

RUFORUM

Entrepreneurship Training

Post COVID survival

5th August 2020

Expectation

1. Sharing short term interventions to achieve business recovery
2. Understanding business pivoting
3. Appreciate how digital media can support post COVID recovery
4. Brief on how to leverage business data to support post-COVID survival.

Short term Actions Towards COVID recovery

Stay Safe

1. Protect your and your employees lives.
2. Stay home if you can.
3. Ensure safer work environment with SOP adherence.

SOP adherence, Social Distancing, Testing.

Understand exposure

1. Which parts are most disrupted on Business model canvas?
 - Delivery Channels
 - Key partners (Input suppliers may be on lockdown)
 - Customer needs
 - Key activities

Implement strategies to manage exposure.

Secure Liquidity (You need cash)

1. Hold onto whatever cash you can.
2. Analyse borrowing options.
3. Follow up on receivables.
4. Apply for stimulus packages.

Detail a liquidity Plan.

Stabilize supply chain – Stay in production

1. Avoid superficial demand – driven by panic.
2. Support supply chain, pay promptly, provide cash incentives if you can (Pre-purchase)
3. Identify alternative suppliers

Detail supply chain management strategies.

Short term Actions Towards COVID recovery

Sales – Close some sales

1. Explore digital sales channels
 - Websites
 - Marketplaces
 - Social Media
2. Engage existing prospects to check interest in your product.
3. Implement alternative delivery channels

Sell Sell Sell

Marketing – Stay visible acquiring attention

1. Using digital channels, Maintain visibility in the market
 - Communicate post COVID plans
 - Communicate product availability

Drive Attention
2. Engage previous customers to understand interest
3. Consider options for product diversification.

Continue to implement AIDA

You may also consider a business pivot.

Pivoting

Pivoting is a bold leadership decision to course correct a business for better profitability.

Why Pivot?

- Existing business cant sustain itself.
- Existing product is becoming obsolete due to new technology.
- Competitive product has emerged on the market which completely substitutes your product and plus offer more features.
- Covid19 makes it is impossible to do business in regular way.

Examples of Pivoting – Utilizing the same resources

| Pivot Example | Case |
|---|---|
| Radical change in business model. | From Manufacturing to producing face masks. |
| Expanding to a new business vertical which is quite different than the existing one. | Making Sanitizer as opposed to Gin |
| Dropping product features or categories that don't work | Focusing on one product category – If pineapple juice is selling over Beetroot, Drop the Beetroot |
| Due to technological advancement shifting the complete face of the existing business. | From physical stores to online stores. |
| Changing target customers | Business to Customer to Business to Business Models. |

Remember it is okay to fail. If it is not working, Shut it down.

Our biggest regret at the end of our life turns out to be acts of omission, What would have happened if I tried this? It is okay to try and fail. At the end of your life you will feel better knowing you tried.”

Jeff Bezos

The COVID-19 Opportunity

Problems brought by COVID-19

Social Problems SDGs

Unemployment.

Frequent Problems

Limited Mobility.

Mandatory Problems

Need to wear face masks.

Urgent Problems

Death.

Absence of a Vaccine.

Regulatory Problems

SOPs adherence.

Big Problems

Unemployment.

Hunger.

What Businesses do these present?

Problems are opportunities

Social Problems SDGs

Unemployment.

Solutions

Job placement agencies
Uber for gigs

Frequent Problems

Limited Mobility.

Solutions

Delivery businesses
Delivery applications

Mandatory Problems

Need to wear face masks.

Solutions

Sanitizer production
Masks production

Urgent Problems

Death.
Absence of a Vaccine.

Solutions

SOP approved funeral svcs
Vaccine development

Regulatory Problems

SOPs adherence.

Solutions

SOP training

Big Problems

Food wastage
Hunger.

Solutions

Agro processing
Mechanized farming

Task 1

1. Detail the impact of COVID on your business (Relate this to the different parts of your business model Canvas). Detail activities & strategies to ensure survival during & Post COVID
2. Identify Problems created by COVID that your business could solve. You may go ahead and ideate around these.

