

# BRANDS, MARKETING & COLLABORATION

**BY FATEMA DEWJI**  
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AUTHOR | ENTREPRENEUR

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# Why Fatema Dewji ?

I'm the Marketing Director of METL Group, overseeing 150+ brands.

Author of 3 books (Marketing for an African Powerhouse, Storyteller, The Alchemy of Self-Love).

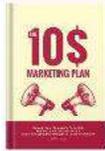
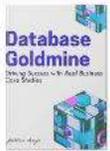
Author of 7 eBooks on marketing, business, and public speaking.

Founder of Bloom Hub – a STEM innovation space for kids.

Founder of FD360 – a social media agency helping businesses grow online.

I've worked with countless influencers in Tanzania.

Some went on to massive success, others disappeared.



Today → I'm here to spill the secrets brands don't say out loud.

# WHAT I LOOK FOR IN CREATORS

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**CONSISTENCY** : YOU CAN'T GO GHOST AND EXPECT BRANDS TO WAIT FOR YOU



**AUTHENTICITY** : IF YOUR'E FAKING IT THE AUDIENCE KNOWS



**ENGAGEMENT** : I'D RATHER 2000 LOYAL FANS THAN 200,000 GHOSTS



**HUMILITY** : THIS IS A GAME CHANGER



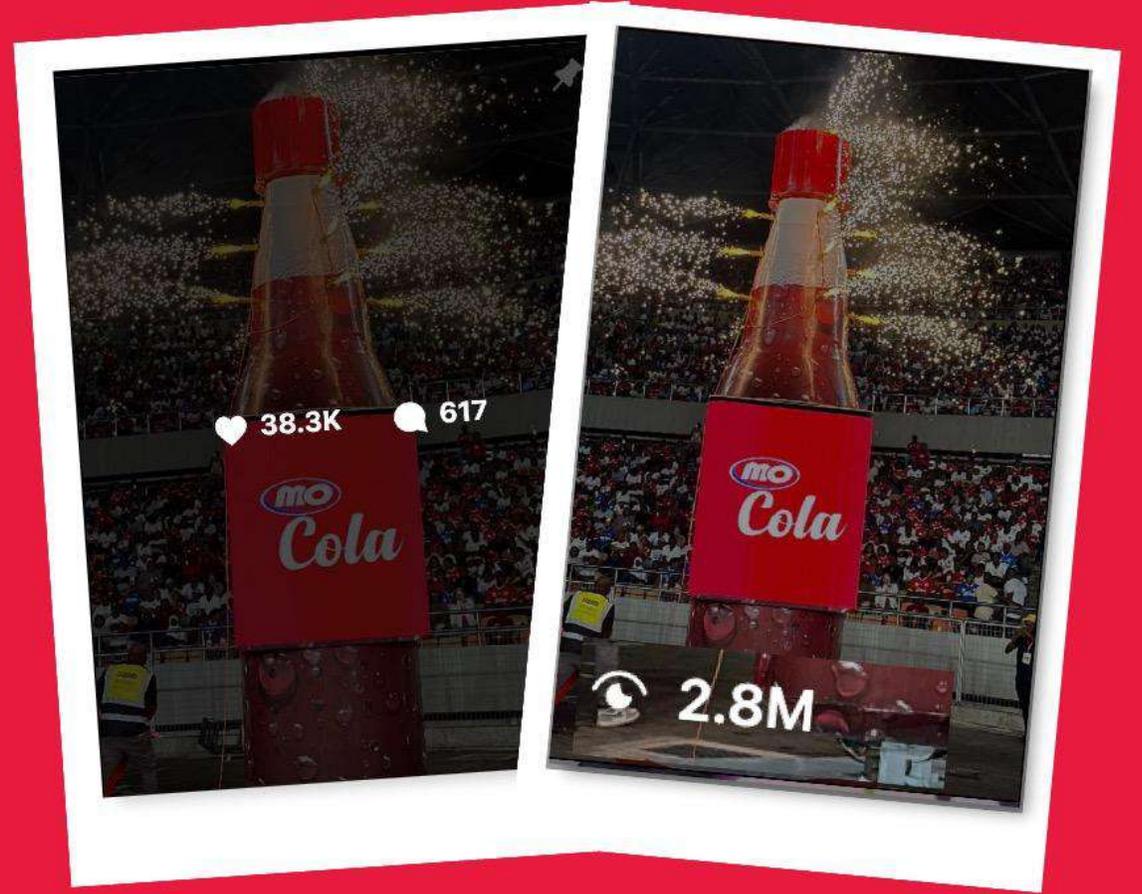
# OUR MO COLA LAUNCH EVENT AT SIMBA DAY'24



