



STRATEGIES FOR WOMEN SMES IN NIGERIA TO STAY AFLOAT DURING/AFTER COVID-19

- **Live Interactive Webinar**
Thursday, April 9th, 2020
12:00 - 13:30



OUTLINE

- ☐ TIPS FOR SELF IMPROVEMENT IN CRISIS**
- ☐ BUILDING A DIGITAL MARKETING STRATEGY IN THIS NEW ERA**
- ☐ FUNDRAISING & ACCESSING FINANCE DURING A CRISIS: COVID-19**



SHE

**WORKS
HERE**

**TIPS FOR SELF-
IMPROVEMENT IN A
CRISIS**

**Speaker:
PROF. ABIOLA AWOSIKA**



PROF. ABIOLA AWOSIKA
Dean of Faculty, She Works Here

Educated in Nigeria, UK and the United States, Professor Abiola Awosika is Rector/Founding CEO of Olawoyin Awosika School of Innovative Studies (OASIS). She is a Professor of Business (Finance and Economics), a former Vice President and Dean of Academics and former Special Assistant to the President for Assessment and Strategic Planning at Montreal College in North Carolina.

Professor Awosika's career in Education, Business and Management, gives her a deep knowledge of what it takes to help professionals learn and apply learning to businesses and other institutions.

Duration

15 Minutes

Description

Tips on how to survive during and after a crisis

Key Objective

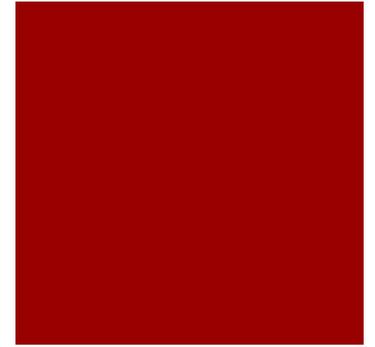
To help Entrepreneurs think through their survival pre and post Covid-19 pandemic

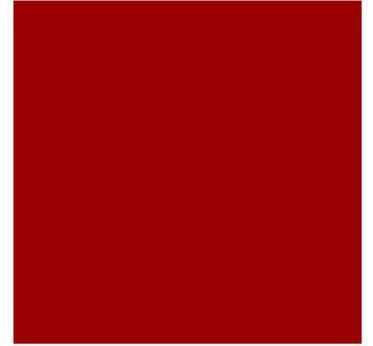
Learning Outcomes

Participants will learn how to
Manage themselves
Manage their staff
Manage their business

Letting The Best You Emerge

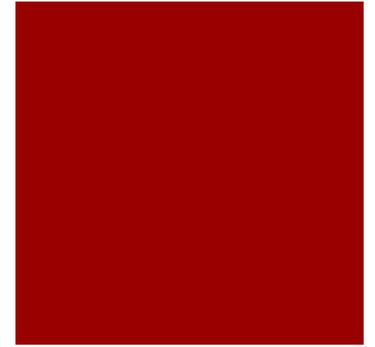
- You have to see the positive side of this pandemic
- Some people will emerge as millionaires after this.
- Will that be you?





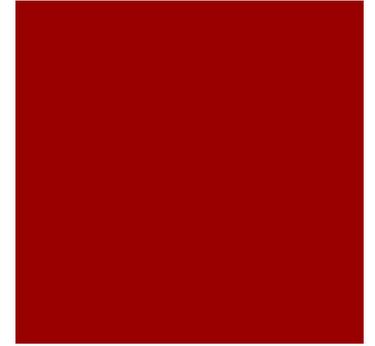
Got Lemons

- Can't pay salaries/job losses
- Contracts are cancelled/tight cash flow
- The debts won't go away
- People are depending on you to find solutions



Making Lemonade

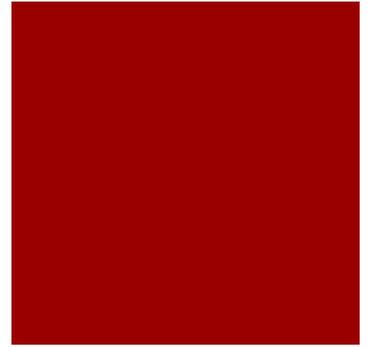
- What are some of the solutions to these problems?
 - First get information. Webinars, news from every avenue.
 - See if you can supply anything that's needed for Covid-19.
 - For your cash flow, talk to your banker to reschedule your loans. Or talk to Ms. Ekiyor about grants and loans.
 - Start thinking outside the box. Have a brainstorming session with your employees on WhatsApp, or any other platform.
 - Consider taking courses with your staff.

