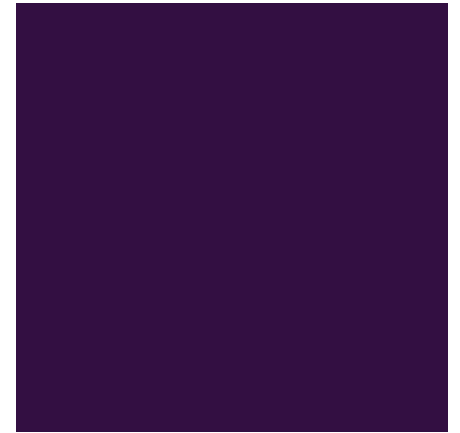




Marketing for Winners



By Fatema Dewji

+ Objectives



Upon completion of this session, you will be able to:

- Increase self confidence
- Learn persuasive techniques to attract customers
- Learn the art of customer satisfaction
- Exponentially increase sales

+ ICE BREAKER

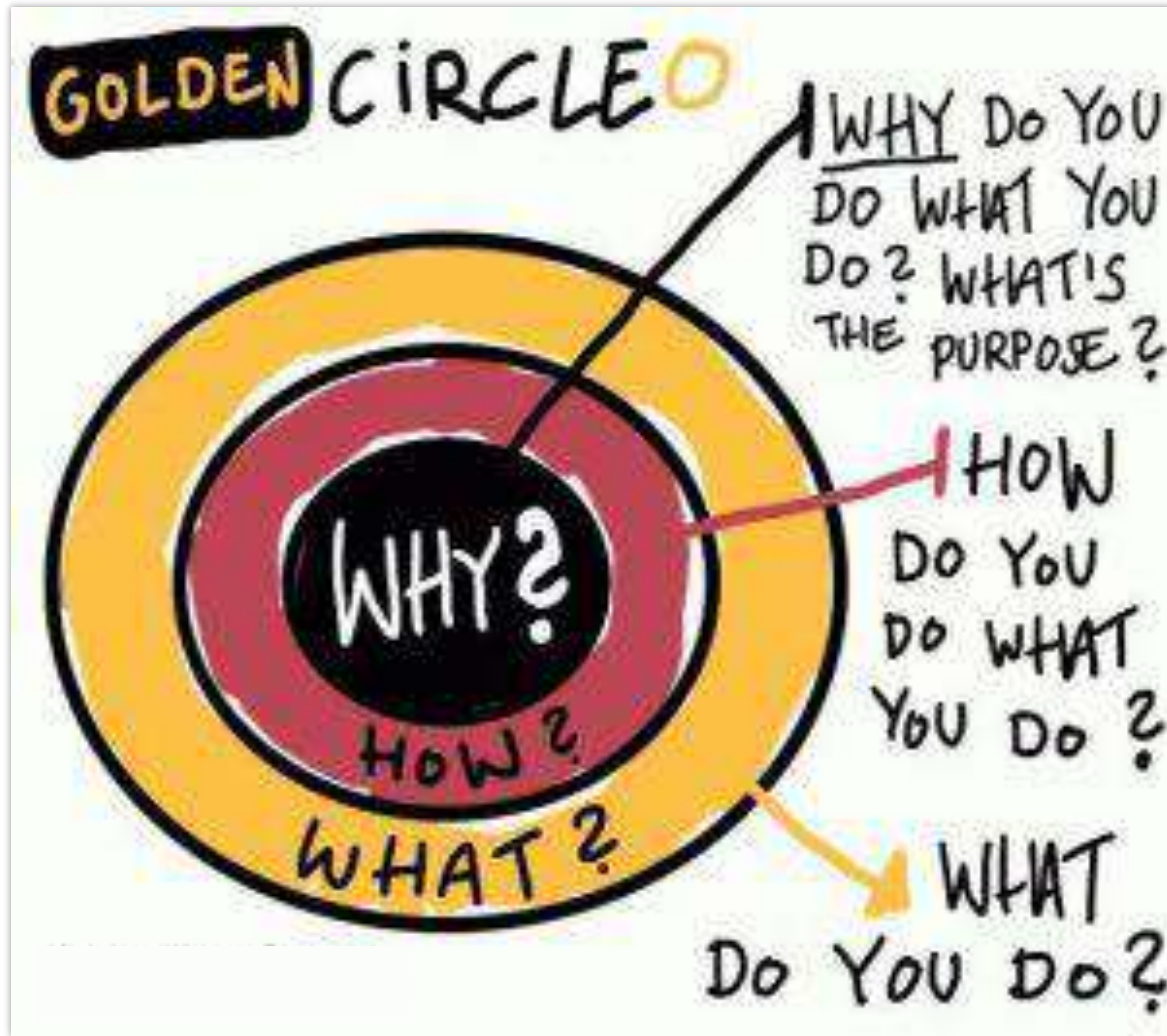


30 Second Monologue

- Share one of the scariest experiences you have had in your life



+ Finding Your WHY



+ Top reasons why products don't sell

- Lack of customer research – not knowing your target audience
- Not giving out the right information
- Not knowing the essentials of your product (pricing, testimonials or samples)