Kwa sababu zilizo nje ya uwezo wangu, kesho sitoweza kuichezea timu yangu ya Simba kwakuwa nitakuwa bado Monaco training kwaajili ya majaribio ya awali ya Bayern. Ila kausheni msitangaze sana maana bado ni lowkey kwa sasa.

Signed by  
Uongozi  Idris Sultan  
 @msasaonline

**SITOWEZA KUICHEZEA  
SIMBA KESHO - IDRIS**



# THE RESULTS

# THE HUMILITY SECRET

LET ME TELL YOU SOMETHING NO BRAND MANAGER WILL SAY OUT LOUD:

A lot of creators get arrogant once they get a little fame.

- They stop replying to messages.
- They think brands need them more than they need the brand.
- They become difficult on set.

## HERE'S THE TRUTH

Brands talk. Agencies talk. Other influencers talk.

Word spreads FAST about who is respectful,  
easy to work with, and humble.

One arrogant move can close 10 future doors.



# THE ELEVATOR PITCH TEST

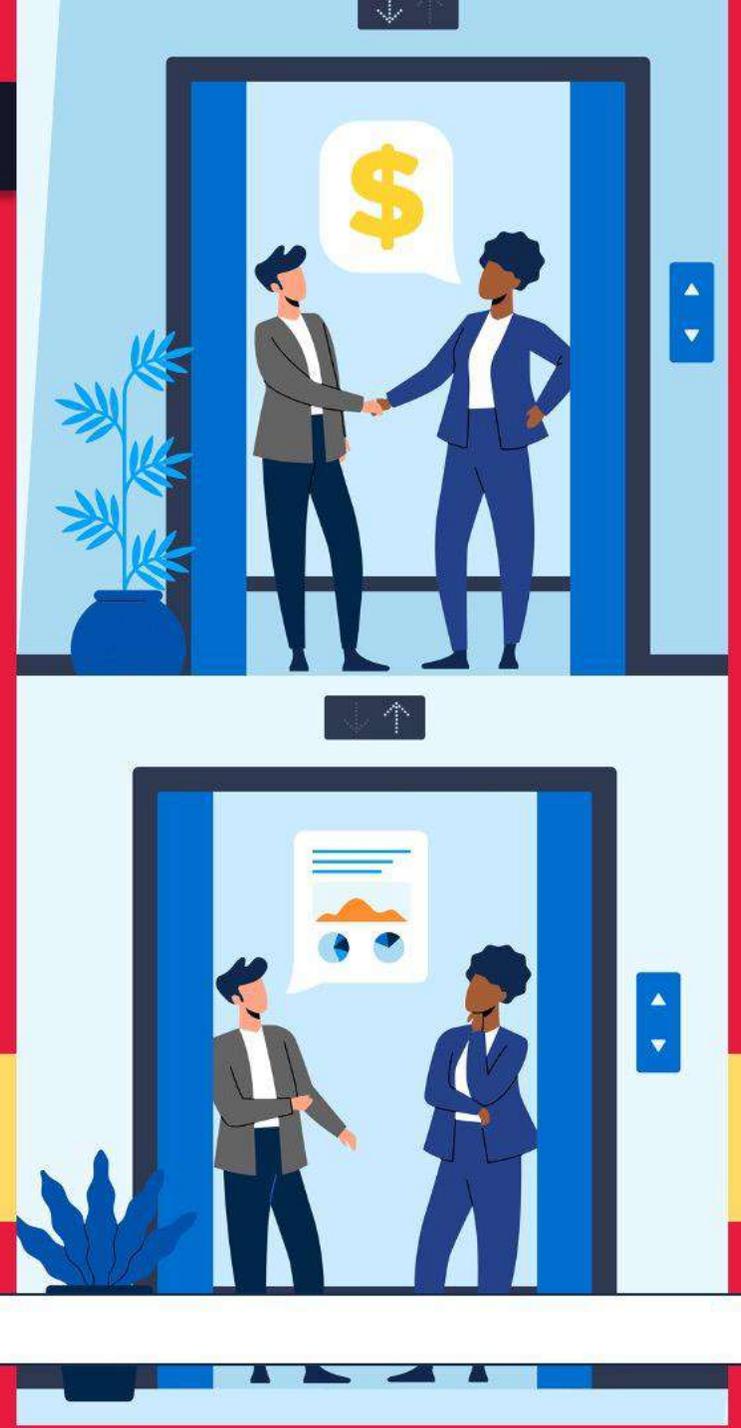
If you're a growing influencer and you're networking, this is how you do it.

