

# **Nafkot's Marketing Strategy**

**Let your presence light up the mood**

## **About Nafkot**

Ethiopians are usually known, amongst each other, to be living across all over the world. The vast population of diaspora living in Western countries and Europe. The above diagram shows some of the people of Ethiopia across the world. Nafkot's goal is to connect all these foreign-living Ethiopians with their homeland, with the people they love and cherish most. The name is also derived from the concept of 'missing someone' many Ethiopians feel when living abroad. The company is based in the United Kingdom of Britain. The company is founded and led by many talented and thoughtful youth who are looking to get the best out of each delivery.

## **Nafkot's mission**

1. To create a user-friendly, accessible, reliable, and satisfying gift delivery platform
2. To provide a cost, time, and energy-wise service to our users
3. To ultimately make the gift delivery service (eth vs uk) widely exercised

## **Nafkot's vision**

1. To nurture, serve, and appreciate the Ethiopian-UK community
2. To broaden the culture of shared affection and care among these countries
3. To simplify and normalize the culture of giving presents to our loved ones

## **Nafkot's values**

1. We value a connected, cared-for, and thoughtful community
2. We value hard work, consistency, and heartfelt service
3. We value our user's satisfaction

The following marketing strategy of Nafkot gift delivery is extracted from thorough research and findings on the sector. The strategy anticipates solving and addressing an essential area that will ultimately enhance the marketing and sales performance of the business unit. Thus the marketer of the business unit is expected to follow and carefully implement the following marketing activities for the success of the service.

## **Who are we**

We are a group of young and ambitious Ethiopians residing in the UK and Ethiopia. We first came up with the idea of Nafkot, an Ethiopian calling used for the *feeling of mission someone or something*. As an Ethiopian or any secondary nation in the UK the thought of wishing to express our affection, care, belongingness, respect, and yearning used to always cross our minds. And there is something about gifts that can say a lot more than a bag of cash. But the inconvenience of finding a reliable, fast, traceable, and equivalent service was hard.

That was when we decided providing a platform, that would connect people from these two parts of the world, would do much good than we anticipated.

## **What makes us different (our value proposition)**

Although the gift delivery service is adopted in Ethiopia, it's a bit uncomfortable to say that it is widely exercised. This is because of a lot of reasons, but most importantly it's because:

1. The overrated pricing
2. For most people monetary gifts seem more useful
3. People think they are unable to pick the best-suited and thoughtful gift
4. They don't see the point in them
5. The absence of a well-known service provider in the industry
6. The absence of a trusted, and organized identity in the sector

### **Who is our target persona?**

#### **Demography**

**Age**-22 and above

**Gender**-male and female (mostly male)

**Martial status**-single, married, divorced, and widowed

**Source of income**- wage employed, self-employed, students, and retired people

**Economic status**-average low, middle, and high incomers

#### **Psychographic and behavioral**

1. People who want to cherish their relationship with others
2. People who believe they are a part of something big and important

3. People who don't want to take their relationship for granted
4. People who enjoy the act of giving, which gives them a connection between themselves and the recipient

### Geography

1. Ethiopians residing in the UK who have a relative or loved one in Ethiopia
2. Anyone residing in the UK who has a relative or loved one in Ethiopia

### **Advised Marketing activities**

#### A. Advised digital marketing activities

##### ❖ Social media marketing (SMM)

4.95 billion people use social media, and each platform in the entire digital world holds a huge portion of our target persona.

Depending on the demography, psychography, and demography of our audience we now will eliminate the SM platforms that are worth investing in.

- ★ Facebook-56.46%
- ★ Twitter-16.39%
- ★ Instagram-14.98%
- ★ Pinterust- 6.97%
- ★ Linkedin-1.67%

##### ❖ Email marketing

They were notifying a list of website subscribers, customers, and anyone who showed interest, by using an eventual, email marketing approach.

These approaches could include:

- A. Sales Discounts
- B. Holiday packages
- C. Special deals
- D. Giveaways
- E. Membership discount
- F. Donation and others

#### ❖ Google Ad Marketing

The only way a starting brand can get in front of its audience is by initially using a paid ad and introducing brand awareness. Thus Google Ad is one way to create an initial presence amongst our audience. This can be done by setting a cleared geographical, and demographical detail on the Google ad setting and executing the promotion at the most convenient time.

#### ❖ ***Paid App Marketing***

Another approach to reaching a mass audience at a time, if the business unit involves a mobile application, website, or any other digital presence is to use a paid App Ad. Since Nafkot isn't a launched brand that hasn't gained any popularity yet, considering this and other market status of the company paid Ad marketing might be a great starting point.

As discussed in our initial meeting, Nafkot is ready to be launched on Christmas (December 25), based on the timeline of this strategy we have about one month to plan the entire marketing campaign of the brand. Leaving the last 2 weeks of the duration, we only have 2 weeks to craft, strategize, and create the marketing campaign of the brand.

