

Module 3: Business Planning & Digital Strategy

Topic 3: Digital Entrepreneurship and Monetization

In the 21st century, the internet has removed geographical barriers. Digital entrepreneurship involves creating a business that exists primarily online or uses digital technologies to deliver value.

1. What is Digital Entrepreneurship?

It is the process of using the internet and digital tools to find customers, sell products, and manage operations. It differs from traditional business because it often has **lower startup costs** and a **global reach** from day one.

2. Core Business Models in the Digital Space

- **E-commerce:** Selling physical or digital products through an online store (e.g., a Shopify store or selling on Jumia).
- **Software as a Service (SaaS):** Developing an app or software that people pay a monthly fee to use (e.g., a school management system).
- **Content Creation:** Building an audience on platforms like YouTube, TikTok, or a personal blog and earning through sponsorships.
- **Service-Based (Freelancing):** Selling skills like graphic design, coding, or writing on platforms like Upwork or Fiverr.

3. Website and App Monetization Strategies

If you build a digital "hub" (a website or mobile app), you need to turn that traffic into revenue. Common methods include:

- **Advertising (AdMob/AdSense):** Showing ads from other companies on your platform. You get paid based on views or clicks.
- **Subscription Model:** Users pay a recurring fee to access premium content or features.
- **Affiliate Marketing:** Promoting someone else's product and earning a commission for every sale made through your link.
- **In-App Purchases:** Offering the basic app for free but charging for special features or virtual items (common in gaming and educational apps).

4. User Retention: The Key to Digital Success

In the digital world, getting a user to visit your site once is easy; getting them to **stay** and **return** is the challenge.

- **User Experience (UX):** Ensuring the website or app is easy to navigate, fast-loading, and looks professional.
- **Content-First Strategy:** Providing high-quality, relevant media (videos, articles, quizzes) that solves a user's problem.
- **Push Notifications & Newsletters:** Using reminders to bring users back to the platform.
- **Engagement Tools:** Features like comment sections, forums, or "hubs" where users can interact with each other.

5. Digital Tools for Every Entrepreneur

- **Canva:** For DIY branding and social media graphics.
- **Google Analytics:** To see where your visitors are coming from and what they are clicking on.
- **WhatsApp Business:** For direct communication and automated "Away" messages.
- **Payment Gateways:** Tools like Paystack or Flutterwave that allow you to collect payments online securely.

Summary for Students:

Digital entrepreneurship is about **leverage**. You can build a product once (like an ebook or an app) and sell it to thousands of people while you sleep. However, it requires constant learning because technology changes fast.