**In person:** You should be able to introduce yourself in 30 seconds, clearly and humbly.

**Online (DMs):** Same rule applies. Don't send long paragraphs or sponsor me plz.

**Instead, send a short, clear, respectful DM :** Hi, I'm [Name]. I create [type of content] that helps [audience]. I'd love to collaborate with your brand in [specific way].

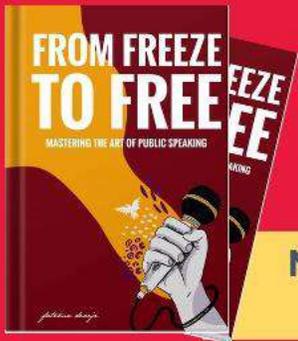
**Humility Tip:** Whether in person or DMs → deliver it confidently but without ego. Confidence sells. Arrogance kills.



# THE ELEVATOR PITCH TEST

When I train young entrepreneurs in My Coffee with Fatema sessions , this is the first test I give them.

Can you Introduce yourself  
In 30 seconds with clarity and humility?



MY EBOOK FROM FREEZE TO FREE : MASTERING THE ART OF PUBLIC SPEAKING WAS WRITTEN EXACTLY FOR MOMENTS LIKE THIS



# **NETWORKING LIKE A PRO ONLINE & OFFLINE**

### Offline (In Person):

Always introduce yourself with a clear 30-second pitch (what you do, who you help).

Attend brand events, workshops, and launches – even if you're not paid to be there.

Carry yourself professionally – humility and energy leave a bigger impression than numbers.

Follow up after meeting someone (a short thank-you message can open long-term doors).

### Online:

Keep it short and respectful: Hi, I'm [Name]. I create [type of content] that helps [audience]. I'd love to collaborate with your brand in [specific way].

Don't send long paragraphs or sponsor me plz.

Engage first: comment, share, or tag brands genuinely before sliding into their inbox.

Sometimes create content for free, tag the brand, and show them your work. If it's good, trust me – they'll notice and pay you next time.

Build consistency – one good DM won't work if your profile doesn't reflect professionalism.

**Pro Tip: Whether offline or online → confidence sells, arrogance kills. Brands remember your energy more than your follower count.**

**A micro-influencer once tagged us in content they made for free with our product. It was so creative we reached out and offered them a paid campaign. That's how you turn initiative into income.**



**MISTAKES I SEE  
CREATORS MAKE**

# REALITY CHECK

If you're arrogant with me today, tomorrow I'll work with someone else.  
But if you're humble and reliable, you'll stay on my list forever.

## Mistakes I think creators make

1.

THINKING FOLLOWER = GUARANTEES BRAND DEALS.

2.

MAKING IT ALL ABOUT THEMSELVES

3.

NOT DELIVERING ON TIME

4.

ARROGANCE. ACTING LIKE THEY'RE DOING THE BRAND A FAVOR.



# THE POWER OF NICHE MICRO INFLUENCERS

## THE POWER OF NICHE MICRO INFLUENCERS

Everyone chases the big names, but the biggest impact often comes from smaller, focused creators.

Micro-influencers (1k–10k followers):

Have higher trust with their audience.

Are more relatable, local, and authentic.

