish a presence and increase your reach on social
- ◎ **Traffic:** To drive traffic to your website or blog
- ◎ **Lead Generation:** To collect key information from your prospects
- ◎ **Revenue:** To increase signups or sales
- ◎ **Engagement:** To connect and engage with your audience
- ◎ **Community Building:** To gather advocates of your brand
- ◎ **Customer Service:** To help and serve your customers
- ◎ **Public Relations:** To disseminate news and build relations and thought leadership
- ◎ **Social Listening & Research:** To listen to your customers and understand your market
- ◎ **Hiring:** To recruit top talent



Give people something
to **buy into**, not just
something **to buy**.

four

Chose your platforms

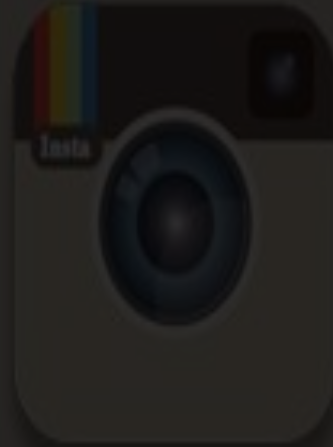
Social Media Definition

Websites and applications that enable users to create and share content or to participate in social networking.



"Social media is a catch-all term used to describe the tools and technologies that facilitate social interaction over the internet".

All platforms are not created



equal

Social Media Platforms

- © Introduction
- © Facebook
- © Twitter
- © LinkedIn
- © Instagram
- © Youtube

Forms of Social Media

- © Social Networks (Facebook, Google+, LinkedIn)
- © Blogs (Wordpress, Blogger)
- © Social Blogging (Medium)
- © Microblogs (Twitter, Tumblr)
- © Social Community/Discussion sites (Reddit, Nairaland, Quora)
- © Photo sharing (Instagram, Pinterest, Flickr, Snapchat)
- © Video Sharing (Youtube, Vimeo, Periscope)
- © Wikis (Wikipedia)
- © Podcasts
- © Customer Rating Sites (Tripadvisor)

Social Media Terms

Some common terms include:

- Social Network
- Friends
- Followers
- Status Update
- Shares
- Likes
- Comment
- Circles
- Impressions
- Connect
- Chat
- Direct Message
- Engagement Rate
- Reach
- Clicks
- Click Through Rate
- Geo targeting
- Influencers

FACEBOOK

Most popular

1.9
BILLION

unique
monthly
users



predominantly female

83% of online women

75% of online men

AGES
18-49

best place to reach Millennials and Generation X
Generation X spends almost **7 hours per week** on social media

75%

of users spend 20 minutes or
more on Facebook every day

TWITTER

Most oversaturated

unique
monthly
users

317
MILLION

predominantly male
22% of online men
15% of online women



mostly 18-29
year-olds

AGES
18-29

53% of Twitter users never
post any updates

53%

users only spend an average of 2.7 minutes
on Twitter's mobile app per day

2.7
MINUTES



LINKEDIN

Professional and B2B

unique
monthly
users

106
MILLION

slightly male

31% of online men
27% of online women



45% of people making
\$75K/year or more use LinkedIn
vs. only 21% of \$30K/year or less



LinkedIn users are typically
slightly less likely to use other
social networks



INSTAGRAM

Fastest growing



600
MILLION

unique
monthly
users



predominantly female

38% of online women

26% of online men

AGE
<35

90% of Instagram users
are under 35

53%

of Instagram users
follow brands

YOUTUBE

Better than TV

1
BILLION

unique
monthly
users



predominantly male

55% male
45% female

AGES
18-49

YouTube reaches more 18-34
and 35-49 year olds **than any
cable network in the U.S.**

~2
MILLION

video views
per minute



1.87 Billion

The number of active users logging
into Facebook every month.

HOOTSUITE'S PERSPECTIVE: SOCIAL MEDIA THEMES



Twitter: Moments in time. Customer experience and service.

Twitter will focus on being where consumers go to experience, create, and report on moments in time. From cultural events to breaking news, Twitter's focus will be on real-time moments.



Facebook: Driving conversions. Social marketing.

Facebook will remain the top network that marketers use to drive conversions from social. But businesses know they need to pay-to-play on Facebook. With the success of Facebook Live and new features like Facebook Marketplace, expect to see more opportunities to advertise, as well as a continued push for social commerce.



Instagram: Brand awareness. Community building and discovery.

In North America, Instagram hasn't been as successful as driving purchases as Facebook. But as retail brands such as Warby Parker and Kate Moss show, Instagram works well for brand awareness and engaging your community of customers, advocates, and supporters.



Snapchat: Content distribution. Audience engagement.

Snapchat has matured as a social marketing channel. But there's a greater focus on content than other networks. Brands such as MTV, National Geographic, and Vice have been successful at using Snapchat to distribute content.



LinkedIn: Content platform. Social selling and peer-to-peer influence.

With the acquisition of LinkedIn by Microsoft in 2016, expect LinkedIn to continue to invest in their content platform as they try to become the single marketplace for today's digital professionals. LinkedIn will also invest further in social selling, helping sales teams tap into the power of peer-to-peer connections on LinkedIn.

[Click here to download our 2017 Social Media Trends Toolkit](#) to align your 2017 social strategy with the year's top social network trends.

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Design the
connected experience

Step 1
Create Unique Content
or Identify Sources of
Existing Content

Data, information, talent or
skill

Step 2
Curate Content

Streamline content into a
format appropriate for
online distribution

Step 3
Develop a Product

Brand your content as a
blog, e-book, video series,
training, game, app,
e-commerce platform, etc.

