

The FRIDAY BARAZA!

SNDBX
The Village Formula



Marketing on a Shoestring Budget

Doing more with less

Insight & Hacks



brand spark PR
building trust that sells

Archer Digital
PROFESSIONAL GRADE DESIGN

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DIGITAL MARKETING

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LIMITED



Marketing on a Shoestring Budget

Doing more with less



This Friday Baraza session was designed to equip you with the knowledge and hacks necessary to conduct marketing in affordable, cheap, and free ways. The goal is for you to walk away with a better understanding of what marketing is and some fundamental tactics for winning the hearts of your customers in a non-traditional and cost-effective manner, which was once known as "guerrilla marketing."



Marketing Simplified

"If the circus is coming to town and you paint a sign saying 'Circus coming to the Fairground Saturday', that's advertising. If you put the sign on the back of an elephant and walk it into town, that's promotion. If the elephant walks through the mayor's flower bed, that's publicity. And if you get the mayor to laugh about it, that's public relations. If you did all of this on purpose, that's marketing. If the town's citizens go to the circus, you show them the entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales." - Allan Dib

Marketing

What is

“Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably”

- Chartered Institute of Marketing



Marketing Insight & Hacks

Here are some six things to consider as you make an effort to market on a shoestring budget:

01 *Understand the Customer*

Seek to understand what your customers need in relation to your product, the ideal price point, where to find your customers or how to make your offering accessible, and finally where and how to share the "good news."

Hack

Don't rely on assumptions. Use free tools like Google Forms to send out surveys to friends and family, conduct polls on WhatsApp groups that you think fit your buyer's profile, and make some calls to current and past customers and suppliers to get feedback.

02 Message Right

A relevant, memorable, and actionable message is one that is tailored to your target audience, is easy to remember, and tells them what they need to do next. It should be clear, concise, and persuasive.

Hack

Craft the Perfect Message

- ▷ **Audience Insight:** Understand your audience's needs, desires, and pain points. Dive deep to uncover what resonates with them.
- ▷ **Clarity and Conciseness:** Keep your message straightforward and easy to remember. Avoid jargon or unnecessary complexity.
- ▷ **Persuasion Power:** Make your message persuasive by highlighting the benefits of taking action. Explain how it addresses their needs or solves their problems.
- ▷ **Visual Impact:** Utilize compelling visuals, such as images and videos, to enhance your message's memorability and appeal.
- ▷ **Test and Refine:** Seek feedback from others to ensure your message is effective. Adjust based on their input to maximize impact.

03 Media Mix Choice

it is important to consider the target audience and what channels they are most likely to use. For example, if the target audience is young people, then social media channels such as Instagram and Snapchat would be a good choice. If the target audience is older people then consider Facebook and finally if it is the bottom of the pyramid or rural area then maybe radio. The best media channel is the one that will reach the target audience and deliver the message effectively.

Hack

Don't limit yourself to a single channel. Mix and match media platforms to diversify your reach. Combine traditional, digital, and social media for a holistic strategy. Customize your media mix to your target audience and message, you can effectively communicate your message and maximize its impact across various channels.



04 Repeat Repeat Repeat

The power of repetition is that it helps to create a strong impression in the minds of your customers. When you consistently say and do the same things, it creates a sense of familiarity and trust. This can be very helpful in building a reputation that wins you the customers' favor.

Hack

Use the same slogan or tagline over and over again, or you could create a series of ads that all feature the same message. This will help to ensure that your brand stays top-of-mind with your customers. Repetition can be a powerful tool that can help you to build a strong reputation and win the favor of your customers. Just be sure to use it wisely.

05 Continuous adaptation

Continuous adaptation is essential for staying ahead of the curve. Audience behavior is constantly evolving, so it's important to be flexible and adapt your media mix accordingly. What worked yesterday might not work tomorrow, so it's important to be willing to shift gears if necessary. If something is not working, don't be afraid to pivot and try something new.

Hack

Keep your ear on the ground. Adapt your media mix to evolving audience behavior to stay ahead and pivot when needed for better results. Have the courage to pivot or stop what is not working.

06 Generate Sales

To close the loop, marketing efforts must result in conversion into some sales. This means that the marketing campaign must be successful in convincing potential customers to buy the product or service being advertised. There are a number of ways to measure the success of a marketing campaign, such as tracking website traffic, social media engagement, and lead generation. However, the ultimate goal of any marketing campaign is to generate sales. If the marketing campaign is not successful in converting potential customers into buyers, then it is not considered to be a successful campaign.

Hack

Ensure your marketing efforts are geared towards converting potential customers into actual sales. While tracking various metrics is important, prioritize the ultimate goal of any marketing campaign – generating actual sales.





Asante Sana

This Friday Baraza was brought to you by Reach Engine & Safaricom Sacco.

Reach Engine is the customer-facing business unit of SNDBX. It partners with businesses of all sizes to understand their customer needs, package and communicate their value proposition to their target audiences, and create memorable experiences for customers and prospects. It is a consortium of experts in branding, public relations, digital marketing, event planning and management, marketing, photography, and sales.

Thank you for coming

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