



Mali Enterprising Leaders (MEL)-England

Webinar: E-commerce For Social
Entrepreneurs

Date: 17th March 2021

3.30pm – 5.00pm

Does your organisation need to be online ?





What is e-commerce?

e-commerce is the activity of electronically buying or selling products or online services over the internet.

What is Social Media?

- Social media are interactive platforms that facilitate the creation, sharing or exchange of ideas information or career interests.



What is email marketing?

Email marketing is the act of communicating, typically to a group of people, using email to connect and engage. e.g Mailchimp, Pure360.



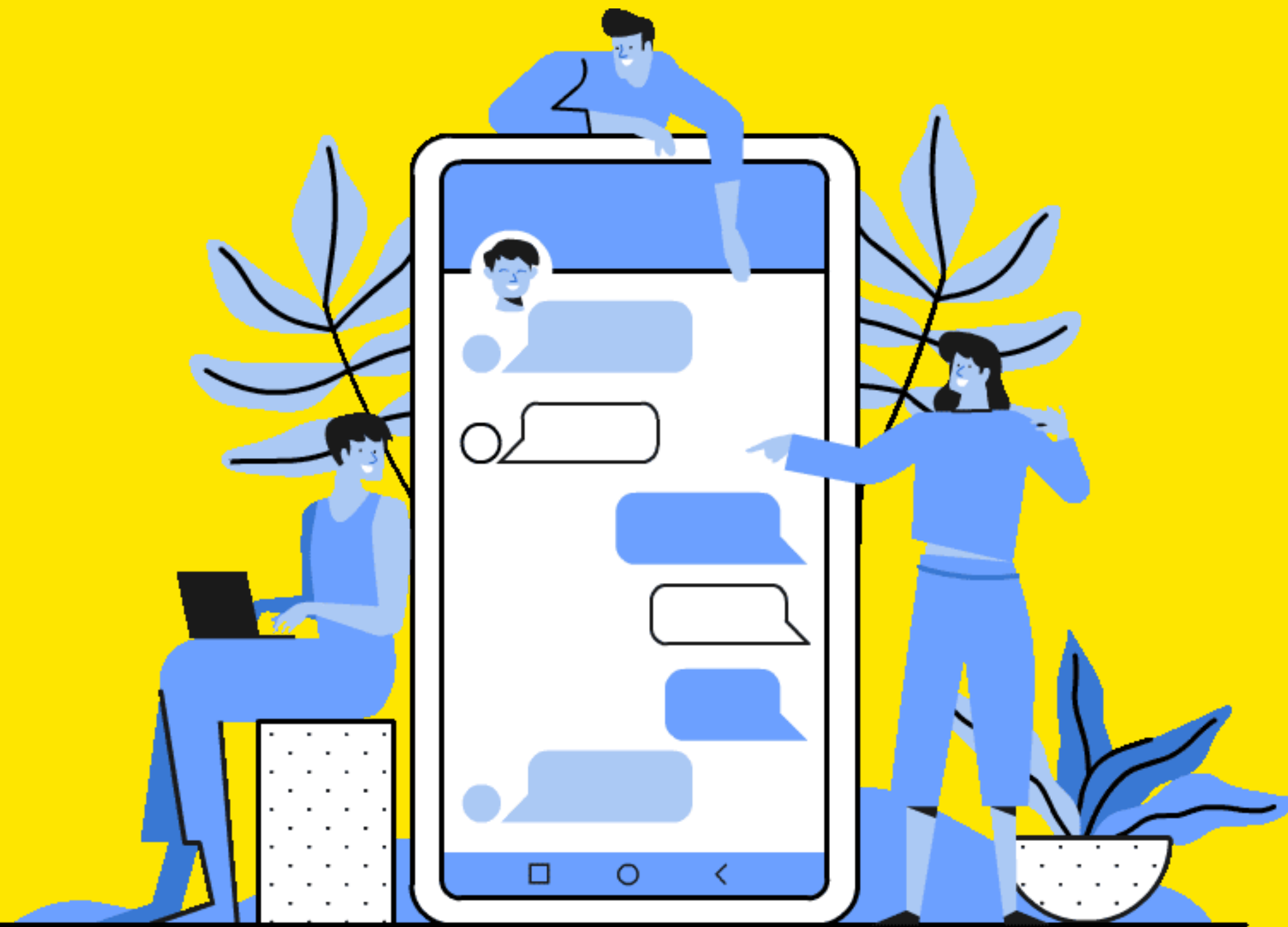
What is an influencer?