For the successful and dated implementation of the campaign, the following areas must be addressed within the first 2 weeks:

1. Prepare the list of website subscribers, and customers' email
2. Identify the area and scope of our targeted persona in the UK, so our paid Ad can only circle around these locations
3. Identify and list down influencers in the UK that are heard and mostly viewed by the Ethiopian-UK community
4. Preparing and crafting Content strategy, which includes production if necessary, motion graphics, and others
5. Identifying the budget, duration, and frequency of the Ad

### ❖ *Influencer marketing*

Influencer marketing is another approach in which we can indirectly reach more people, who can become real-time customers for our brand. But same as kind of marketing influencer marketing also requires thorough research on the type and list of influencers which will ultimately take our brand to the next level. **Thus identifying these influencers means identifying the people that are the nearest and most trusted by our target audience.**

Keeping these in mind the following criteria and checkpoints in the process of selecting these influencers:

01. Content type/theme
02. Their degree of closeness to our primary target audience (Ethiopians living in the UK)

03. Their location (most preferably to be in the UK)

04. Their organic reach, engagement, click, and reactions (likes, shares, comment, and saves)

#### ❖ *Testimonial marketing*

People tend to believe other people on their side, for instance, a customer has a better tendency to believe a certain idea from another customer rather than a company. That's why an authentic testimony from a genuine customer has more to say about our brand.

Such content should include the value propositions of our service:

Testimonials should mention the huge

- ★ Discount
- ★ Fast delivery
- ★ Satisfying
- ★ Reliable service they enjoyed from our service.

This activity of our brand can either take place as a Video or graphics content.

#### ❖ *And cross-brand marketing*

A gift delivery business unit can work with lots of subsidiary business units, since the gifts Nafkot delivers isn't in-house product the business unit one way or the other have to collaborate with other franchises. Noting that the following business units could be another way of improving the presence and visibility of Nafkot. Such as:

01. Flower shops

02. Gift basket providers

- 03. Chocolate shops
- 04. Pastry and bakery shops
- 05. Catering service providers (traditional food and drink makers)
- 06. Stationery and gift card shops
- 07. self-care /cosmetics shops
- 08. Book shops
- 09. Custom-made art pieces and more

Now these product and service providers are how we reach people, the product and service from these business units will be displayed on our socials to showcase **what, from whom, and how we deliver** people's orders.

For instance, we can share content that pretty much looks like this:

**Caption-** More Flowers, More Love! Order yours now and suffocate your loved ones.

**Design-**the design could include the gift itself, the price including the delivery price, CTA, and discount rate (something like this)

### ❖ *Community participating*

This is another way of marketing Nafkot, since most of what we do is a one-way communication that initiates and ends from ourselves, it might also be a good idea to encourage people in what we do.

We can use simple questions

- Name one person who deserves a gift the most, (WHY?)-and that person gets a gift from Nafkot.



- What is the most thoughtful gift you ever received?
- If you had all the money in the world what would you buy your most loved one?
- And more.....

### **B. Advised traditional marketing activities**

Although our primary target persona who cuts the edge of each call resides in the UK it's not such a bad idea to create a buzz here in Addis as well. Since traditional marketing requires a budget and an organized team to implement them, I will consider the unit's organizational and financial status before recommending one.

1. Including an optimistic, cheering, sarcastic, and inspirational note on each delivery
2. TV and Radio advertisement
3. Word of mouth
4. Referral (refer your friend for Nafkot and you will receive a free delivery in your next order)
5. Place a QR code and CTA (call to action) in each targeted place both in Addis Ababa and the UK

### **Competition outthrowing strategy**

1. Bole gifts
2. Dengez Gifts
3. Beteseb gifts
4. Surprise habesha
5. Abyssinia gifts

## 6. Adey Online Gift Shop

These are the top listed gift delivery business units in Ethiopia, thus thriving in the business means providing something different these companies don't.

Competition outthrowing strategy is the value proposition of the business which includes:

- A. Delivery/service value proposition
- B. Package value proposition
- C. Pricing value proposition
- D. Occasional discount value proposition and more

## Risks and limitations

One of the major limitations observed in Nafkot is listed below:

1. **Geographical scope limitations the fact that the business's transaction is only limited to two between two countries (Ethiopia and the UK)** is a major turnoff for potential customers residing in other parts of the world
2. The value proposition of the service is not clearly set, thus the team needs to come up with **pricing, delivery, and operation** approaches that will manipulate customers to shift to our brand.
3. **How the business will operate is not clear, who plays who**, and what is expected from that person
4. In general, the brand needs to have a clear **Finance, Operation, and marketing** category

**Note- since sending a gift for someone is an occasional thing, that happens either on holidays, birthdays, Valentine's Day, and other occasions broadening the scope of our service to the whole world is one way to energize the revenue of the unit.**