

# TURNBIZ DIGITAL

MIND YOUR OWN BUSINESS

# MISSION STATEMENT:

EMPOWERING YOU WITH DIGITAL SKILLS  
TO HELP YOU TRANSFORM YOUR  
BUSINESS TO A BRAND

# THE PROBLEM

- Small and Medium Enterprises (SMEs) are increasing by the day.
- More youth are moving into “hustling” due to lack of jobs.
- Capital constraints creates a barrier for expansion and limits advertising budgets

**Number of registered SMEs in Kenya**

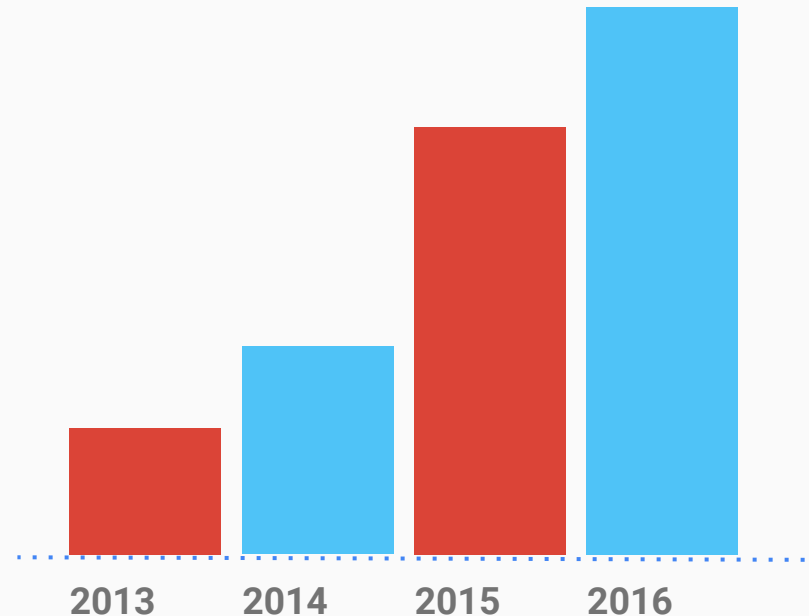
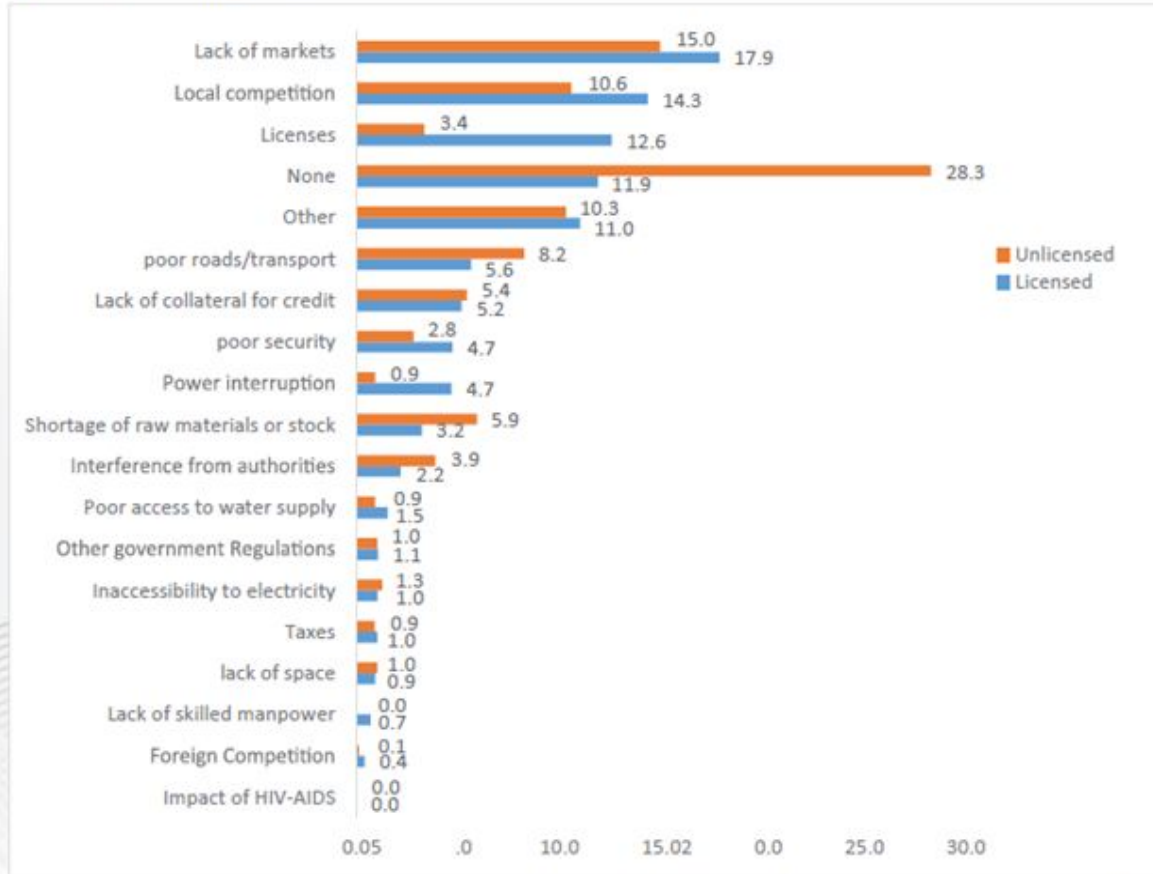