Influencer marketing is a form of social media marketing involving endorsements and product placement from influencers.



Why would you need a website or social media account?

To grow online presence, create an online community and generate awareness or sales.



If you desire to reach a wider group/ audience, you can take your **social enterprise** online:

- Low cost, in the sense that you can create accounts for free
- It will be viewed and interacted with at a **faster rate**
- You can also create connections **quickly and organically**
- Connect with your **wider community**



How many ways can you present your brand online?



There are many Social Media Platforms

Below we highlight the main ones:

FaceBook

Community driven,
connect with family,
friends, co-workers

Fairly intimate.

Business benefits –
can create a Facebook
Business/Company
page (free)

Buy/sell – **Facebook
Marketplace**

demographics age –
mainly over 40+

Instagram

Aspirational, very
visual, motivational,
creative

**e-commerce – users
buy and sell on
platform**

Owned by Facebook
mainly target 18 –40

Twitter

Conversational
platform allows you to
send text known as
"tweets" all over the net
less intimate platform,
directly informs public
and enable interaction

**Not demographically
specific**

YouTube

Non age group specific
Users will always be
lead to relevant content
based on algorithms
and their search or
watch history
Videos become a point
of reference, learning
tool– inexpensive

Monetise feature –
earn income from vids

TikTok

The newest addition to
the social media eco-
system mainly targets
Gen-Z (circa 2000)
Aspirational –
showcasing talents,
short and sweet
content, forces content
to be creative



No Website? No Problem!

Generate interest !

Just like a website, social media platforms can grow if you 'feed them' with engaging content and information for your audience to consume.



Where to start?

Start with the top Sites 1st

– Aim to have at least a Facebook, Instagram and Twitter account/page.

Use them to NETWORK and to tell your brand STORY.



Facebook



Instagram



Twitter



Build your brand on social media

What your company does

Connect and engage with your customers – let them know your mission and why you came into existence

Why your team is amazing

Everyone has a story so tell yours – Connect with customers let them get to know the founders, staff and volunteers. Highlight all the things you are doing to support, transform or empower your community

Why should people support you

Let people know the amazing work you are doing and why you need their help. Share information on projects, initiatives etc, in as many spaces as possible, and reap the benefits of having your brand in more than one place – be visible on as many platforms as possible

What makes you unique

Highlight what you do better than anyone else. Share your passion, dedication or commitment to a cause or your community



Go Back To Your Roots

Show & tell people how you got started

Tell your story as often as possible because everyone loves a good story, and the best way to connect with people is to start by telling a story that resonates and connects with them on a deeper level.



How to get noticed on social media?



Interact with followers

Follow similar social media posts, and find ways to connect and engage

Be more active on social responses

Post new content at least 3 times a week and respond in a timely manner to interaction

Be seen on other platforms

Be visible on as many different platforms and as many ways as possible

Write informative and engaging blogs

Blogs are a great way to tell your story, demonstrate your expertise and engage with the community

