

# Digital Marketing MASTERCLASSES

## Leveraging Social Media for Growth on a Shoestring Budget

Raksha Mahabeer

Brand & Marketing Strategist

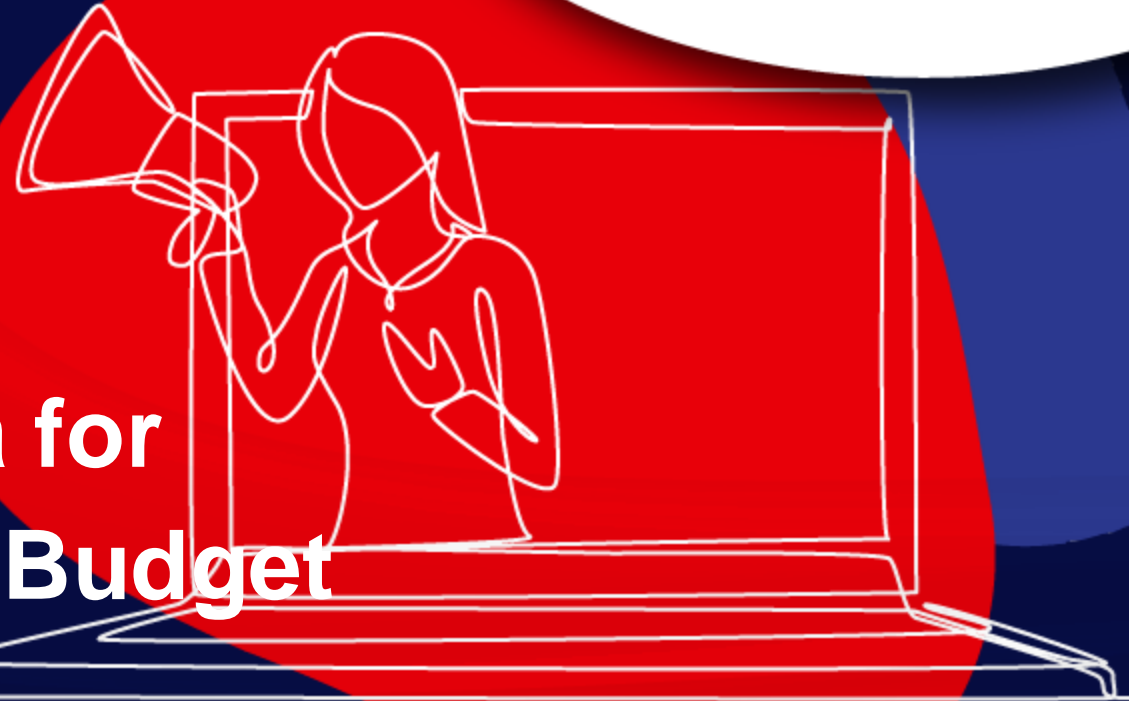


CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN



BROUGHT TO YOU BY



**SMME CLINIC**  
*Practical Business Remedies*

# Let's Talk!

1. Introduction
2. Understanding Your Audience and Setting Goals
3. Social Media Strategy on a Budget
4. Content Marketing and Blogging
5. Social Media Advertising on a Shoestring
6. Using AI to create a Social Media Content Plan
7. Case Studies
8. Q&A



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# The Current Social Media Landscape in South Africa

- South Africans are highly active on social media – it's a key part of daily life.
- Platforms like Facebook, Instagram, WhatsApp and TikTok are particularly popular here.
- This means social media offers incredible reach for your business to connect with potential customers.



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Understanding Your Audience and Setting Goals

## Knowing Your Audience

- Before posting anything, know WHO you're talking to.
- Find out their age, location, interests, what platforms they use. Look at your existing customer base, and identify the traits.
- Use platform analytics (Facebook Insights, etc.) to understand your current followers. Surveys and customer feedback are also valuable.



