**Starting with Marketing**

***What to Learn:***

* Steps of creating a marketing strategy
* Practically creating a marketing strategy that fits the business needs

***Learning Task***

Go through the reading material before undertaking the task. Remember to refer to the document for further guidance while undertaking the task.

**Step 1: Description of your business’s current status.**

Explain what your business is all about below. *e.g. when the business started, product/service you offer, location of your business, current financial status etc.*

* My business is about setting up my own website where I will display the services am offering such as static website development, m-pesa API integration and web hosting.
* The business will be online and am planning to set up its social media to reach out to customers.
* My financial status is not that stable but lucky enough the idea came to me while I was in school so I managed to build the website and set up other prerequisites needed which would require funding.

**Step 2: Define your marketing goals and sub goals**

Take a moment to reflect and write down why you want to market your business. e.g. *Get 50 new customers each month*

1. To get at least 5 customers in a month

- To get at least 10 referrals per month

- To have more than 50 site visits each month

Under each goal, have sub-goals:

E.g Under my main goal Get 50 new customers each month, the following will be my sub-goals:

* Reach 200 people using Facebook advertising monthly.
* Get at least 10 potential customers from Facebook monthly.
* Get 10 referrals each month
* Have 80 people visit my shop each month

These goals are just targets and can be reviewed later. Be as specific as possible, and include numbers where possible. Write down your sub-goals:

a)

b)

c)

d)

**Step 3: Who is my target customer?**

Note down the description of your target customer below. ( Their demographics) *e.g their age, gender, geographical location, economic status etc*

1. My target customer is SMEs who need a website to showcase their businesses and individuals who need personal website for their career advantage.

**Step 4: What is my value proposition?**

Create a sentence detailing who your target customer is, what you offer them and how it benefits them in the black space below: *e.g*. Yusudi’s value proposition to graduates looking for jobs is: *We provide you with practical career development skills training that will make you competitive in the job market.*

1. My value proposition is to provide the best web experience to customers using the latest web frameworks that will be appealing to their customers and also simplify their hassle on payments by having a ready payment solution direct on their websites.

**Step 5: Analyze the competitors**

Write down your competitors below. What are they offering(Product/service)? Who is their target audience? Which marketing efforts have they used? Are they doing well or not?

|  |  |  |
| --- | --- | --- |
| **Competitor** | **What they are offering** | **Marketing Channels that they are using** |
|  |  |  |
|  |  |  |
|  |  |  |

**Step 6: How much will I charge?**

Mention here what you will be selling and how much you will charge for it.

a) Web hosting – 10,000

b) Web development – 10,000

c) M-pesa API integration – 10,000

d) Email hosting – 5,000

**Step 7: Distribution - How will I reach people and get my products into their hands?**

How are you planning to distribute your products or services? Write your options below.

E.g Physical shops, food trucks etc

a) Social media platform

b) Family and friends referrals

c)

**Step 8: How will I promote my business?**

Write down where your target audience is found both online and offline e.g Facebook, business events. You can test a couple of places and see which performs well.

a) Social media platform

b) Family and friends referrals

c)

**Step 9: How much money will I need to reach my market and make sales?**

|  |  |  |
| --- | --- | --- |
| **Item** | **Quantity per Item** | **Cost per month** |
| Social media |  |  |
|  |  |  |
|  |  |  |

**Step 10: How will I measure the success of my marketing efforts?**

Jot down how you plan to keep track of your marketing efforts.

E.g Checking how many followers you get in a month to see if you are on track with your goal. 50 new followers monthly.

a) Increase in the number of followers monthly

b) Increase in the number of websites visits

c) Increase in the number of contacts made each month to new customers

d)

All the best in implementing your marketing plan!