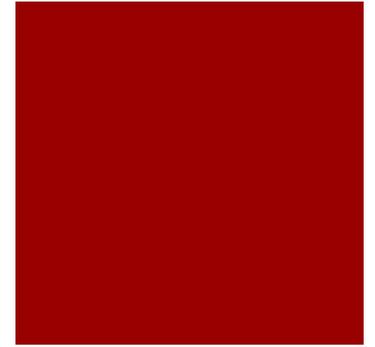


- You need to think of innovative ways to keep doing what you are doing but better both now and after Covid-19
- You need to rethink your strategy. Using a low cost strategy or Branding strategy
- You need to repackage your product, your company, yourself. Product positioning is very important. It means repurposing your product. Eg. Chloroquine used to be a malaria drug now its being repositioned as a drug for Corona virus.

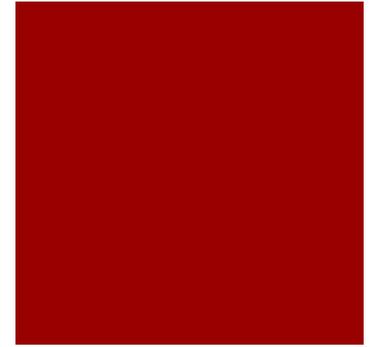
Keep Making Lemonade

- Be nice to your staff and see if they will take a pay cut so you don't have to lay off.
- Think of your processes. How will it affect you, both positively and negatively. Repackage yourself. If your product was upscale before, think of a medium scale version for those who are now affected by the pandemic.





- Take advantage of the many free trainings out there. As an Entrepreneur, I recommend that you take three courses – One in Management, one in Marketing and one in Finance. In all their ramifications.
- I took a course in AI the other day. Very soon AI and Robotics could be the solutions to pandemics such as this. However if you don't know how can you be the game changer in such an industry.



- You are a leader, don't be afraid, don't lose your confidence. This too shall pass. Get busy. Find something to do. Do your workout. Could be a workout video if you are staying safe.

- Finally, pray. Let God show you the way so you know where to go, where to turn, and what decisions to make. Such that even if it seems wrong to everyone else you will know it's God leading and directing you.



**BUILDING A DIGITAL
MARKETING STRATEGY
IN THIS NEW ERA**

**Speaker:
Ms. Melinda Emerson**



MS. MELINDA EMERSON
International Faculty, She Works Here

Melinda F. Emerson is America's #1 Small Business Expert and thriving entrepreneur for nearly 20 years. She is an internationally known keynote speaker and expert on small business development and social media marketing. She is the creator and host of #Smallbizchat, the longest running live chat on Twitter for small business owners. Forbes magazine named her the #1 woman for entrepreneurs to follow on Twitter.

Melinda is the founder and president of Quintessence Group, an award-winning marketing consulting firm based in Philadelphia. She is the bestselling author of Become Your Own Boss in 12 Months, 2nd Edition and the ebook - How To Become a Social Media Ninja, and her latest book Fix Your Business.

Melinda's Bio



Melinda F. Emerson, SmallBizLady Is America's #1 Small Business Expert

- Thriving entrepreneur for the last 20+ years
- Internationally keynote speaker, small business influencer
- Social media marketing guru
- Advocate for small business owners
- She publishes a resource blog succeedasyourownboss.com
- Host of #Smallbizchat LIVE & The Smallbizchat Podcast

Her consulting firm Quintessence Group, works with Fortune 1000 brands who target the small business market including VISA, FedEx, Google, HP, American Express and Verizon to name a few.