Figure 8.1: Challenges Faced by MSMEs



LACK OF MARKETS  
AND LOCAL  
COMPETITION ARE  
THE MAJOR  
CHALLENGES FACING  
SMES TODAY.

Source: 2016 MSME Basic Report by KNBS

**Figure 8.14: Methods of Advertisement by Licensed MSMEs**



56.5% OF MSMEs DO NOT ADVERTISE.  
2.8% USE SOCIAL MEDIA. 1.9% USE ELECTRONIC MEDIA

**Source: 2016 MSME Basic Report by KNBS**

# THE SOLUTION



EMPOWERING SMALL BUSINESS  
OWNERS WITH DIGITAL SKILLS  
TO IMPROVE THEIR BUSINESS  
MARKETING.



# THE SOLUTION

MOST DIGITAL AGENCIES WILL GIVE YOU FISH BY DOING THE JOB FOR YOU BUT TURNBIZ DIGITAL WILL SHOW YOU HOW TO FISH BY EQUIPPING YOU WITH THE DIGITAL SKILLS TO HELP YOU TRANSFORM YOUR BUSINESS.

# TARGET AUDIENCE

- Kamau - The Men's Wear Online Shop Owner
- Adhiambo - The Boutique Owner at Sasa Mall in CBD
- Dennis wa Gladys - The salonist
- Shimeme - The Fashion Blogger
- Wambui Mutiso - The natural hair Vlogger
- Makmende - The business news blogger
- Josh Wannabe - Influencer/Big Wig
- Small Business Owners aiming at increasing their sales through online marketing
- People aiming at growing their online audience - Blogs, Social Media, YouTube Channels



## MARKET GAP

- Digital agencies are not affordable for small business owners
- Institutions offering such programs are expensive and few in the country

## COMPETITOR ANALYSIS

- Online digital trainings
- Digital Agencies
- Digital Training Programs

# THE BIG IDEA

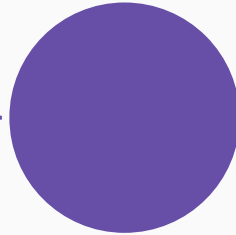
## Step 1

Gain digital skills at an affordable fee through the digital marketing forum



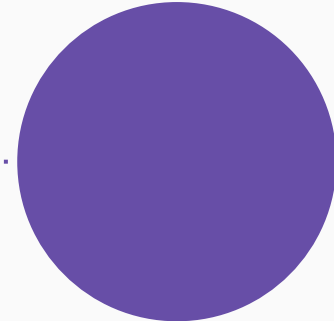
## Step 2

Apply the digital skills learnt to grow the business



## Step 3

Increase sales and brand awareness through online marketing



# MILESTONES

Sept 2017

Build online presence through social media pages and a website

Feb 2018

Hold the second digital marketing forum for bloggers, vloggers

June 2018

Offer consultancy services to small business owners

Sept   Oct   Nov   Dec   Jan   Feb   March   April   May   June   July   Aug

Nov 2017

Hold a digital awareness forum for entrepreneurs

March 2018

Hold bi - monthly training for small business owners

# BUDGET

Item	Amount (Kes)
Social Media Promotion Ads	5,000.00
Google Ads	3,000.00
Website Building	20,000.00
Venue Costs for digital marketing Forum	10,000.00
TOTAL COSTS	38,000.00