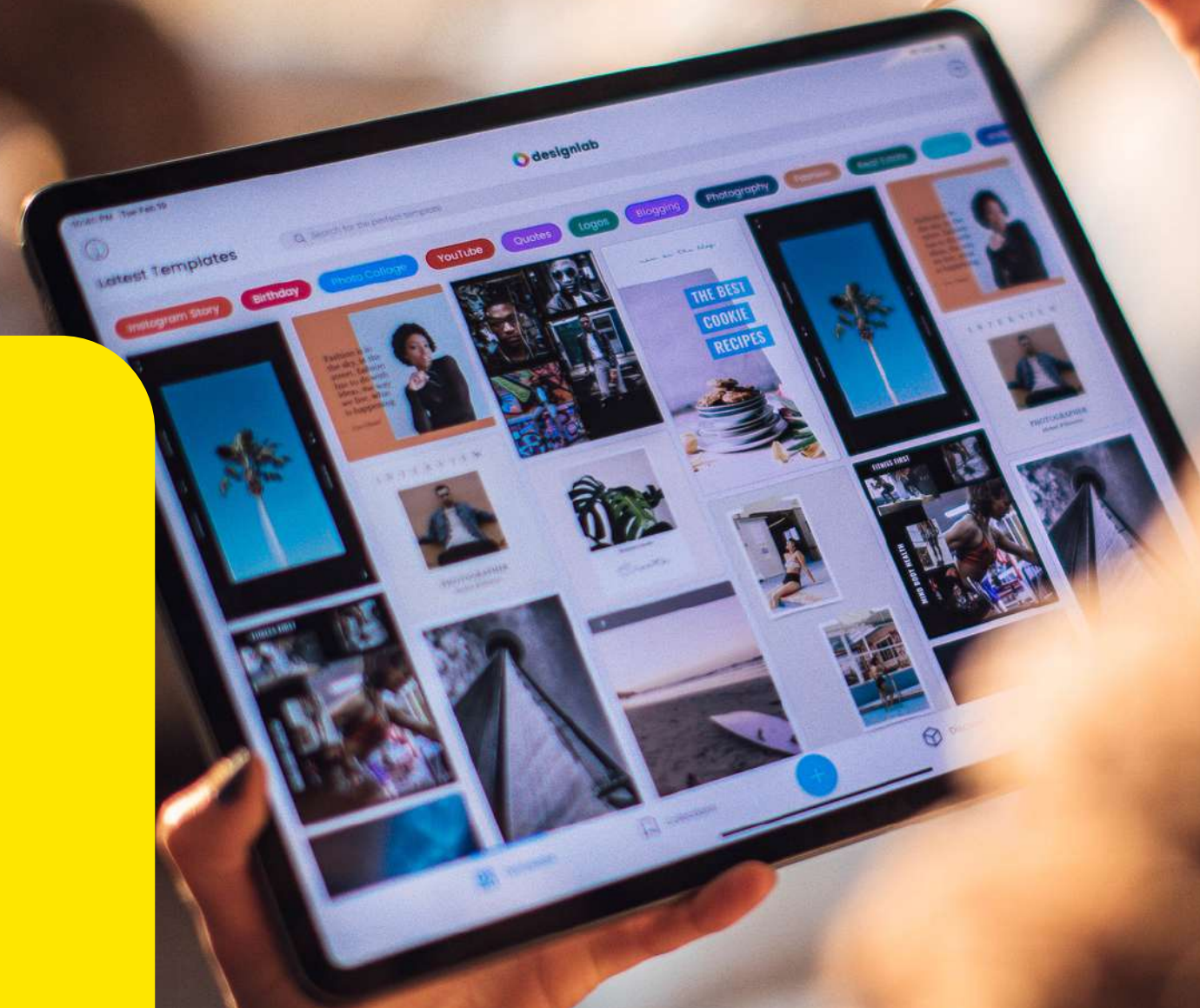
Keep your customers delighted

Take your customers on the journey with you. Keep them up to date on new services or projects

Create amazing content

Amaze your followers with great photos, vids or stories. Post often keep them coming back for more