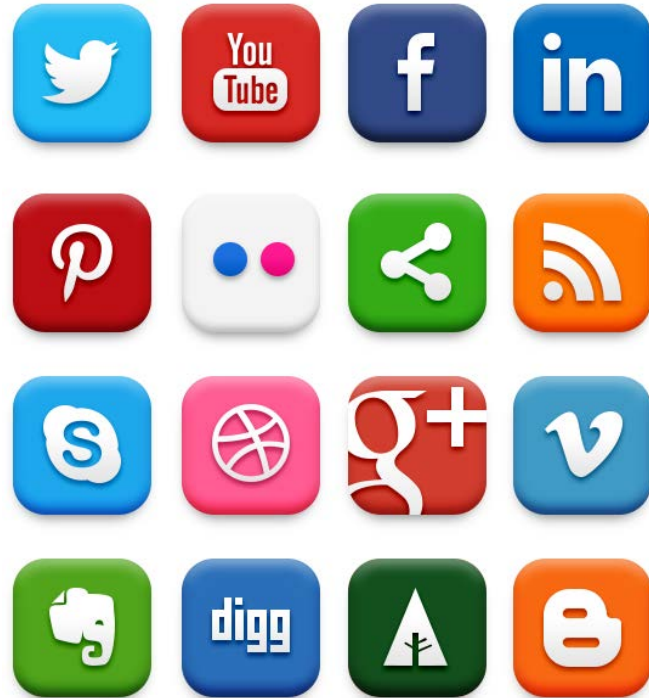
Leveraging Digital Marketing for Business Survival

Why Digital Channels

- It is a measurable form of marketing – you have the data.
- Drive prospect & lead generation at the top of your sales funnel, through to closing.
- Increase customer reach including millions of mobile users at a low cost. .

A digital channel is just like a physical outlet. This implies you should use the AIDA model to drive sales.

What Digital Marketing is not



Why people use different social media channels
<https://blog.hootsuite.com/types-of-social-media/>

What Digital Marketing is?

Using internet and online based digital technologies to promote products and services.

Paid

Internet Advertising

PPC – Search Marketing

Mobile Advertising

Sponsorships

Paid Applications

Earned

Social Media
(Pages and Feeds)

Word of Mouth

User Forums

News, PR,
Announcements

Blogger
Relationships

Owned

Brand and Product
Websites

Mobile Brand and
Product Websites

Proprietary Mobile
Applications

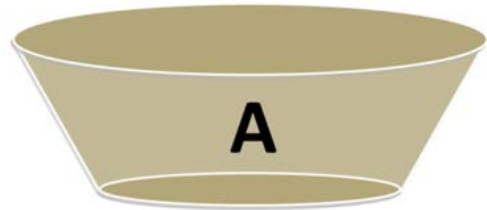
Customer Care
Services

Proprietary Digital
Content

Proprietary Blogs

Practical use of social media during COVID – Applying AIDA model

Attention – Attract the customer, Who are you?



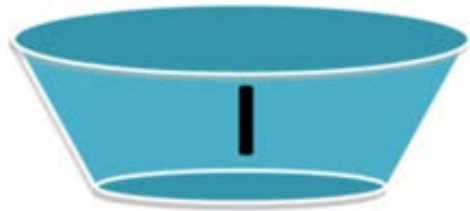
Attention

The consumer becomes aware of a category, product or brand (usually through advertising)

| Activity | Channel | Tactic |
|---|---|--|
| Communicate availability during COVID (We are here) Communicate your brand contribution to activities around pandemic themes | Social Media (FB, TW, IG), Whatsapp groups & status | Paid - Sponsored Posts Mass mailers Bloggers Influencers. Adsense |
| Communicate COVID SOP adherence, show you are responsible. | Social Media, Website | Posts of regular activity updates around adherence to SOPs |
| Create Alternative sales channels | Marketplaces | Sign up to all available marketplaces. |

An **influencer** is someone who has: the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience

Interest – Spark curiosity (What can you do for me?)



Interest

The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle

| Activity | Channel | Tactic |
|--|---|---|
| Show use cases solving key customer problems. | YouTube, social media, Whatsapp groups & status | User videos, Influencers. Regular posts |
| Sales offers – #DiscountTuesday | Social Media, Website | Posts with promotional imagery (Starbursts), Mailers, Adsense |
| Highlight distribution/ product access locations – Show it is possible to access your product. | Social media, Website | Posts with location information Add links to purchase websites |

Desire – Trigger want, (I want you because you can do this for me).



Desire

The consumer develops a favorable disposition towards the brand

| Activity | Channel | Tactic |
|--|---|---|
| Facilitate word of mouth engagement. Tell user stories and gains. Show other people using your product or brand. | Social media, website, whatsapp groups & status | User videos, Influencers, user stories, mailers, Post imagery of users experiencing product |

Action – Provoke purchase, (I am getting your product).



