Websites for Africa

MARKETING PLAN FOR ANY BUSINESS

WEBSITES FOR
Africa

ABOUT US

We are Websites for Africa, a team of professionals focused on delivery quality digital marketing solutions for Africa.

We specialise in all things digital marketing.

Our passion is serving the needs of our clients in Africa

WEBSITES FOR
Africa

THE WEBSITES FOR AFRICA MARKETING PLAN FOR ANY BUSINESS

Determine Your Brand's Mission

Your brand needs a mission statement, which defines the purpose of your brand's existence. You can't build your brand without telling people what it's about. This statement will guide your brand-building process across all channels. It should be authentic, reliable, and proven. For instance, Apple has aspired "to bringing the best user experience to its customers through its innovative hardware, software, and services." Your mission statement must also be clear, focused, specific, and simple. The visual elements of the brand should reflect your mission statement. From the logo to the tagline to the digital flyers, everything must fall in line with the original mission. In case you lack expertise in designing a logo, it is always better to seek professional help. You can hire Website For Africa to revamp the visuals elements of your brand so that they reflect your mission statement.

Identify Your Target Audience

If you are trying to appeal to so many people, then your marketing efforts appeal to no one. When we think about our audience too broadly, we forget that each of our customers is an individual, with their own motivations and attributes. We lump all of our customers into one group and assume they'll all respond to our marketing messages. Having an ideal customer profile can simplify and refocus the way you promote and advertise your business. So, today, I'm going to answer some of our customer's biggest questions about choosing and attracting an ideal customer.

What is your Unique Selling Proposition
It's likely that many of your prospective customers have difficulty deciding which option in your industry is the one that deserves their time, money and trust. Selection the right business to serve their needs can be a daunting process for most customers especially if they do not have the experience and knowledge to separates one competitor from another. That's why it is your job to assist them by making your unique selling proposition obvious, different and memorable enough that they can see exactly what your business has to offer that the other guys do not. Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage.

Create a Facebook Account for Your Business
Facebook remains the primary social media platform for businesses in many countries. Facebook pages help your brand or business promote and share its value-add and to assist in customer support.
It's essential to make Facebook a part of your marketing mix, as this is where many people search for information, news and reviews...and your competitors are already on there!

Plan Your Content Strategy
Content is essential for your website and social media presence, it also offers you the opportunity to inform and educate your potential customers by showing them your valuable expertise.

Have a Functional Website

The overall look and feel of your site have to be really appealing, otherwise, it won't be able to engage visitors effectively. They will leave your site if it's not aesthetically pleasing. So, it's crucial for web designers to use the right colours on your site, that go well with your brand personality, to make it visually appealing. In addition to that, well-formatted content, effective error handling, browser compatibility, and quality usable forms are other important features of a high-performing and user-friendly website.Have a functional website

Invest in SEO

SEO (Search Engine Optimization) is the process of making your site easily discoverable by search engines like Google. SEO is a deep topic, but thankfully it's relatively easy to learn the basics.

List your Services on Online Business Directories

Online directories are like the Yellow pages of the now. Many business directories allow business to link the products and services for free. Make sure you add your website address as this will benefit your website searchability.

Consider Email Marketing
Email marketing is used by thousands of businesses of all sizes across the globe. Those who are unfamiliar with this method of marketing may not immediately understand why it is so popular amongst companies in a variety of industries – but here are ten reasons why email marketing is seen by many as the most effective marketing channel.

Budget for Digital Advertising
Digital advertising is so much more affordable that traditional advertising like newspaper ads, billboard etc, and is far easier to track user engagement and reach that compared to traditional media.

Track Everything
Measuring what is happening with your marketing will allow you to make more informed decisions. Things that can be tracked is website visitors, social media user's engagement and reach and email open rate etc. All this data can be overwhelming but a digital company like Websites For Africa will be able to guide you and help you make informed decisions.

If you're truly lost on where to start with a marketing plan, this guide can help you define your target audience, figure out how to reach them, and ensure that audience becomes loyal customers. This marketing plans serve as initial resource to get your business marketing plan started -- but to truly deliver what your audience wants and needs, you'll likely need to test some different ideas out, measure their success, and then refine your goals as you go.
Need help with any of the above feel free to email us at
info@websitesforafrica.com

We specialise in digital marketing for Africa

Web Design
Web Maintenance
Website Optimisation
Website leads
Website Heatmapping
Social media marketing
Digital Advertising
E Commerce

Copyright 2020- Websites For Africa. All rights reserved