ACTIVITY



Sell your product or service to the participants

2 people present your sales pitch



Art of Customer Service

- Zappos.com is an online shoe and clothing store based in Nevada
- Despite being a clothing store, they took on a request to get pizza for a client
- Zappos did not deliver the pizza, however, they looked for the nearest pizza parlors and placed the order for the client

✧ **Be ready to do more than what you already offer**



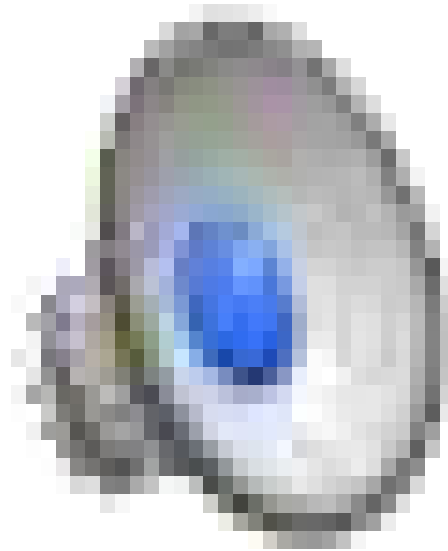


Rip your competition apart by these customer service techniques



- Listen to your customers – allow them to give you feedback
- Have follow-up calls once in a while
- Create common ground for the customer to connect to you

+ Story Telling





What did NIKE do?

- Features Colin Kaepernick
- Former Quarterback for the San Francisco 49ers
- Public activist known for kneeling during national anthem as a means of public protest of police brutality
- Used a **polarizing figure** that created a lot of controversy
- Used a theme of **overcoming adversity**
- The entire advert was in relation to their values and their **underlying theme** which is part of their Brand's DNA (Just do it)



+ Story Telling Techniques



1. Use archetypes (Hero, adventure, discovery, personal story, success)

2. Build suspense

3. Bring characters to life

4. Highlight struggle

5. Make it visual



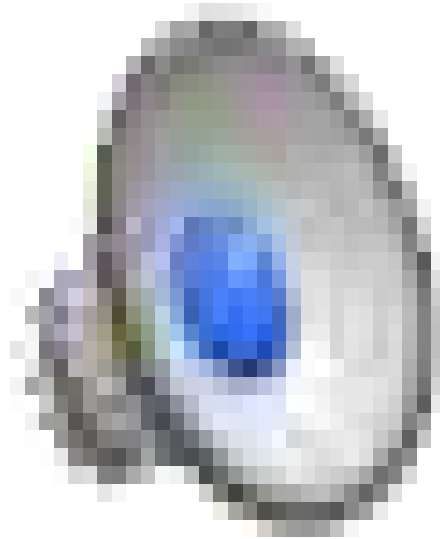
THIS IS HOW I WOULD TELL YOUR STORY – (Jcdecaux Tanzania Ltd))



Some of the challenges you might be facing:

- People are mostly on their phone
- Social media is a cheaper alternative to billboards
- Convince the market that rural areas do not have smart phones.
- A lot of ads are cluttered on social media
- Promote the art of looking around while on the move as opposed to staring at a phone screen

+ Example - DHL





ACTIVITY



Come up with a story for your
partners company



NETWORKING BREAK

+ Brand Design



+ Brand Design



- Keep it simple
- Keep it consistent – all seasonal content should look similar
- Recognizable – people can understand easily
- Avoid clutter and excessive information – focus on one artwork per product
- Make it creative

+ Example - OREO





ACTIVITY



What is one thing you would like to improve in your current artwork

Share with your partner



LUNCH BREAK



ACTIVITY



Creative Brainstorming

Rules:

- In your group, you will be given a scenario
- You will have 2 minutes to come up with as many possible solutions
- Discuss the solutions at the end of the exercise

+ How to increase Sales



Conduct a holistic Market Research

- ✓ Identify the objective (WHY)
- ✓ Develop a research design (HOW)
- ✓ Prepare research instrument (WHAT)
- ✓ Collect and analyze data
- ✓ Present and implement findings

Use specific marketing mediums for your specific company



Know your SWOT



- Regular analysis will allow you to grow
 - Know your opportunities and use your strengths
 - Take measures to convert weaknesses
 - Have solid responses ready for threats
- ✧ **Know your game plan and keep reviewing it to stay at the top**



Keep up to date



- Market Research does not end after doing it once
- Consider conducting research on interval basis
- Read and Listen to developing content around the subject and product/service – keep up with trends
- Keep a database of your current products and update as required



Go the extra mile



- Know the difference between benefit and feature
- Use vivid but plain language
- Avoid too many technical terms
- Emphasize what is unique to you
- Make your benefits concrete
- Keep contact with customers
- Treat customer service requests with high priority and respond timely

Go the extra mile, it's never too crowded

+ The Power of Networking



- Polish your elevator speech
- Research potential prospects
- Good service goes a long way



ACTIVITY



Role Play

Rules:

- 2 volunteers from the audience
- One of them is a potential customer
- You need to convince this customer to use your product/
service
- You have 2 minutes for preparation and execution



Key Takeaways



- You are the voice of your product/ service – speak about them with confidence
- Know WHY you are doing what you are doing
- Always listen to what your customer wants to tell you
- Good customer service will go a long way
- Play your game with complete knowledge and awareness
- Make your brand an extension of you



Thank you

**I would really appreciate if
you could fill out the
feedback forms**