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Understanding Your Audience and Setting Goals

## Knowing Your Audience

- Identify your local competitors and follow them
- Identify global competitors or equivalents and follow them
- Conduct market research to understand your audience (target market) better
- OBSERVE!



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Understanding Your Audience and Setting Goals: Market Research Using AI

## Leverage Free AI Tools

- Utilise free AI platforms such as Google Trends and AnswerThePublic to analyse search trends and consumer queries relevant to your industry. These tools can help identify what potential customers are interested in.

## Social Media Analysis

- Use AI-driven tools like Hootsuite or Buffer to monitor social media conversations about your brand and competitors. This can provide insights into customer sentiment and preferences without any cost.

## Competitor Analysis

- Use AI tools like Crayon, which may offer free trials, to track competitor activities and gather insights on their marketing strategies, product offerings, and customer engagement.

## Surveys and Feedback

- Create online surveys using free tools like Google Forms or SurveyMonkey to gather direct feedback from your customers about their needs and preferences.

## Data Aggregation

- Collect, summarise and analyse data. Employ AI to aggregate internal data (such as sales figures) and external data (like market trends) quickly, allowing for more informed decision-making without incurring additional costs.

## Community Insights

- Join online forums and social media groups related to your industry to gather qualitative data on consumer opinions and trends, leveraging the collective knowledge of community members.

Hosted by



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

# Understanding Your Audience and Setting Goals

## Defining Clear and Measurable Goals

- SMART goals are KEY! Specific, Measurable, Achievable, Relevant, Time-bound.
- Examples: Increase website traffic by 20% in 3 months, generate 50 leads per month, boost brand awareness by reaching 10,000 more people.
- Make sure your social media goals DIRECTLY support your overall business objectives.



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Social Media Strategy on a Budget

## Choosing the Right Platforms

Don't try to be everywhere! Focus on where YOUR target audience spends their time.

If you're targeting young adults, TikTok or Instagram might be better than Facebook. If you're targeting professionals, LinkedIn could be the best route to take. Do your research to avoid wasting time

It's better to excel on one or two platforms than to spread yourself too thin across many.

## Content Planning and Creation

A content calendar keeps you organised and consistent – plan your posts in advance.

Mix it up! Use videos, images, posts, questions, polls. Keep it interesting!

Tools like Canva offer free templates to create eye-catching visuals.

## Organic Growth Strategies

Optimise your profiles with relevant keywords so people can find you.

Post consistently – even a few times a week is better than nothing. The more consistent you are, the more you can reach.

Respond to comments, ask questions, run polls – build a community around your brand.

Hosted by



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN



# Content Marketing

- Content marketing is the strategic creation and distribution of valuable content aimed at attracting and engaging a target audience.
- This can include blog posts, videos, infographics, and social media updates that provide useful information or entertainment.
- The focus of content marketing is to build trust and establish authority within a specific niche, encouraging customer loyalty and driving profitable customer actions.
- By integrating SEO practices into content marketing efforts, businesses can enhance their reach and effectiveness, ensuring that their content is discoverable by those searching for related topics.
- Incorporate user-generated content, it is very impactful!
- Use content that tells a story, evokes emotion and provides value.



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Content Marketing

- The most engaging content types for South Africans:

Video Content

Infographics

Social Media Content

Podcasts

Educational Content (How-tos, Tutorials)

User-Generated Content

Blog Posts

Promotional Content

Case Studies

Industry News



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Social Media Advertising on a Shoestring

## Choose the Right Platforms

Focus on social media channels that align with your target audience to maximise impact.

## Set Clear Goals

Define specific objectives for your campaigns, such as increasing brand awareness or generating leads.

## Leverage Organic Reach

Create engaging content that encourages sharing and interaction to build a following without paid ads.

## Utilise Targeted Ads

Use low-cost advertising options on platforms like Facebook and Instagram, targeting specific demographics and interests.

## Experiment with Ad Formats

Test different ad types (images, videos, carousels) to see what resonates best with your audience.