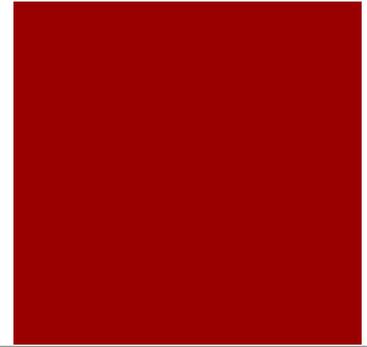


What is a Digital Marketing Strategy?

- ❑ A Digital Marketing Strategy is simply a holistic approach to managing your businesses digital resources to achieve your marketing goals.
- ❑ A strategic framework and process model for all key digital marketing activities.
- ❑ A Digital Marketing Strategy should include a review to check how well all your digital touchpoints are being managed.

Why you need a digital marketing strategy?

1. Lack of Direction
2. Lack of Understanding of Your Online Audience
3. Not Competing Effectively Against Competitors
4. Lack of a Powerful Online Value Proposition
5. Digital Doesn't Have Enough People/Budget Given its Importance
6. Poor Online Customer Engagement
7. Lack of an integrated Approach
8. You are Not Agile Enough to Catch up or Stay Ahead
9. Lack of Optimization



9 Elements of Successful Digital Marketing Strategy

1 THE CUSTOMER JOURNEY

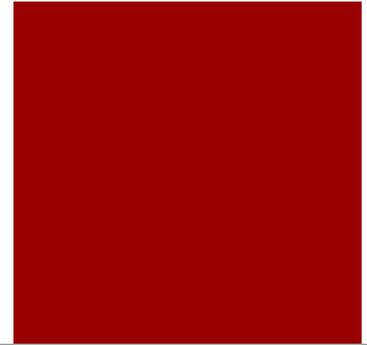
Create a detailed map of your customer's journey to find your product or service.
(include digital and non-digital channels)



10 Elements of Successful Digital Marketing Strategy

2 TALK TO YOUR CUSTOMERS

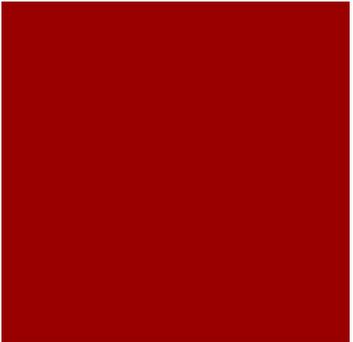
Reach out to sample of your customers and do a survey on their satisfaction with your customer service with your products or service.



10 Elements of Successful Digital Marketing Strategy

3 **COMPETITIVE ANALYSIS**

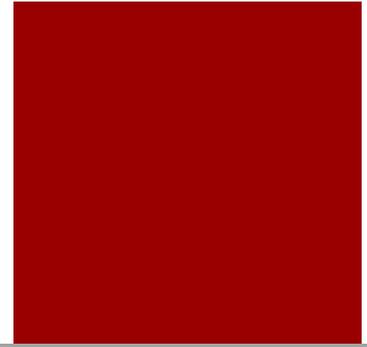
Look around at your competitors. What are they doing right and wrong? What techniques can you adapt for your business?



10 Elements of Successful Digital Marketing Strategy

4 SALES VS. MARKETING

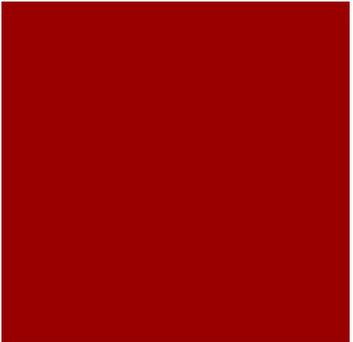
How well does is the relationship between Sales and Marketing working? Both teams must understand each other's roles & relevance. This us a good time for training as well.



10 Elements of Successful Digital Marketing Strategy

5 CHANNEL ANALYSIS/ANALYTICS

Take a fresh look at the channels you are using to market your business. Has anything changed from the year before? Use analytics to determine what channels you should prioritize with more budget & time.



