

# Digital Marketing MASTERCLASSES

## MARKETING YOUR BUSINESS ON A BUDGET

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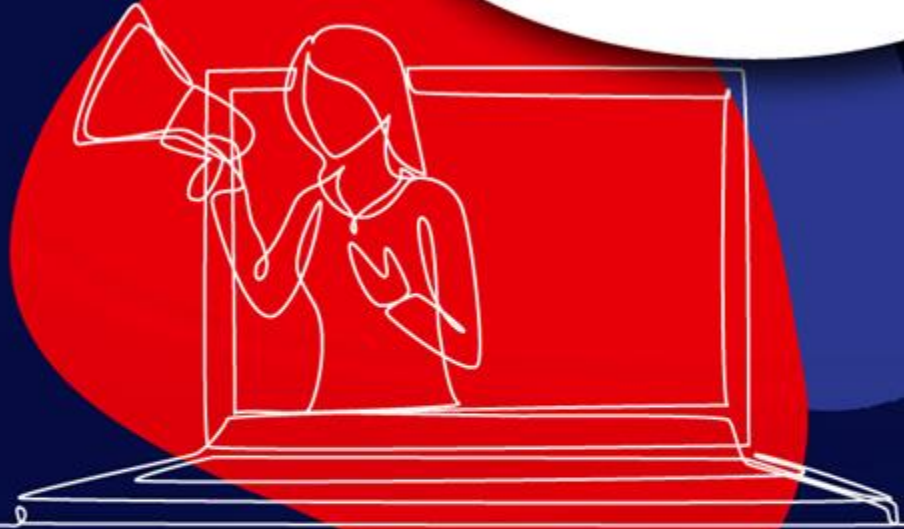


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# Let's Talk!

- What is Marketing
- Why Is Marketing Important for SMEs
- Different Types of Marketing
- Marketing on a Budget



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# What Is Marketing?

- Marketing is the process of **promoting, selling, and distributing** a product or service. It encompasses **understanding customer needs, creating value, and building strong customer relationships**.
- Marketing is the process of **creating, communicating, delivering, and exchanging offerings** that have value for **customers, clients, partners, and society at large**.

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# Why is Marketing Important for SMEs

- Build brand awareness
- Compete with larger companies
- Foster customer loyalty
- Generate leads → Drive sales → Drive business growth

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# Different Types of Marketing

## Traditional Marketing

**Print Marketing:** Utilising print materials like brochures, flyers, and business cards.

**Broadcast Marketing:** Leveraging radio and television advertising.

**Outdoor Advertising:** Using billboards, posters, and other outdoor signage.

## Digital Marketing

**Social Media Marketing:** Leveraging platforms like Facebook, Instagram, Twitter, and LinkedIn to reach target audiences.

**Content Marketing:** Creating valuable content (blog posts, articles, videos) to attract and engage customers.

**Search Engine Optimization (SEO):** Improving website visibility in search engine results.

**Pay-Per-Click (PPC) Advertising:** Running targeted ads on search engines and social media.

**Email Marketing:** Building and nurturing customer relationships through email campaigns.

# Different Types of Marketing

## Relationship Marketing

Word-of-mouth and community engagement as a cost-effective method, especially in local South African markets.

## Experiential Marketing

Pop-up events, brand activations, and small community engagements that create memorable experiences.

## Guerrilla Marketing

Low-cost unconventional strategies to promote products or services.

## Influencer Marketing

Collaborating with individuals who have a significant following to promote your brand.

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# Marketing on a Budget

## 1. Digital Platforms – Social Media Marketing

- Focus on affordable, high-impact channels like Facebook, Instagram, X, and TikTok.
- Create engaging content and post regularly.
- Use free social media scheduling tools.
- Engage with your audience through comments and messages.
- Focus on organic growth through engaging content rather than paid ads.
- Post consistently, use trending hashtags, and engage with followers.
- Utilise social media analytics to track performance.

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## 1. Digital Platforms – Content Marketing

- Create high-quality blog posts and articles that address your audience's needs.
- This can include blogs, videos, and infographics that establish expertise and attract potential customers.
- Use free content management systems like WordPress.
- Showcase your business journey and customer success stories.
- Optimise your content for search engines.
- Repurpose content for different platforms.

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## 1. Digital Platforms – Email Marketing

- Build an email list.
- Send regular newsletters with updates, promotions, and useful information.
- Use free email marketing tools like Mailchimp.
- Personalise your email campaigns.
- Email marketing has a high ROI and is cost-effective.

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## 1. Digital Platforms – Search Engine Optimisation

- Improve search rankings through:
  - keyword research and optimisation
  - Create high quality, valuable content
  - Optimise on-page elements (eg. Keywords, descriptions, etc)
  - Improve site speed and mobile friendliness
  - Increase user engagement
  - Build backlinks

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## 2. Community Engagement – Build Partnerships

- Form strategic partnerships with other local businesses for cross-promotions and shared marketing efforts.
- Customer Referrals and Loyalty Programs
  - Discuss cost-effective ways to incentivise existing customers to refer others.
- Networking:
  - Attend industry events and conferences.
  - Join local business groups and chambers of commerce.
  - Build relationships with other entrepreneurs.
  - Participate in community events.
  - Host simple, low-cost workshops/events to raise brand awareness.

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## 2. Community Engagement – Peer to Peer Marketing

- Leverage satisfied customers to promote your brand through referral programs.
- Word-of-mouth recommendations are powerful and cost-effective.

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## 2. Community Engagement – Guerilla Marketing

- Use creative, unconventional, and low-cost marketing tactics to generate buzz and create memorable brand interactions.
- Leverage local partnerships and collaborations.
  - Examples include flash mobs, street art, or unique pop-up events that engage the community.

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## 2. Community Engagement – Contents & Giveaways

- Encourage user participation and social sharing by running contests.
- This can generate excitement and increase brand visibility without significant costs.

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## 3. Free & Low-Cost Tools & Resources

- Utilise Free Online Tools:
  - Canva for design
  - Google Analytics for website tracking
  - Google My Business for local SEO
  - Social Media Scheduling and Analytics (Buffer, Hootsuite, and free native analytics tools to schedule posts and measure engagement)
  - CRM Systems and Email Marketing Tools (Mailchimp and HubSpot to manage customer information and email campaigns)

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## 3. Free & Low-Cost Tools & Resources

- Measure and Analyse:
  - Track your marketing efforts using analytics tools.
  - Adjust your strategy based on performance data.

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# A Few Tips

## Focus on Your Unique Selling Proposition (USP)

- Clearly define what makes your business different from competitors.

## Know Your Target Audience

- Understand their needs, preferences, and behaviours.

## Start Small

- Begin with a few key marketing channels and gradually expand as your budget grows.

## Be Consistent

- Consistent marketing efforts are key to building brand awareness and generating leads.

## Measure Your Results

- Track your progress and make data-driven decisions.

## Adapt and Evolve

- Stay up-to-date with the latest marketing trends and adjust your strategy accordingly.

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# Thank you!

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