Step 4
Select a Distribution or
Sales Platform

Video: YouTube
Audio: iTunes
Text: Blog
Pictures: Getty Images
Other: e-Commerce Website
Then, integrate a payment
platform

Step 5
Develop a Robust
Database

Use fan gating, registration
or subscription. Create a
mailing list

Step 6
Track Impact and Sales

Actively track impact, sales
and what works or doesn't

six

Measure, Evaluate,
Monitor



Google Analytics

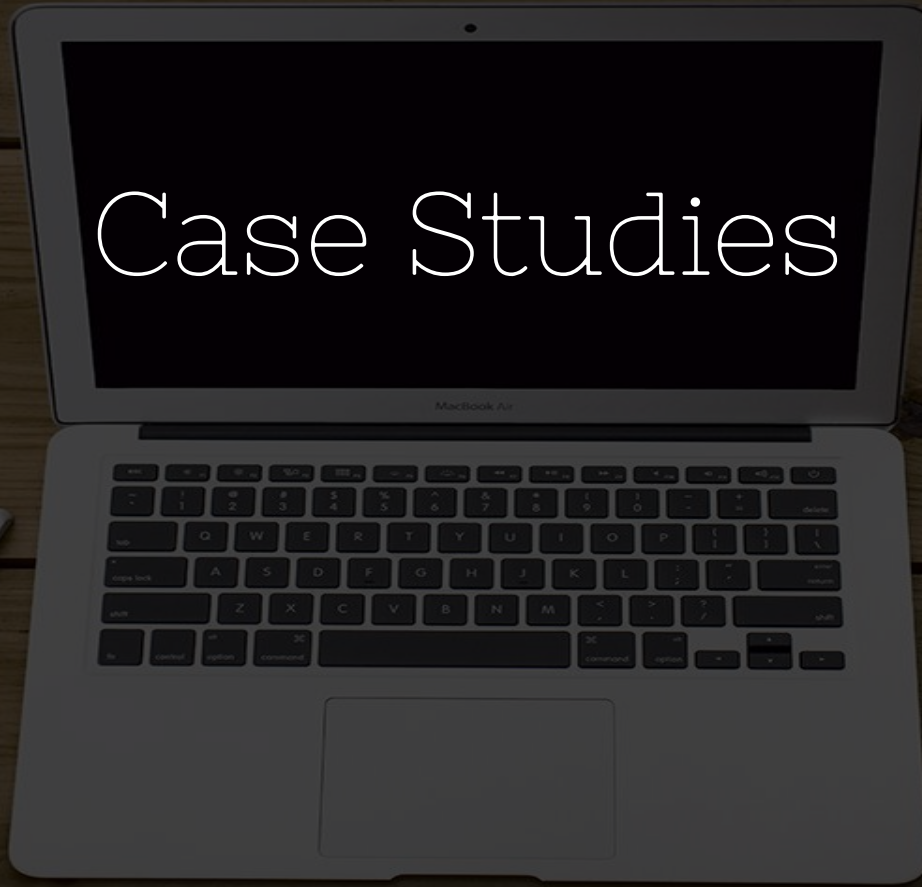


MailChimp



TweetDeck

Case Studies



Olajumoke Orisaguna



Instagram

Search

olajumokeworld [Follow](#) [...](#)

586 posts 264k followers 102 following

Olajumoke Orisaguna Nigeria's Modern Cinderella Management: Qtaby Model/Actor
Twitter: @olajumokeworld youtu.be/jcileUQwoFU

A grid of Instagram posts. The top row shows a couple walking outdoors, a couple sitting together, and a black post with an Instagram logo. The bottom row shows a couple in a car, a woman in a dark setting, and a promotional poster for 'CLB ACADEMY'.

Ogiri Woman; maximizing the power of social media

AUGUST 7, 2017 BY VICTOR EKWEALOR — 0 COMMENTS

IN: VIEWPOINT



In June, a video of a woman hawking [Ogiri](#), a traditional soup flavouring, in a relief market in Imo State surfaced on Facebook and went viral. In the [video](#), the hawker who we now know as Mrs. Ifeoma Uzoma is advertising her wares in a unique way.

The
Ogiri
Woman



Search



ogiriwoman

Follow



102 posts

1,486 followers

3 following

Ifeoma Uzoma Proudly Nigerian Ogiri seller. Marketing video went viral June 2017

Pages created and managed by @branded.ng www.ogiriwoman.com




TURMERIC

Turmeric's active ingredient is an extracted compound called curcumin. Studies have shown that curcumin helps prevent several forms of cancer including breast, lung, stomach, liver, and colon because of its anti-inflammatory and antioxidant properties.





GARCINIA KOLA
Nigerian name: Bitter Kola

Garcinia kola helps reduce inflammation and pain and increase joint movement in subjects that had osteoarthritis symptoms.





GARLIC FOR YEAST INFECTION

Take a clove of fresh garlic and peel off the natural white paper shell that covers it, leaving the clove intact. At bedtime, put the clove into the vagina.





GOAT WEED

Botanical Name: *Ageratum conyzoides*
English Name: Goat weed
Igbo Name: Agadi-isi-awo-ocha
Yoruba Name: Akoyunyun




DIOSCOREA BULBIFERA

Dioscoreaceae. Yellow yam has been used as a folk remedy to treat conjunctivitis, diarrhoea, and dysentery, among other ailments.




PRUNUS AFRICANA
African Almond, African Cherry

Used in the treatment of erectile dysfunction, urinary tract disorders, kidney disease, male baldness, stomach upset, chest pain and in-



“

All failure is failure to adapt, all
success is successful adaptation.”
- Max Mckeown



Any Questions?



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