10 Elements of Successful Digital Marketing Strategy

6 INTERNAL RESOURCE AUDIT

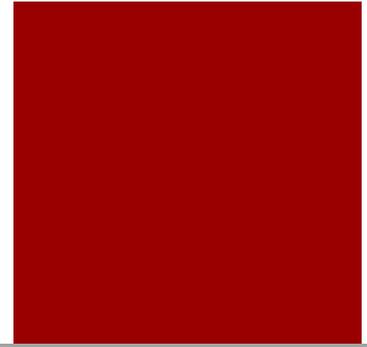
Look at your staff that do marketing. Do you have the right people? Do their skills match the work needed against the KPI's.



10 Elements of Successful Digital Marketing Strategy

7 **MARKETING AUTOMATION**

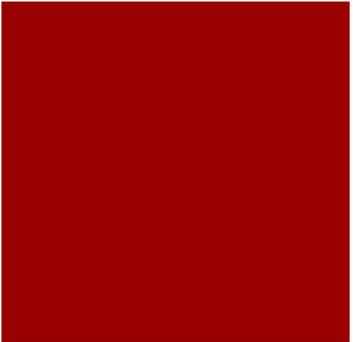
Are there lots of manual tasks involved with your company's marketing efforts? It is imperative that you automate as many tasks as possible.



10 Elements of Successful Digital Marketing Strategy

8 PRIVACY/DATA GOVERNANCE

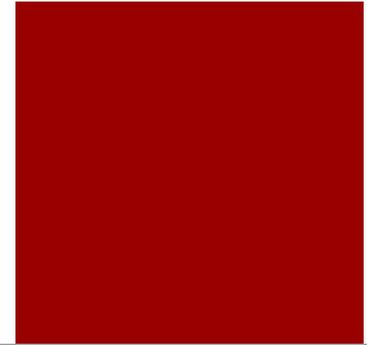
There are U.S. and global marketing rules. Review your marketing processes to make sure you are GDPR compliant and protecting your customer's data.



10 Elements of Successful Digital Marketing Strategy

9 BUDGETING

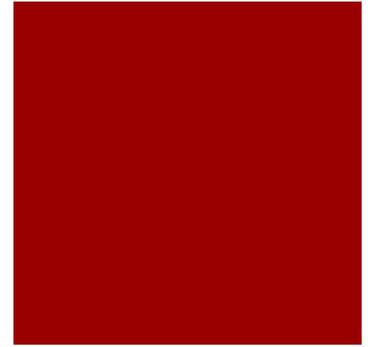
Once you have a really good idea of what you want with your marketing, you must figure out how much this will cost. Include costs for tools, software, staff, training, and cloud infrastructure.



10 Elements of Successful Digital Marketing Strategy

10 CREATE THE ANNUAL PLAN

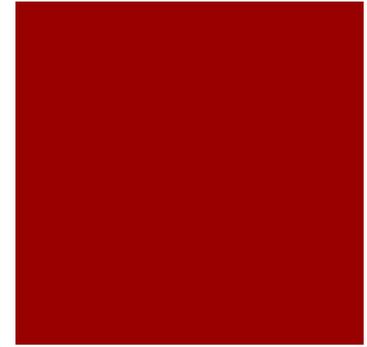
Create a comprehensive plan for your marketing efforts. It should describe what you need to be successful, why and how much it will cost.



The Bottom Line

- Customers have moved to the web, businesses must follow.
- Customers consume content in different ways at different times.
- Businesses have to use 21st century tools to effectively reach customers

Building a Digital Marketing Strategy in a Crisis?



“Swords are made, how leaders are made.”



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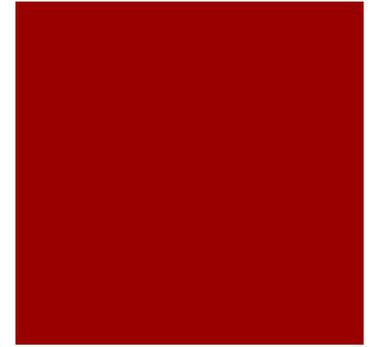
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**FUNDRAISING &
ACCESSING FINANCE
DURING A CRISIS:
COVID-19**

**Speaker:
Ms. Thelma Ekiyor**



MS. THELMA EKIYOR
Managing Partner, SME.NG

Ms. Thelma Ekiyor has over 19 years experience working in the development sector, as an impact investor, donor, philanthropic advisor, non-profit practitioner, social entrepreneur. She has experience working in 22 African countries. Ms. Ekiyor is the Managing Partner SME.NG Nigeria's Impact Investment Platform, which has set up two impact funds for women entrepreneurs.