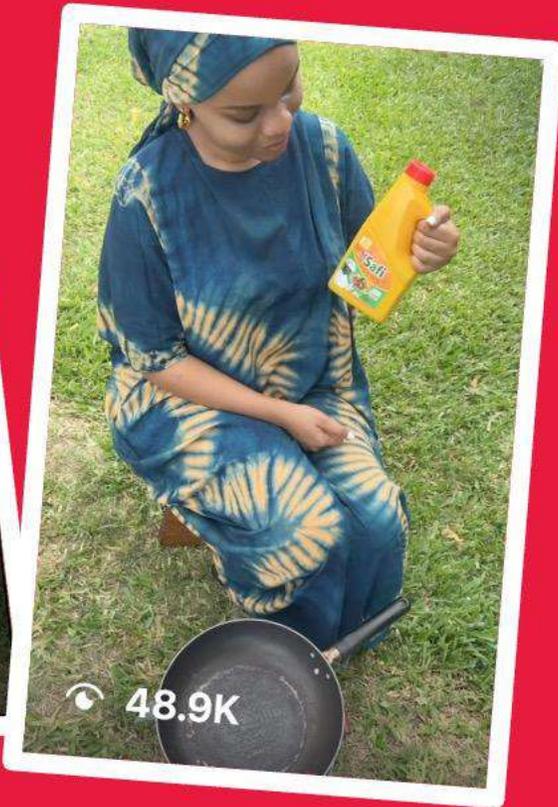
Their recommendations feel like advice from a friend.

## FOR INFLUENCERS

Get specific. Build a niche and target businesses that align with it. Being everything to everyone doesn't work – but being the go-to voice in your space makes you valuable.

## FOR BRANDS

Don't just chase numbers. Find creators in niche markets – they have loyal followers who trust them, and that loyalty translates into real results.



152K followers



We once worked with a creator who had over 200,000 followers.  
Their post looked good, but it didn't move sales.  
Then we tried a micro-influencer with just 5,000 followers in a specific niche.  
Their audience trusted them so much that sales actually spiked –  
because those 5,000 people were loyal and ready to act.

# HOW TO WIN BRANDS LIKE US



**BE REAL**



**BE CONSISTENT**



**BE PROFESSIONAL**

## **MOST IMPORTANT**

**Be humble : remember brands don't forget good character**

# HOW I MEASURE YOU

# LIKES ARE NICE, BUT I CHECK



**ENGAGEMENT %**



**SHARES AND SAVE**



**COMMUNITY AND TRUST**



**HOW EASY YOU WERE TO WORK WITH LAST TIME**

**Sometimes the Brands choice is simple:  
Who do i actually Enjoy working with?**



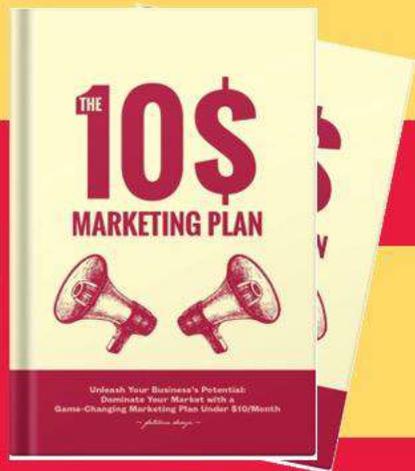
**FINAL SECRETS  
TO TAKE AWAY**

## IMPORTANT THINGS TO CONSIDER

**Clout doesn't pay bills impact does**

**Followers' open doors humility keeps them open**

**In this industry talent gets you in the room. But character keeps youn there.**



**THAT'S WHY I WROTE FATEMA'S \$10 MARKETING PLAN.  
IT'S ABOUT CREATING IMPACT EVEN IF YOU'RE STARTING SMALL –  
BECAUSE DOORS OPEN WHEN YOU FOCUS ON SOLVING PROBLEMS, NOT CHASING CLOUT."**

**ALWAYS  
TOUCHING LIVES**

## MY STORY

When i was young, i would spend hours reading  
Books and then 'teaching'  
My imaginary friends in the garage. That passion for  
Learning and sharing never left me.

Building a brand is never just about you.  
It's about impact. It's about making lives better.  
That's the real legacy – and that's why at mo, we say: we touch your life.

## RESOURCES FOR YOU

Visit [fatemadewji.Com](http://fatemadewji.Com)  
Explore my books and ebooks  
Sign up for consulting sessions  
Discover how the mo brand is built on impact



# ASANTE SANA!

Join me for more insights  
And growth

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