



Buzz Team

06/08/2023

Team Members

Malik Usamot - Team Lead

Aneke Kasiemobi

Anthony Ibe

Primary Goal

To drive publicity and awareness across various platforms on the importance of creating sustainability in business and the purpose of business safari as a brand (to increase the standard of business performances through a well thought out plan, structure and model that will allow it to survive as a transgenerational brand)

Timeline

3 months

Resources/Budget

undisclosed

Proposed Initiative (How can we win?)

By driving an **online movement** with the purpose of creating awareness about the purpose of business safari among small businesses and business owners who generally lack **clarity** about the purpose of their business hence the lack of sustainability in their business approach.

why online movement

Business Safari is at the pre launch stage with the goal of evolving into the next big thing, online movement can be a good start. With lots of businesses putting more of their time and efforts into online advertisement and campaign, business safari can easily break through its targeted audience across Abuja, and Nigeria as a whole.

what online movement

It is important to note that there are quite a number of similar initiatives online, however in order to break barriers and stand out with **clear brand messaging**, our online movement should be dramatic enough to capture the hearts and soul of our targeted audiences, instill the right emotions and influence them to take actions **very fast**. Hence a list of proposed tagline

- Transforming Nigerian Businesses
- The Business of people, business and legacy
- Sustainability Unleashed

How do we drive this online movement?

The Success of the online movement is totally dependent on each and every volunteer. Every volunteer would actively contribute and participate by being the brand ambassador, constantly pushing and sharing contents that promote the brands initiative.

what online channel

Twitter

Why Twitter?

Because why not?

With 186 million average monetizable daily active users on Twitter, it is one of the largest sources of public conversation in the world today. And one of the biggest advantages of using Twitter is gaining access to the vast amount of influential, receptive, and movement-making audiences.

An estimated 78% of Twitter users influence purchases of friends and family, 73% follow brands on the platform, and 60% are more likely to be the first to buy new products than non-users.

Twitter is also considered a convenient place for checking out a business before buying from them. Consumers can find out what real people are saying about a business and how that business deals with feedback.

It allows direct two-way communication with customers' target audience. Because it's a public interaction, if utilized well, using hashtags and other targeting can help in reaching an audience interested in a particular topic or in a particular location.

For these reasons, Twitter has become a crucial platform when it comes to reaching the largest audience and accelerating follower growth.

Online movement strategy

- ☐ Create a Twitter account
- ☐ Optimize the Twitter account
- ☐ Consistently share Strategic Content Every day with a strategic hashtag
- ☐ Drop meaningful comment that leads to more engagement (all volunteers)
- ☐ Repost contents and share across other channels (all volunteers)
- ☐ Host Twitter space once a week (after reaching a 100 followers)
- ☐ Host a webinar towards the end of the Third month

Content Strategy

- Stories of Successful businesses
- Pictures and videos of events
- Case studies of client/personal experience

Other Strategy

- Work closely with the Programs Team to secure events that provide a platform for businesses to network with other businesses, learn about new trends, and find potential customers. Business Safari could sponsor a booth at a conference or trade show, or give a presentation on the importance of sustainability in business.
- Business Safari could reach out to local and national media outlets or relevant influencers to schedule interviews. These interviews would provide an opportunity to discuss the company's mission and goals, and how sustainability can benefit businesses.
- We can also reach out to local schools, businesses, and community organizations to schedule speaking engagements. These presentations would provide an opportunity to educate people about the importance of sustainability in business, and how they can make their own businesses more sustainable.
- Also partnership with other organizations that share its commitment to sustainability would go a long way. These partnerships could involve joint marketing campaigns, co-hosting events, or sharing resources

Proposed call to action

While driving these aware across various platforms, it is important that was are driving at a **specific** goal, hence a call to action

- Free Consultation that can lead to offering relevant services

Or

- Webinar/Seminar wait-list to impact relevant skills and knowledge that will also lead to offering relevant services

Other notes

In other to foster productivity and maximize results, we need to create a brand overview that highlights the purpose of business safari and has a call to action, as brand ambassadors every volunteers would study this overview, know it with their hearts and should be able to deliver a good presentation using this overview

With that we can easily reach out to various organizations/businesses/schools amongst others to deliver a 30 minutes to an hour presentation with the goal driving audiences to the call to action