She is the Co-Founder/Chairperson of Afrigrants and also served as the pioneer CEO of TY Danjuma Foundation. Ms. Ekiyor holds an MBA (Entrepreneurship & Innovation) from Imperial College London, UK; a Law Degree {LLB Honours) from University of Buckingham UK. She is also a Fellow of Stanford University, USA.



Duration

15 Minutes

Description

Micro, small and medium sized businesses in Africa struggle to consolidate, grow and access finance in stable time. These struggles are exacerbated in crises. The presentation examines opportunities available to MSMEs in crisis and in particular COVID-19

Key objective

- Explore how MSMEs can fundraise in crises
- Guidelines for preparing for financing/funding
- Identify financing opportunities in Nigeria and internationally

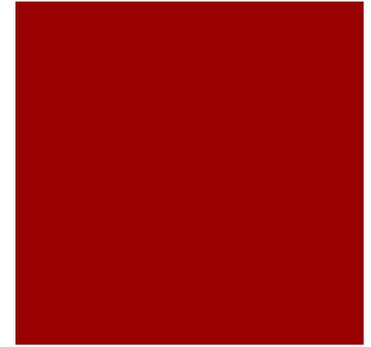
Why Fundraise & Access Finance in a Crisis?

Crises put pressure on the economy and MSMEs are often in survival mode. **Liquidity, liquidity, liquidity!**

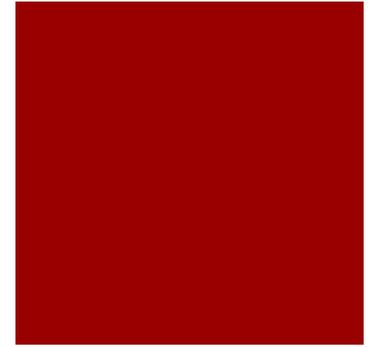
This is the time for businesses to simultaneously be introspective and also scope external environment

Accessing finance is important as it would help businesses do the following:

- ❑ **Meet immediate needs:** e.g. retain staff, keep supply lines open, pay off debts
- ❑ **Meet upcoming or future needs:** Post-crisis is a crucial period for businesses. Many are unprepared for the **“new normal”**. Finance will help businesses adapt to the post crisis environment. E.g. Innovating, developing new clients.



Preparing for Fundraising



Environment scoping:

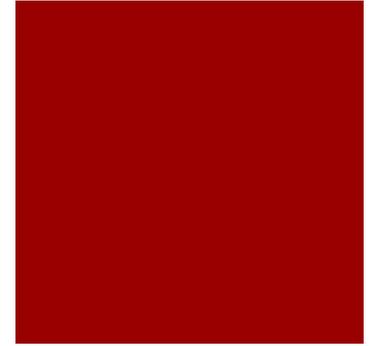
- What is out there?
- Who is lending during this period?
- Who is giving grants?
- What are they financing?

Make connections

- Join the right groups – e.g. **“She Works Here”**, **“She Trades”**
- Introduce yourself to relevant organizations
- Organise virtual calls

Institutional strengthening:

- Do we have the right team to fundraise?
- Is our company ready to seek finance?
 - Annual report
 - Audit
 - Success stories/Track record
 - Up to date pitch or proposals

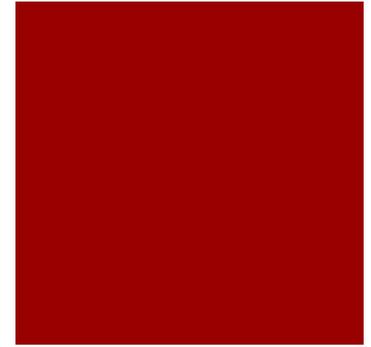


Financing Opportunities in Nigeria & Internationally

- 1. Government stimulus or interventions:** During crisis, the government typically steps in to stimulate the economy. This has also happened in relation to COVID-19.

