



# Sell The Problem you Solve, Not The Product

Marketing and Management: Deep Dive into Product Market with *FATEMA DEWJI*



# FATEMA DEWJI



- Marketing Director at MeTL
- Built 150 brands
- Overseen over 1000 products
- Worked in over 25 divisions
- Executed over 70 product launches
- Most Importantly, touched the lives of over 55 million Tanzanians



# MeTL's Motto

- To address challenges faced by Tanzanians through our products
- From the moment you wake up, to the moment you go to bed, we are dedicated to serving and making a positive impact on your lives.
- "Mo Tunagusa Maisha Yako," "We touch your life."

# Establishing A Marketing Department At MeTL

- In 2013, we had no dedicated marketing department
- Our sales team lacked a systematic approach to promise consumer selection on shelves
- Product decisions were made instinctively
- Customers were unable to connect with our brand



# Making Changes

- We now have a research & development team
- Hired visionary designers
- Created multiple social media platforms
- Established a connection with our customers





# Results

- Taken part in viral challenges- the mannequin challenge resulted in 400,000 views
- Celebrated Christmas and Eid with our audience over the years.
- We have personally connected with our customers who reciprocate the same zeal.
- Our customers post pictures of them using our products around the world, from Mt. Kilimanjaro to Santorini, Greece.

# The Umbrella Brand: MO

- Creates a brand story, it moves away from a product-selling approach.
- Connects all our products to a single name in the consumer and investor's mind.
- Effective marketing and positioning strategy



# Product-Selling Approach

## Features

- Product Functionality
- Technical details
- Service agreements

## Downsides

- No personal Approach
- Focusing on selling a product can seem impersonal.
- Customers want to be heard, seen, and understood.







# Problem-Solving Approach

## 1 Understanding Your Customer

- First, understand your customers needs.
- Next, research to identify pain points and challenges your customers face.

## 2 Providing Solutions

- Once you understand the problem, focus on providing a solution.
- Don't just sell a product - sell a way to solve your customer's problems.

## 3 Adding Value

- Going above and beyond to solve your customers' problems is always worth it.
- By providing extra value, you can earn loyalty and create lasting relationships.

# How To Start Selling Solutions, Not Products





# Product-Solving Approach At MeTL

- We conducted market research and discovered that mothers and wives added Dettol to their laundry for cleaner clothes.
- With this information, we pushed product managers to create a better product
- Hence, we managed to create an anti-bacterial soap that solved a real problem for customers.
- Today, Boom Detergent is the number one anti-bacterial detergent in East Africa

# Impact and Results: Boom Detergent

## Improved Customer Relationships

- Provided a solution to mothers and wives in the country
- Created a trustworthy relationship with consumers because we understood their needs when launching the product

## Enhanced Brand Image

- By showing that you care about your customer's problems and providing solutions, you can differentiate yourself from your competitors
- Builds a strong brand image

## Increased Business Growth

- By taking a problem-solving approach, you can identify and capitalize on new opportunities, create efficiencies, and increase profitability
- Through the BOOM detergent we not only supported Tanzanian mothers and wives but East

## Positive Social Impact

- By solving problems for your customers, you can create positive social impact by helping people live better
- Makes real, social change

