

Module 3: Business Planning & Digital Strategy

Topic 2: Marketing and Branding Strategy

Marketing is not just about advertising; it is the entire process of communicating the value of your product or service to customers. **Branding** is the "personality" of your business—it is how people feel when they hear your business name.

1. The 4 Ps of Marketing (The Marketing Mix)

To create a successful strategy, an entrepreneur must balance these four elements:

- **Product:** What are you selling? Focus on the **benefits**, not just the features. (e.g., A phone doesn't just have a 50MP camera; it "captures memories in high definition.")
- **Price:** How much will it cost? This must cover your costs while remaining attractive to your target market.
- **Place (Distribution):** Where will customers find you? This could be a physical shop, a website, or a third-party platform like Jumia or Amazon.
- **Promotion:** How will people hear about you? This includes advertising, public relations, and social media.

2. Building a Brand Identity

Your brand is a promise to your customer. A strong brand identity consists of:

- **Brand Name:** Should be easy to remember, easy to spell, and relevant to what you do.
- **Logo:** A visual symbol that represents your business.
- **Color Palette:** Colors trigger emotions (e.g., Blue often represents trust and professionalism, while Red represents energy and excitement).
- **Tone of Voice:** How your business "speaks." Is it formal and serious, or fun and friendly?

3. The Concept of Unique Selling Proposition (USP)

Your **USP** is the one thing that makes your business better than the competition.

- *Bad USP:* "We sell good quality clothes." (Everyone says this).
- *Good USP:* "The only clothing brand in the city that offers 24-hour delivery and free alterations."

4. Modern Marketing Channels

Gone are the days when you only used billboards. Today's entrepreneurs use:

- **Content Marketing:** Providing valuable information (blogs, videos) to attract customers.
- **Influencer Marketing:** Partnering with people who have a large following in your niche.
- **Email Marketing:** Sending personalized offers directly to a customer's inbox.
- **Search Engine Optimization (SEO):** Making sure your business appears at the top when people search on Google.

5. Customer Relationship Management (CRM)

It is **five times cheaper** to keep an existing customer than to find a new one.

- **Feedback:** Always ask customers what they liked and what they didn't.
- **Loyalty Programs:** Reward customers who buy from you repeatedly (e.g., "Buy 5 coffees, get the 6th free").

Student Activity: The Elevator Pitch

Imagine you have 30 seconds to explain your brand to a billionaire in an elevator. Write down:

1. The name of your business.
2. The problem you solve.
3. Your USP (Why you are different).
4. The "Call to Action" (What you want them to do next).