



A KENYAN SME'S GUIDE TO PLANNING ONLINE HOLIDAY PROMOTIONS

A Simple Guide To Enhancing Your Shop's Online Visibility



BE CLEAR ABOUT YOUR PROMOTIONAL OBJECTIVES

Whether you plan to (i) simply raise awareness about your product range, or (ii) influence your audience to take an action on your page and ultimately, get your prospects to buy from you - it all adds up to building up the value of your brand. So, it's important to ensure that all your actions are driven by your main promotional objective



ESTABLISH YOUR BUDGET

How much do you plan to spend in order to stand out from the crowd? What are your marketing priorities? What can you afford? If you're just starting out, set yourself a target of at least Ksh. 5000 per month and see what value that offers. Whatever the case, ensure you set something aside for your promotions, so that all your efforts get noticed.



KNOW YOUR AUDIENCE

Who are you talking to? What are their needs? How old are they? What do they do for a living? How much do they earn? Where do they live? Where do you find them? Besides social media networks, what other media channels do they visit? Look into the various channels where they may be found, and establish how to reach them.



DEVELOP YOUR CONTENT

Whether you choose to outsource content development to a paid expert, or to do it yourself - always make sure it connects with your audience. As far as possible, use quality images and ensure that your text is well written and clear.



EXECUTE YOUR CAMPAIGN

Upload your content across your selected channels and monitor it's performance very closely. Be sure to respond to audience inquiries. Ensure you keep track of progress against your objectives. This will help determine if your efforts have been successful.

DIGITAL MARKETING PLAN FOR A BABY CLOTHES SHOP

SAMPLE

Here's a sample digital marketing plan to guide you when planning for your digital holiday promotions. Let's call this shop "Cecilia's Baby Clothes." Cecilia's main goal is to reach out to a larger audience of digitally-savvy Kenyan women and mothers who are shopping for Christmas gift items.

CAMPAIGN OBJECTIVE

To find more customers for her business

CAMPAIGN GOAL

To generate interest in her shop amongst an audience of digitally-savvy Kenyan women and mothers



ESTABLISH BUDGET

It's 2 months to Christmas, she's invested in more stock and needs to ensure it sells. She can only afford to spend Ksh. 15,000 per month on paid promotions e.g:

- Social Media Platforms: (US\$100) Ksh. 10,000
- MumsVillage: Ksh. 5000 i.e. Mumsvillage featured listing, social media posts and email mention to MumsVillage mailing list



DEVELOP CONTENT

Fortunately, her suppliers have given her excellent images of their product range. She uses these images for her promotions.



IDENTIFY AUDIENCE

Cecilia knows that her main audience is expectant mothers, and mothers with young children. She also sets targets for her campaign based on reach, impressions, engagement and ultimately, target sales.

EXECUTE

She uploads her content and pays for the promotions. To see if the campaign is successful, Cecilia monitors reach, impressions and most importantly engagement and targeted sales.



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