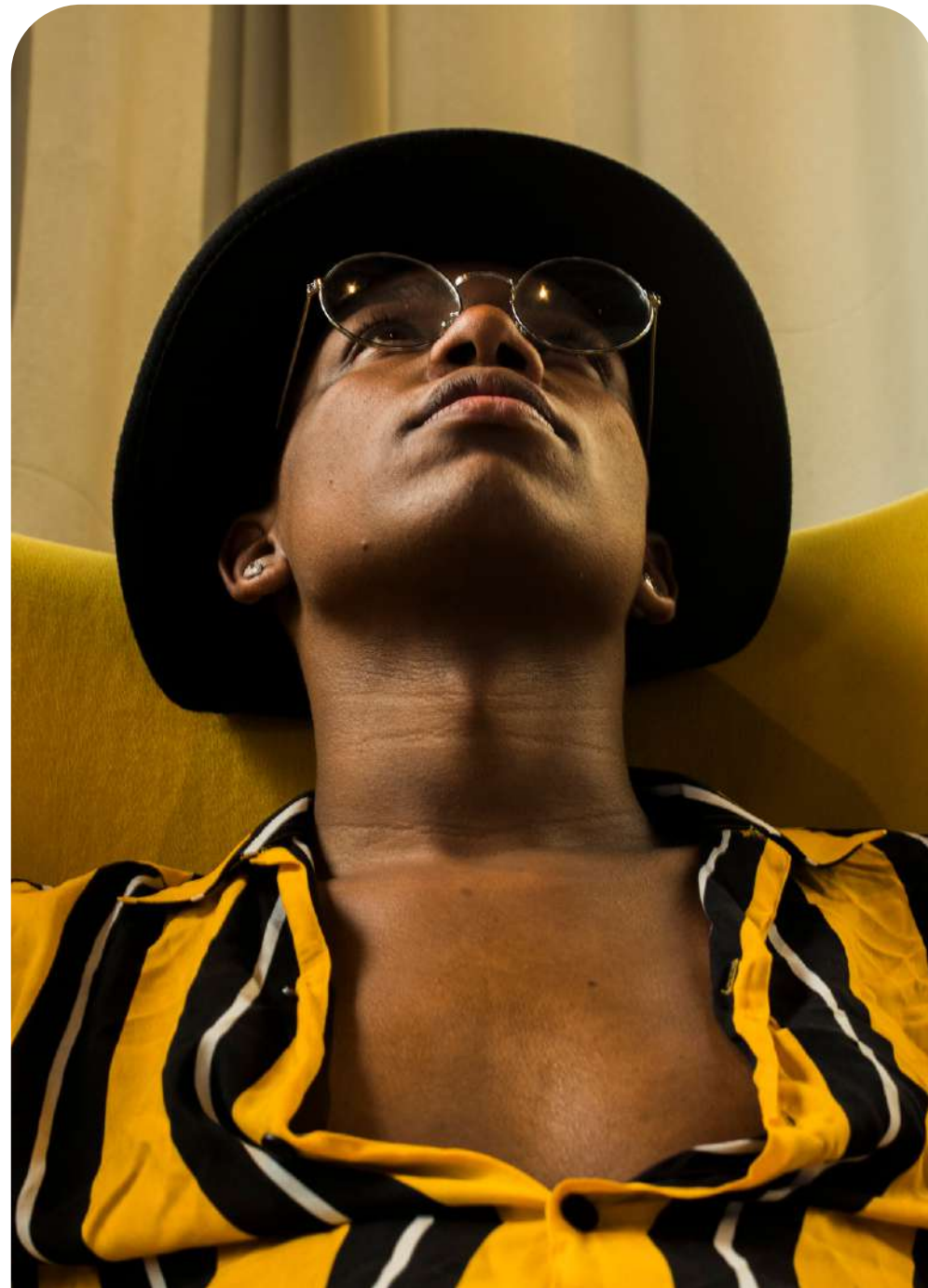
Good design matters



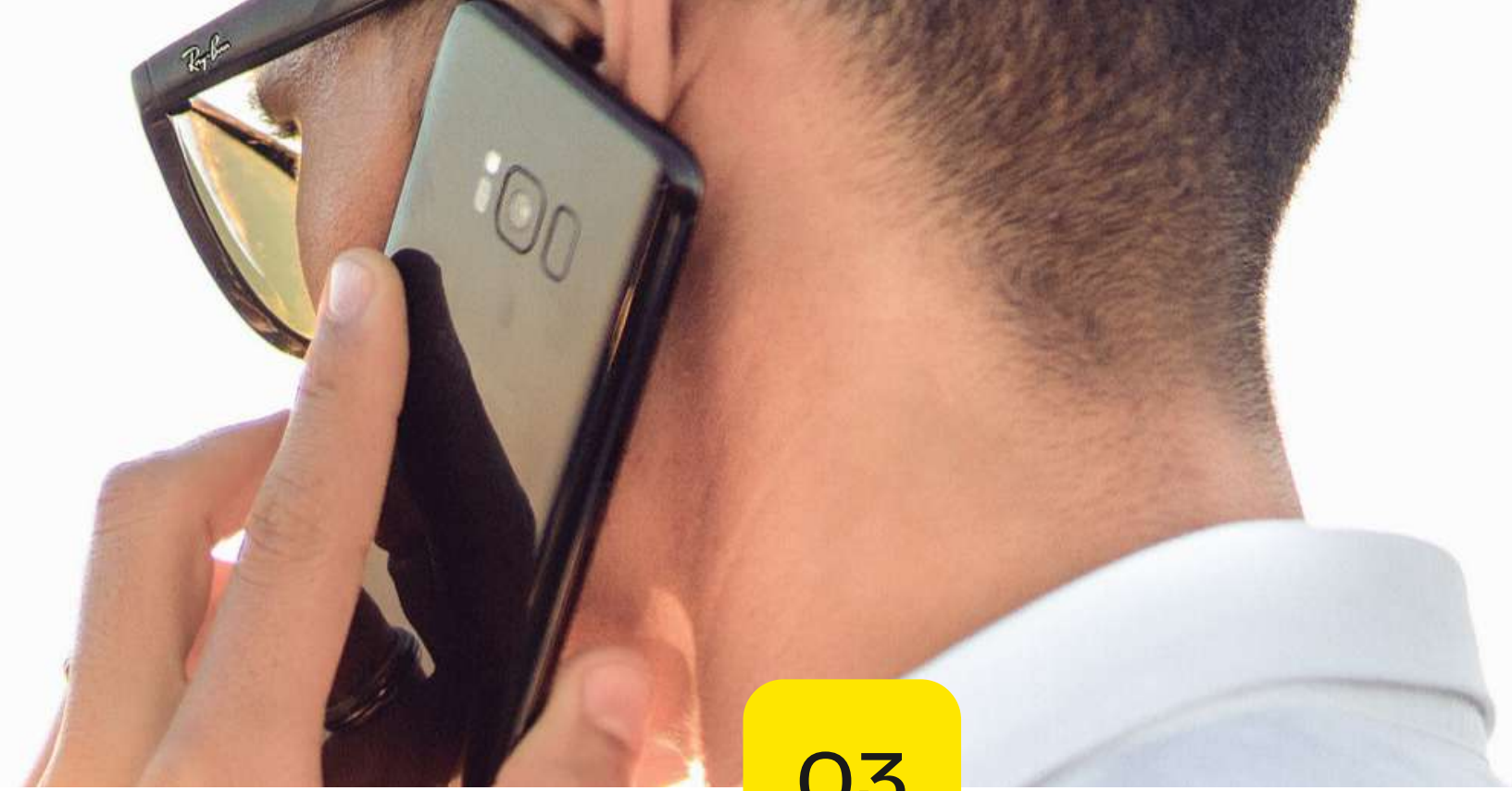
Entice your audience with stunning visuals.

Examples of eye-catching content

Start by creating great content that connect with your customers/community. Images should be high resolution – check out "unsplash" Also make the content easy to read



Adapt to different platforms



01

Understand the difference

Social media platforms such as Instagram and Facebook are perfect for companies that rely on selling products or promoting services or create awareness based on visuals.

02

Gauge the audience's tastes and preferences

Twitter – is a conversational platform. If for example, you are a property website you may post safety tips or inspirational quotes, motivating encouraging homeownership

03

Use social media until you build a website

If you don't have a website, there are automated scheduling tools that are useful, such as Hootsuite and Buffer. (Free trials available then it is a monthly or annual fee)

Make the most out of the internet

As an organisation, new to social media, take advantage of the metrics and insights available on your platform

They will give you an indication of when the best time is to post your content and when it will be seen by more people



Social media channels



Automated features



Seamless ecommerce platform



Analytic tools and reporting



Tailor-made user recommendations

How important is a website?

Your website (if you have one) is sitting amongst many other websites on the internet. A way to drive traffic to your website is by linking it to your social media account(s).

What if i don't have a website?



Where to start ?



