



OVERVIEW OF AFRICA MARKETING AND BUSINESS DEVELOPMENT ACTIVITIES

Africa Marketing Activities

Africa Business Development Activities

Organising marketing events and functions	Sourcing VIP clients in new territories
Overseeing SEO	Pitches to large clients
Optimising, updating and maintaining website	Liaising with key partners
Compiling company docs	Supporting resellers/aiding their business
Maintaining marketing material	Business development project planning and implementation
Managing product customisation from a customer perspective	Opening up the possibilities so we can send in the “attack dogs” to close the deal
Customer, reseller and partner communication	Holding VIP customer relationships
Marketing project planning and implementation	High end networking
Coordinating PR	Business strategy
Brand management	Building relations with partners
Execution of marketing calendar/activities	Building relations with resellers
Speaking at conferences	Building relations with potential customers
Marketing strategy	Customer retention
Understanding the market	Ensuring we maintain high service levels
Understanding where we are in the market	Making sure VIP’s are getting the right treatment
Content writing	New product and market development
Making sure we are relevant to the market	Business development into new countries
Making sure we understand the unique territorial market requirements	Capitalising on big new market opportunities
Communicating with client base	Identifying good business partners
Communicating with prospective clients	Managing external relations
Managing the customer facing team	Building the customer value proposition
Positioning the company and products	Targeting and developing industry verticals
Communicating the essence of the company to our target markets	Championing the customer
Service quality management	Pioneering new opportunities
Cultivating a customer centric culture	Building the sales pipeline
Client entertainment :)	Monitoring incoming leads and conversions
Online marketing strategy and management	Using surveys to understand and engage customers