## Monitor Performance

Use analytics tools to track ad performance and adjust strategies based on what works.

## Collaborate with Influencers

Partner with micro-influencers who align with your brand for cost-effective promotion.

## Run Contests and Giveaways

Engage your audience by hosting contests that encourage sharing and participation to increase visibility.

## Use Hashtags Strategically

Incorporate relevant hashtags to enhance discoverability and reach a wider audience.

## Create Value-Driven Content

Focus on content that educates or entertains your audience, establishing your brand as a trusted resource.

Hosted by



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

# Using AI to Create A Social Media Content Plan

## Define Your Goals and Audience

1. Identify specific goals for your social media presence (e.g., increase brand awareness, drive website traffic, boost engagement).
2. Clearly define your target audience, including demographics, interests, and online behaviour.

## Choose an AI Content Planning Tool

1. Select an AI tool that suits your needs for content planning and creation. Options include:
2. ContentStudio: For visualising posting schedules.
3. Hootsuite: For scheduling and managing posts across multiple platforms.
4. Buffer: For automating content scheduling and analysing performance.

## Set Up Your Accounts

1. Integrate your social media accounts (e.g., Facebook, Instagram, Twitter) into the chosen AI tool. Follow the setup guides provided by the tool for seamless integration.

## Create a Content Calendar

1. Use the AI tool to develop a content calendar that outlines what content will be posted and when. This helps ensure consistency and allows you to plan around key dates or events relevant to your audience.

## Generate Content Ideas with AI

1. Utilize AI features in your chosen tool to brainstorm content ideas. Input keywords or themes related to your brand, and let the AI generate a list of potential topics or formats for your posts.

## Create Engaging Content

1. Use AI writing assistants (like ChatGPT or Jasper) to draft social media posts, captions, and hashtags based on the ideas generated.
2. Consider using design tools like Canva with AI features to create visuals that accompany your posts.

## Schedule Your Posts

1. Use the scheduling feature of your chosen tool to set specific times for your posts to go live. Consider audience analytics to determine optimal posting times for maximum engagement.

## Monitor Performance and Adjust

1. After posting, use the analytics features of your AI tool to track engagement metrics (likes, shares, comments).
2. Analyse which types of content perform best and adjust future posts accordingly based on these insights.

## Iterate and Improve

1. Continuously refine your content strategy based on performance data. Experiment with different content types, posting frequencies, and formats to see what resonates most with your audience.

Hosted by

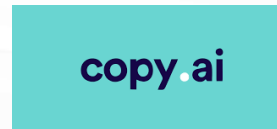
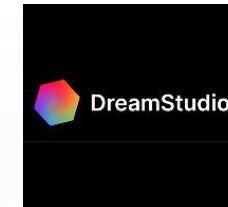
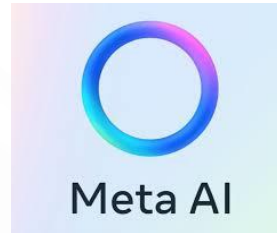


CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

# Popular AI Tools



Hosted by



# Case Studies

## Colleen's Homemade Sauces

Founded by Colleen Flowers, this SME leveraged social media to boost brand visibility and sales. After participating in a digital transformation programme, Colleen reported an 18% increase in sales, showcasing the power of targeted online marketing and engagement with customers through platforms like Facebook and Instagram

## Vuttomi Liquids

Nonhlanhla Ditshego, the founder of Vuttomi Liquids, effectively used online tools to redefine her product offerings. By actively engaging with customers on social media, she increased her products' visibility across different provinces and significantly boosted online sales

## RocoMamas

This fast-casual dining chain has successfully utilised social media platforms to enhance brand awareness and drive sales. Their engaging content and promotions on platforms like Instagram have attracted a younger audience, contributing to their rapid growth in the competitive food industry

## Sebongi Construction

Sanna Sebone transformed her business through the Zimele project, which provided support for emerging entrepreneurs. By using social media to showcase her projects and engage with clients, Sanna attracted new business opportunities and achieved exponential growth