Build Your Own Website →

Cheapest way e.g. Wordpress, Wix, Squarespace. Purchase a domain name (GoDaddy costs £10)
– Hosting costs pay mth or annually e.g. Costs vary £80 or e-commerce plug-in pay over £100+

Engage a Web Developer →

Engage a web developer – build e-commerce component – if you want your customers to be able to purchase products or services include e-commerce plugin costs over £100

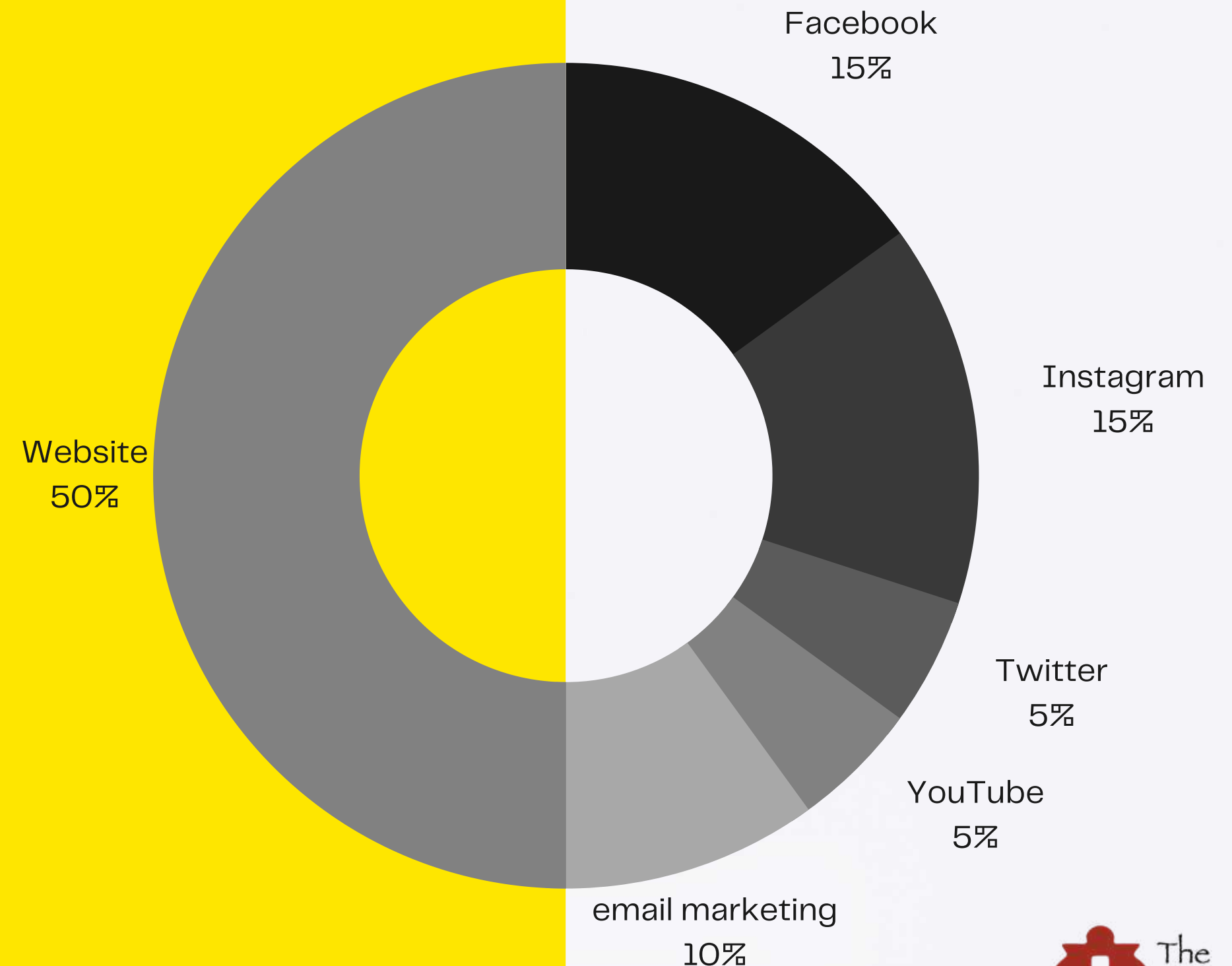
Create a Bespoke Website →

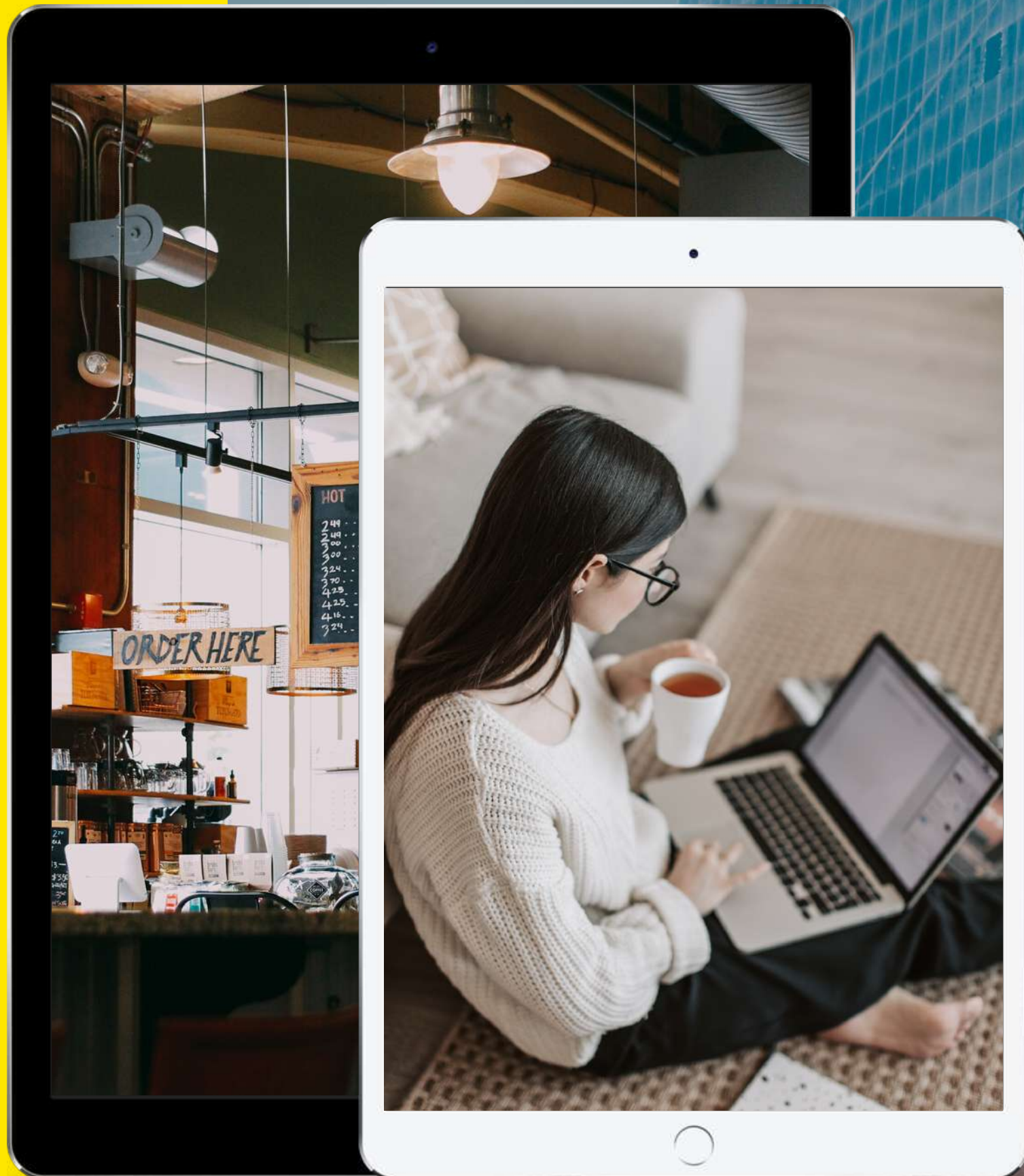
More established organisations – dynamic content, e.g blogs or case studies, more engaging functionality, possibly a bespoke website, may have a Social Media Manager or Marketing Manager

Create a bigger online presence

Start by creating social media accounts then build a website

Use companies such as [fiverr.com](https://www.fiverr.com) to access all you need to help with your social media accounts or website. Competitively priced





**The best marketing
doesn't feel like marketing.**



Free Resources

The internet is filled with an abundance of free resources and information to help get you started.



[GOOGLE](#)



[FIVERR](#)



[HOOTSUITE](#)



[BUFFER](#)



[LATER.COM](#)



[MAILCHIMP](#)

Sign up for free and access over 150 free courses on Google Digital Garage, read website blogs and info to help you become more internet savvy.



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