Action

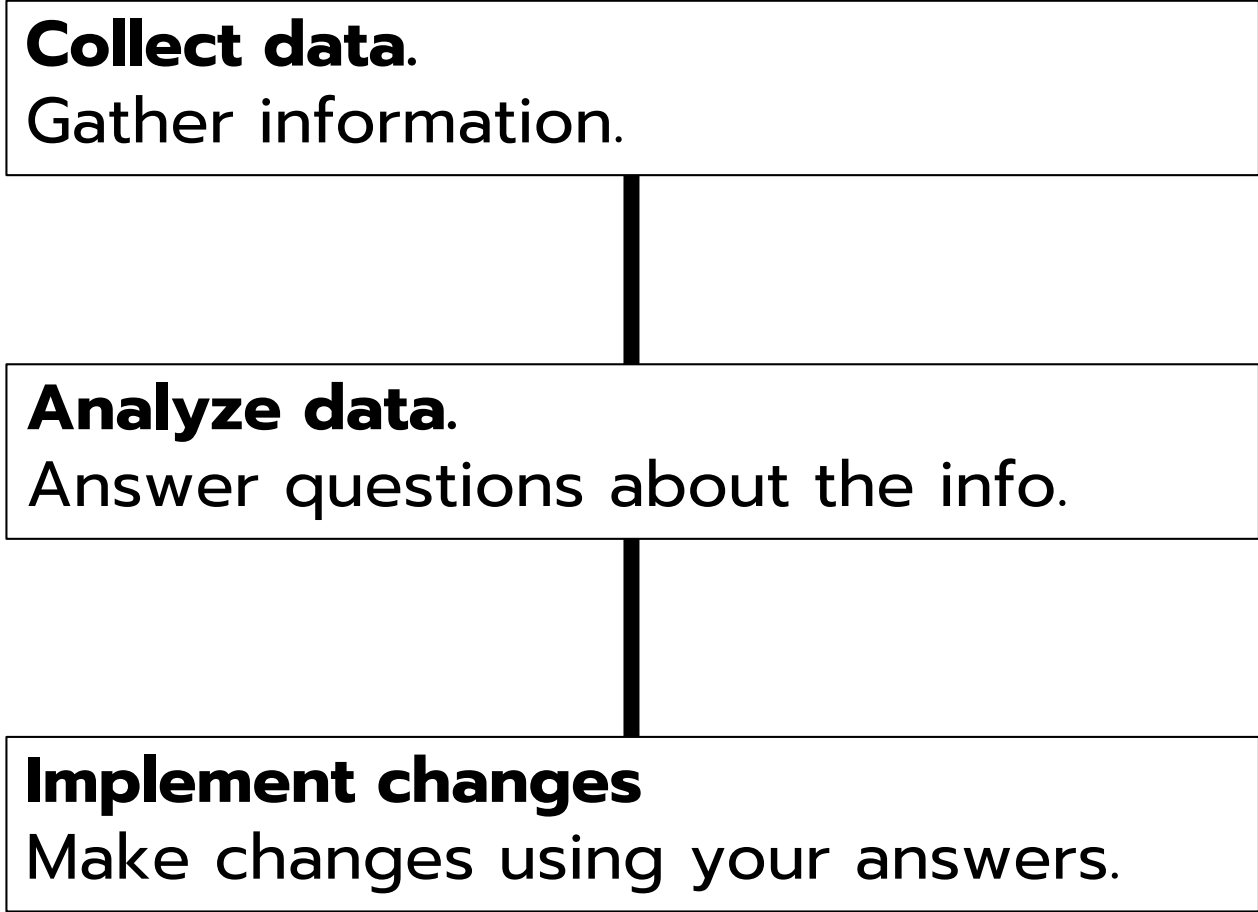
The consumer forms a purchase intention, shops around, engages in trial or makes a purchase

| Activity | Channel | Tactic |
|-----------------------------------|--------------------------|--|
| Communicate purchase locations | Social media Website | Add purchase links to posts Add contact/location details to posts |
| Implement virtual payment options | Website links | Marketplace payment links, payment links |
| Communicate delivery options. | Social media, Website | Posts with details/offers on delivery - #FreeDelivery |

Leveraging Business Data for Growth & survival

Data: facts and statistics collected together for reference or analysis

How to use Business Data.



Collecting The Data.

1. Surveys: Directly ask customers for information. (Name, interests, purchase drivers, challenges, reasons for satisfaction).
2. Transactional Data: Tracking (Sales, payments, credit requests)
3. Online activity Tracking
4. Social Media Monitoring (Actions, clicks, interests, post impression).
5. In-Store Traffic Monitoring (Beacons, physical records)

Analyze The Data.

1. **Patterns;** Purchase patterns, Store traffic patterns, payments, customer service, drop off, customer actions.
2. **Trends:** sales trends, seasons
3. **Relationships,** purchase decisions

Understand what is working and do more of that. Change what isn't working.

Implement changes towards growth & Survival

1. Customer service (What customers complain about the most)
2. Product placement (Best seller visibility or offers on near expired stock)
3. Promotions (Seasonal promotions based on customer activity)
4. Marketing strategy (Communicate customer need)
5. Upsell strategies (Bundled offers)

Use Data to run your Business

Recap

1. Covid has created challenges but also opportunities
 - Stay safe
 - Understand exposure
 - Secure liquidity
 - Stabilize supply chain
 - Sell sell sell
 - Pivot if you have to.
 - It is okay to fail
2. Identify problems your business can solve.
3. Leverage digital marketing to drive recovery
4. Use data to run your business