## TechnoServe's Zimele Project

This initiative has helped numerous SMEs by providing training and mentorship. Businesses involved have successfully harnessed social media to connect with customers and promote their services, leading to increased sales and community impact

Hosted by



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

# Next Steps

Know your  
Audience

Map out your  
Marketing Activities

Leverage Digital  
and AI Tools for  
Social Media

Review Analytics  
and Measure  
against Marketing  
Objectives



CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Digital Marketing MASTERCLASSES

Hosted by

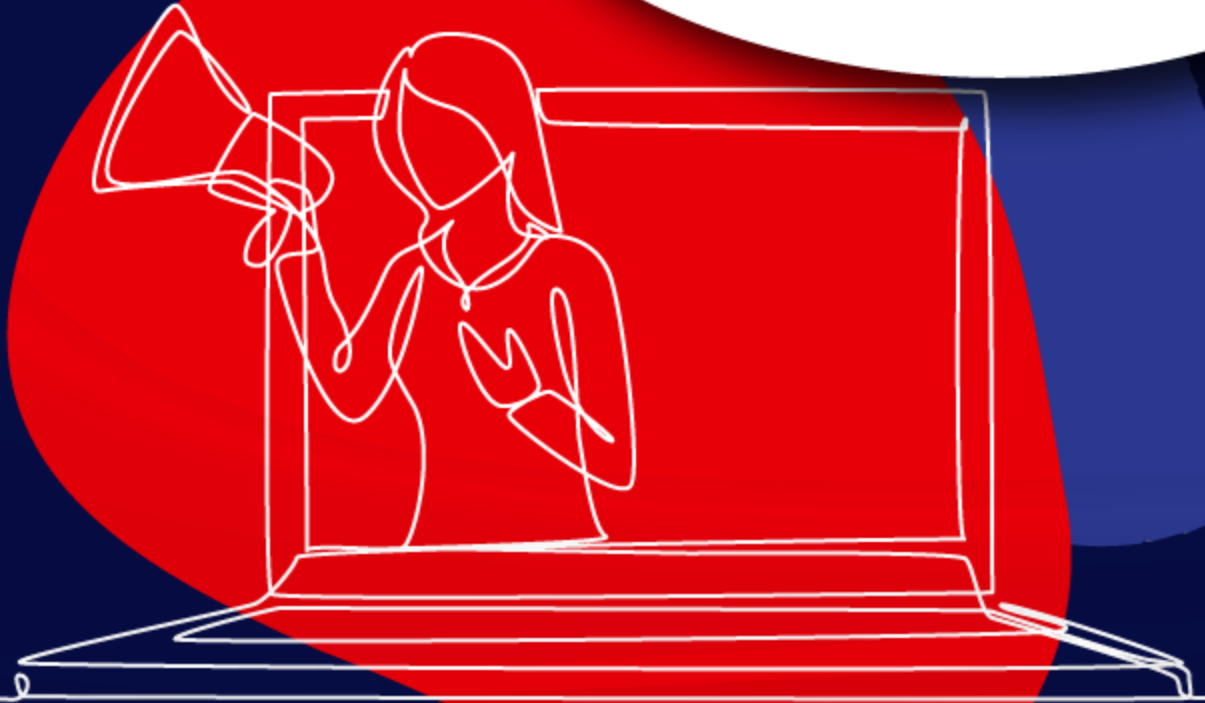


CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD



INVEST CAPE TOWN

# Q&A



BROUGHT TO YOU BY



**SMME CLINIC**  
*Practical Business Remedies*





CITY OF CAPE TOWN  
ISIXEKO SASEKAPA  
STAD KAAPSTAD

Hosted by



INVEST CAPE TOWN

# Digital Marketing **MASTERCLASSES**

# Thank you!

• Raksha Mahabeer | [raksha@rakshamahabeer.com](mailto:raksha@rakshamahabeer.com) | 082 923 5730