# THE TEAM

*We believe that empowered people empower people!*



**RUTH MBUGUA**

Program Coordinator and  
Digital Marketing  
Professional, a firm  
believer in empowerment  
and a people-enthusiast



**GITHERI MAN**

Social Media Expert with  
vast knowledge in social  
media platforms and  
content creation, a lover of  
cold coffee and is not as  
geeky as he looks!



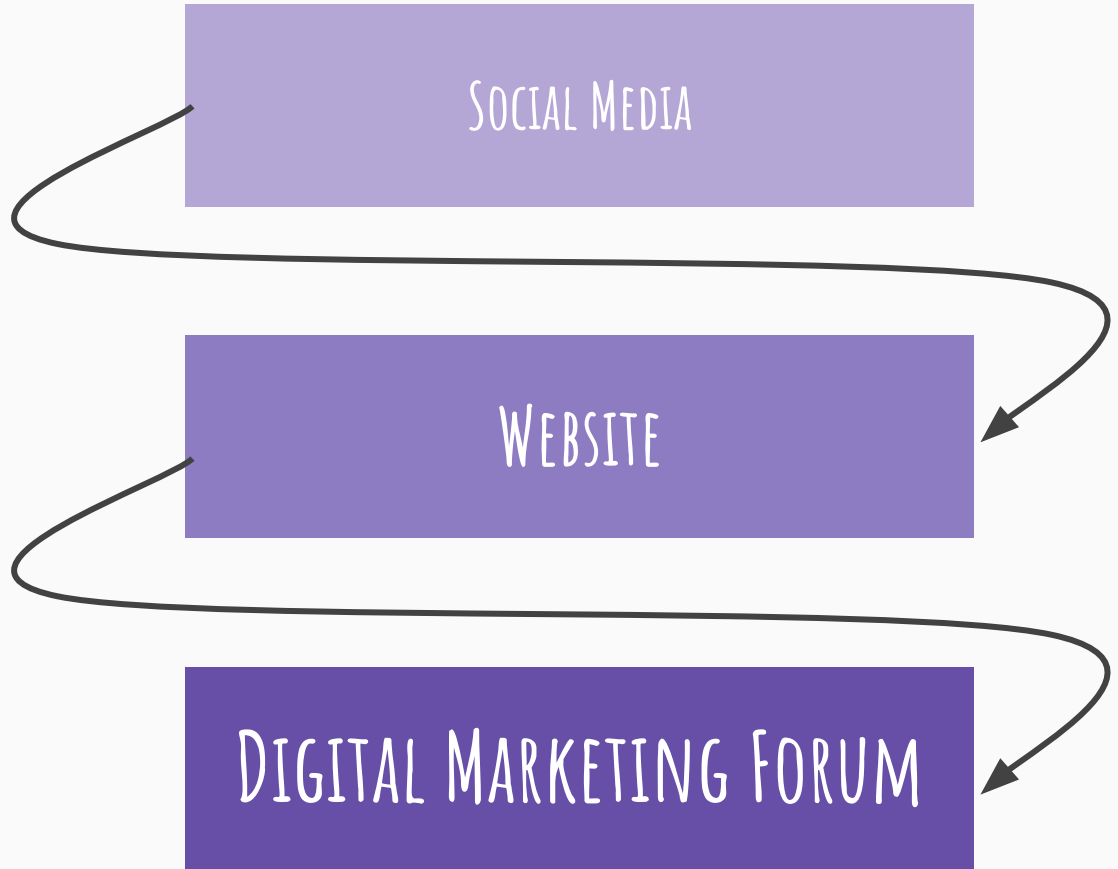
**YALIYO NDWELE-SIPITE**

Web expert with  
experience in website  
building, Media Buying,  
SEO/SEM, a  
jane-of-all-techs basically!

