MASTERCLASS 7

BASICS OF DIGITAL MARKETING

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Excellence Foundation for South Sudan
Towards a New Dawn

YOUTH SKILLS BOOST
Reskilling and Upskilling Youth for Success

Learning Outcomes

By end of this session, you will:

- Understand Traditional vs Digital Marketing
- Know the 5 key digital devices customers use in South Sudan
- Create content that works on all devices
- Build a 7-day marketing plan

Icebreaker - Where are your customers?

Yesterday, how did you find out about a product?

- ❑ Radio,
- ❑ Friend told me,
- ❑ Facebook,
- ❑ Poster,
- ❑ Shop signpost or banner

What is Marketing?

Making the right person know, like, and trust your product enough to buy.

Marketing = Before the sale.
Selling = During the sale.

Traditional Marketing - What we know

Radio (Radio Miraya, Eye Radio), TV (SSBC), Newspapers, Billboards, Posters, Word-of-mouth

Pros: Trusted by older generation, wide reach in villages, good for mass awareness

Cons: Expensive, cannot target, cannot measure, one-way talk

Modern / Digital Marketing - What is changing

Using digital DEVICES to market: Smartphone, Feature phone (USSD/SMS), Computer/Laptop, Smart TV, Digital Billboard, Radio still but streaming

Pros: Cheap, targeted to Juba/Munuki/Gudele, two-way chat, measurable

The Big Shift in South Sudan

Stat: >70% internet users in SS access internet ONLY via mobile phone

Customer Journey Today: Hear on Radio -> Search on Facebook -> Ask on WhatsApp -> Buy

Lesson: You must be on multiple devices.

Device 1 - The Smartphone (Your Main Shop)

Penetration: Highest in Juba. Apps: Facebook, WhatsApp, TikTok, YouTube

What works: Vertical photos/videos (9:16), price visible, WhatsApp number, Juba Arabic caption

Tools: Facebook Page, WhatsApp Business Catalog

Device 2 - The Feature Phone (The Forgotten Majority)

Many customers outside Juba still use it.

Marketing: SMS campaigns, USSD, Voice call,

Keep text SHORT, clear, no heavy images

Device 3 - Computer / Laptop

Who uses: NGOs, offices, students, diaspora customers

Marketing: Email (Gmail), Google Search, Website, Google My Business

If someone Googles "Pharmacy in Juba" - do you appear? Show live search.

Device 4 - TV & Radio - Now Digital

Digital TV: YouTube on Smart TV is now TV in Juba

Radio Streaming: Eye Radio live on Facebook

Strategy: Record your radio ad as a 30-sec video and post it on Facebook too - one content, two devices.

Device 5 - Outdoor Digital

LED screens in Custom, Juba Mall, Billboards with QR codes

Strategy: Billboard should not just have picture. It should have Facebook Name + QR to WhatsApp

Summary - One Message, Many Devices

Visual: Show same product ad adapted for 5 devices

Key Principle: RESPONSIVE CONTENT - Design once, adjust size for each device.

THE HOW - 4 PILLARS OF MODERN MARKETING

Pillar 1 - Presence (Can they find you?)

Traditional: Physical signboard

Modern: Facebook Page + Google My Business + WhatsApp Business Profile

Task: Check if business name is same everywhere

THE HOW - 4 PILLARS OF MODERN MARKETING

Pillar 2 - Content (What do you show?)

Traditional: Poster says "We sell shoes"

Modern: H.E.L.P Formula:

H: Hook - Price/Problem in first 3 seconds
E: Explain - 1 clear photo + benefits
L: Location + Link - Munuki + WhatsApp
P: Proof - Real customer photo

THE HOW - 4 PILLARS OF MODERN MARKETING

Pillar 3 - Connection (How do you talk?)

Traditional: Customer comes to shop

Modern: You go to customer's inboxTools: WhatsApp Business Auto-Reply, Meta Business Suite Inbox (manage FB + IG messages on laptop), SMS follow-up

Golden Rule: Never sell in public comments. Move to private chat.

THE HOW - 4 PILLARS OF MODERN MARKETING

Pillar 4 - Trust & Measurement

Traditional: Cannot know how many heard your radio ad

Modern: You CAN measure Facebook Insights: Reach, clicks, messages

Trust builders in SS: Show face, show shop Live, show price, show customer review

Common Mistakes

1. No price - "DM for price" = Lost trust
2. Blurry stolen photos from Google
3. Personal Facebook profile used for business
4. Posting once, then disappearing

Your 7-Day Challenge

Day 1: Unify names - FB, WhatsApp, Google same name/logo
Day 2: Fix WhatsApp Business + Catalog (5 products)
Day 3: Post 1 HELP post (use Canva)
Day 4: Register on Google My Business
Day 5: Get 3 reviews/comments from happy customers
Day 6: Adapt one radio/poster message to Facebook video
Day 7: Boost best post with USD 5 for Juba 18-35

Tools Checklist

Free: Canva, Meta Business Suite, WhatsApp Business, Google My Business, ChatGPT for captions

Paid optional: Small budget for boosting

Conclusion

Your customer heard you on radio, but will buy from you on WhatsApp. Be there.

Thank you!

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