In Nigeria, there are a number of interventions for MSMEs:

- Central Bank of Nigeria agri-business fund
- CBN – NIRSAL Microfinance N50b facility for MSMEs



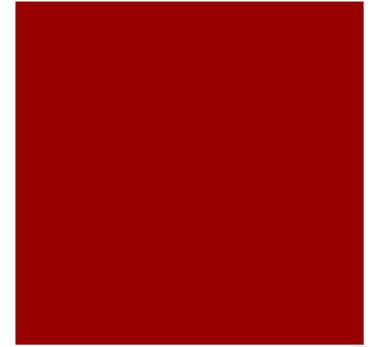
2. Grant & Social Investments:

During crisis, like COVID-19 grants and social investments are deployed into the society to mitigate/alleviate the impact it would have on the economy.

***There is an avalanche of grants flowing into Africa**

Available Grants are in two (3) structures:

- ❖ Urgent action grants to solve an immediate problem (**Short term – catalytic**)
- ❖ Medium to longer term grants (recovery grants)
- ❖ Innovation grants – “**new idea/solution**” on the crisis



3. Investors

This is not the time to be shy about approaching an investor.

Note: Investors are people too and have been affected by the crisis

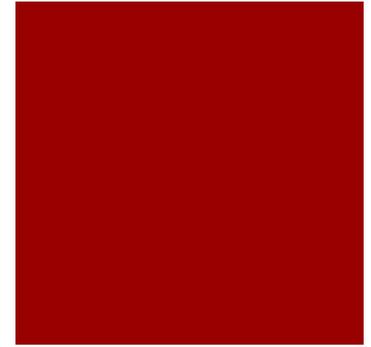
Revisit that investor, but not with the “pre-crisis” pitch or project. REFLECT THE NEW. NOT BUSINESS AS USUAL

****Explore the opportunities available with Impact Investors***



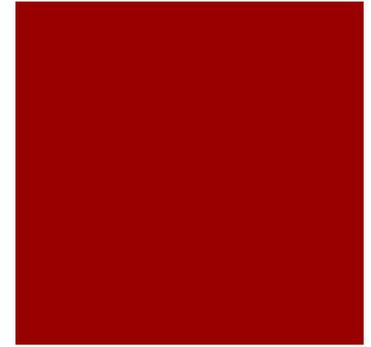
Tips for Fundraising During a Crisis

1. First things first – Reduce your expenditure
2. Conserve resources – spend on the right and necessary things e.g. training for yourself & team
3. Do not be caught unawares, design a **“Post-COVID fundraising strategy”** now
4. Develop a 1-page communication sheet on your business and what it is doing in this period – Disseminate widely
5. Research who is giving or investing in your sector
6. Develop a **“social impact”** component of your business that can respond to COVID-19, this is the time to do it. Be part of the solution! E.g. **Feeding health workers. Ford Motor Company making ventilators**
7. **Apply Apply Apply** – Don't be conservative
8. Forge partnerships or consortiums to apply for grants. e.g. Social enterprise funds are available for lead partners in the EU
9. Develop your fundraising skills



Sample of Current Grants 2020

- ❖ <https://africafoundation.heineken.com/our-approach/>
- ❖ <http://www.alsumaitprize.org/nominations/>
- ❖ <https://ifworlddesignguide.com/awards/participate/if-social-impact-prize>
- ❖ <https://diningforwomen.org/learn/grants/apply-for-a-grant/>
- ❖ <https://www.co-impact.org/how-to-apply/>
- ❖ <https://www.mestafricasummit.com/>
- ❖ <https://www.usaid.gov/div>
- ❖ <https://solve.mit.edu/challenges/learning-for-girls-and-women>
- ❖ <https://wphfund.org/call-for-proposal-covid19/>
- ❖ <http://diasporachallenge.com/index.html>
- ❖ <https://roddenberryfoundation.org/our-work/roddenberry-prize/>
- ❖ <https://www.3ieimpact.org/funding/apply-now-implementation-and-evaluation-grants-under-our-swashakt-evidence-programme?fbclid=IwAR1QRcdvvgEiQMxKWBWLFk6c9VL1pP0HtTDN78W02aWJx-Lqjr23IXb9wFU>



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