# CHANNELS

The channels to be used are:

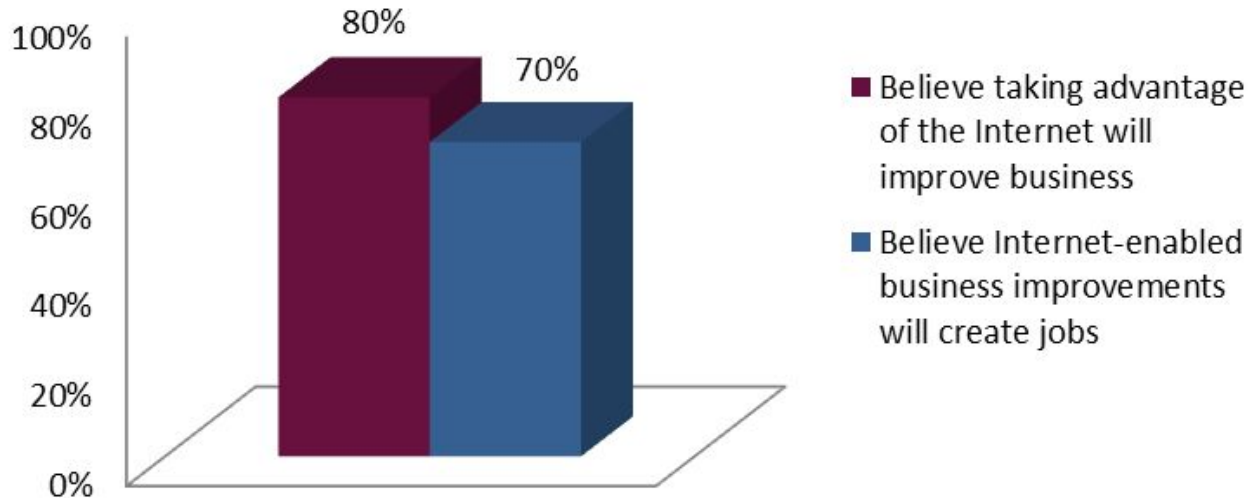
- Social media (Facebook, Twitter & Instagram) to raise awareness,
- Website to give more information, generate leads and finally convert the customer who will register for the digital marketing forum.



# WHY NOW?

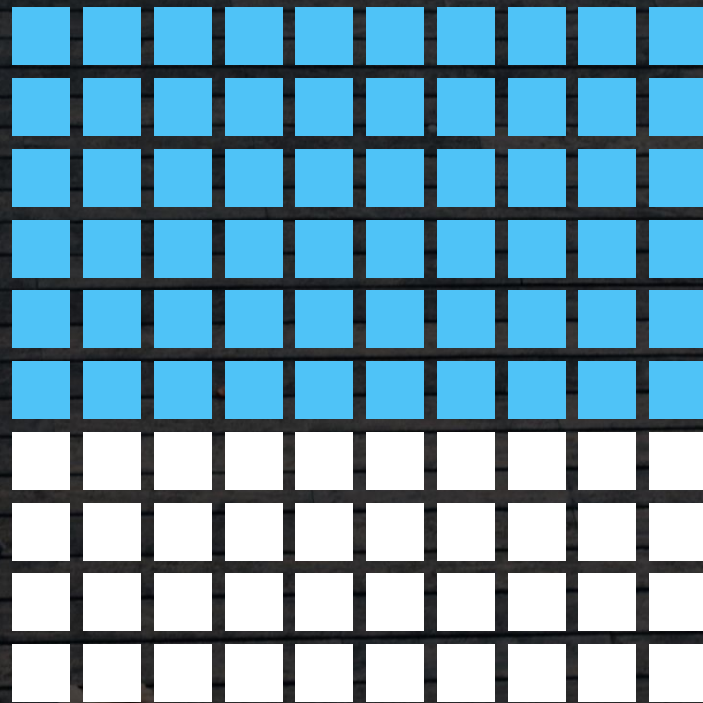
## SME perception of the impact of the internet

Dalberg Research survey of over 1000 African SMEs



## WHY BOTHER?

Because anyone can  
market your business,  
but only you can sell your  
dream with passion.





THANK YOU!

Q & A

(BUT MOSTLY COMPLIMENTS)