# Case Study 1: How To Transform A Product Based On Consumer Needs

## Mo Margarine Star Campaign

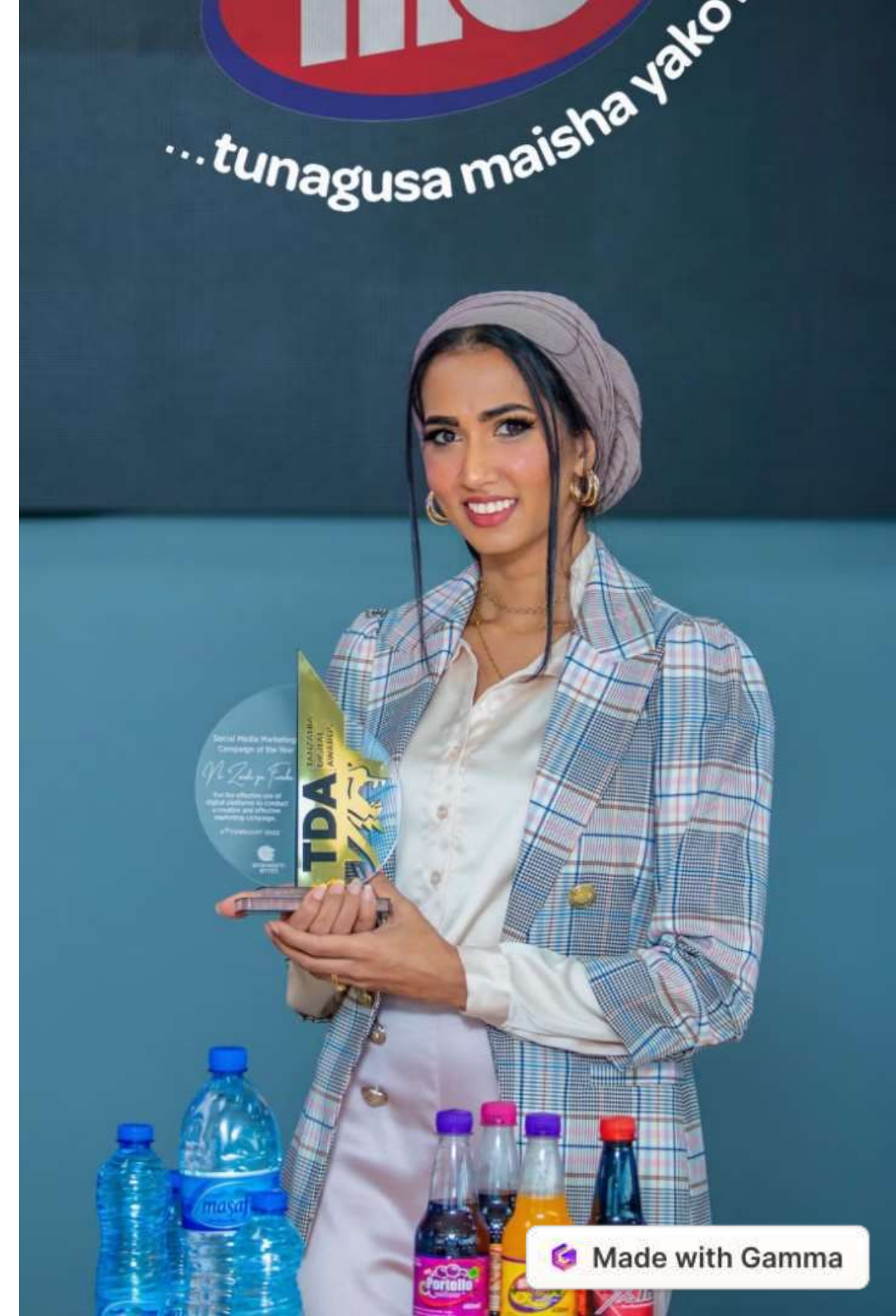
- Competitors: Blueband & Prestige.
- Conducted market research and found children were the primary consumers of our margarine.
- We addressed the target market and made children the center of our marketing effort
- In our campaign, we showed a funny ad featuring a child with our margarine.



# Case Study 2: How To Solve Customer Problems In A Campaign

## Usikate Tamaa Campaign

- Energy drink competitors: Red Bull, Monster Energy and Azam Energy
- We didn't want to just sell drinks, we wanted to inspire and add value to our customers lives
- First, we asked our customers to share intimate stories of how they didn't lose hope when faced with challenges hurled at them.
- Second, we worked with a young inspiring influencer, Shetta who was struggling, fighting to become a successful artist with no financial support.
- This created a viral campaign that our customers could directly relate to and hence, we were able to establish a brand that added value to their lives.
- Until today, MO extra is the number one choice of energy drinks in Tanzania.



# Conclusion

Remember, effective marketing and management is about solving problems for your customers. By taking a problem-solving approach, you can build meaningful relationships, enhance your brand image, and create positive social impact.



# Connect With Me!



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