

Below we list some digital marketing usecases that small and medium businesses, NGOs, and government organisations in Uganda can use to reach their target audiences, influence them to act, buy or share/refer you to others. You can contact us incase you need any of these services and yet you don't have [web designers](#) or [digital marketing](#) personnel in your organisation.

### **eRetail:**

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Targets boutiques, electronics shops, shoes, fashion houses, and other retail outlets that want to;

#### **1) Reach out to new clients or customers.**

If you are confident of the quality of your products, could be garments, footwear, electronics, or anything you have in your store, then you also know that the people who need these quality products are the people using the internet. Question then is, how do you get these to clients? With a professionally built website that has inbuilt Search Engine Optimisation (SEO), fine user experience, visitor and sales analytics, inbuilt marketing, promotions and sales conversion tools, email marketing you can sure get access to a new niche of clients or customers to increase your sales.

#### **2) Build a database of loyal customers for repeat buys.**

Well, you now have your clients and you probably already know better that you need to keep them coming for those new items in your shelves. Leading salesmen say; you have to get personal (email them on their birthdays, get funny in your emails), be present (A simple "We've got a new product you might really like!") may suffice, be proactive (Are they happy or dissatisfied? Has their problem been solved?) if you show that you care about their well-being, you are most of the way to making the second sale already.

#### **3) Offer convenience to your clients:** retail, SMEs, non-profits, clubs, associations, corporates.

We all like convenience and many will pay an extra for convenience i.e. if they trust you or the quality of your products. With trust available between you and your client, then maybe they don't actually need to be at your store to buy an item. They can just order it online both on PC and on phone and you deliver it (your delivery van and yes a boda boda you trust also can) and they pay on delivery. Non-profits, clubs, and other membership organisations can also use this concept to sell their high margin branded items like T-Shirts, bags, cups, etc to optimise revenue as another way to donate.

#### **4) Monitor sales, inventory, track orders, offer customer service**

I need not mention again because I know you have been already told how important monitoring your business is. With eRetail you can monitor virtually any

aspect of your business with detailed and summery report for sales, taxes if applicable, orders, inventory, get out stock alerts, offer customer care online, get product reviews, and many more.

### **Pricing:**

Pricing will largely depend on your product catalogue, business requirements, and feature interests. It will range from 2,000,000 – 6,000,000 UGX but could go slightly lower or higher depending on the above aspects.

### **eNGO**

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**Earned Media & PR:** for SMEs, Corporates, non-profits, retails, etc.

New studies have found that earned media is the most trusted source of information in all societies and that earned media is the channel most likely to persuade the consumer or audience to action.

Our world has become so “media centric” that you can’t afford to ignore this opportunity to popularise what you do. There are several creative ways to get attention and “coverage” in the professional media, which may not require you spending. This is called “earned professional media” it could be a news story, or be a privileged guest on a program or show, for something interesting and “news worthy” that you have done.

But in this dotcom era, where do journalists look first for information about you? Your guess is as good as mine, it most likely is going to be Google which then takes them to your website. Therefore a website designed to attract journalists and site visitors will increase your organization’s press coverage.

We understand which Information journalists want on websites and the format in which they expect to get it. We help you get inside the heads of journalists, understand their needs and their reactions to PR content and websites.

### **Content Strategy:**

For a detailed discussion on content strategy visit <http://elmot.ug/services/web-design/content-strategy.html>

**Membership Management:** for associations, clubs, and non-profits.

For many associations, clubs, non-profits, your network of members defines whether your organisation moves on or stalls. Therefore proper management of membership is a key success factor in the non-profit world. Online features can guarantee good control of current members and improve convenience for new member applications be it free or paid.

You can **attract** and grow membership numbers, **acquire** and retain them with several self-service options, increase member **engagement** online through updates, forums, events etc. and **empower** them with new opportunities to improve member satisfaction and grow revenues.

This solution can be a combination of features like, membership management, event management, communications management, emails & newsletters, customer service, event registration and tracking, recurring payments management, and website management.

Specifically

- Add, edit, and delete member information in your database.
- You can create, renew, downgrade, and upgrade memberships on request.
- Two-way communications to members by SMS, email, social media, telephone or post.
- Create or organise events, sell tickets to events or a series of events.
- Publish and deliver engaging text or audio-visual content.
- Offer advertising prospects via listings and or targeted placements.
- Simplify interaction and collaborative information and file sharing between members.
- Track members' motivations, needs and interests and activity to provide relevant services and increase supplementary income from member donations.

**Community Engagement:** non-profits, government, corporates, associations.

The community is the reason why non-profits, government, corporates, associations, and virtually any other organisation actually exist. They are all formed to serve the needs of the community, be it for or not for profit all organisations would strive to be the best in the community. Therefore engaging the community in your organisation's activities is by far the best thing you can do for your organisation's success.

Because communities are slightly different, there are also different ways to engage with them also depending on your organisation's objectives and goals. Using three basic concepts, you can show the community what the issues are, what you are trying to do about the issues, and how they join your army to make their community a better place. Through writing informative, analytical and educative content, through public speaking about the issues in the community, and through one-on-one conversions you can cement and promote your relationship with the community.

With the advent of the internet, and social media, your writing, your speeches, and one-on-one or word of the mouth conversations about your mission, can be amplified exponentially creating a rippling impact.

With your team, we can develop a community engagement plan, strategizing on creative approaches to engage your audience, popularise your mission, projects or activities. Could be through a creative engaging data driven tool, analytical research on community issues or a project, community opinion surveys, educative infographics, audio-video, campaigns, presentation, web experiences, among others, whatever it is, we can help you persuade your audiences to action.

### **Donations:** NGOs, Associations, Clubs

Making money is hard enough, giving it should not be!, that is world class brands like paypal, ammodo, among others have heavily invested in secure online payment systems that are packaged for NGOs around the world. The customisations for non-profits include among others fundraising for specific activities or projects, promotion of your project or activity to millions of potential donors, tracking of donation or fundraising progress. Improving convenience on your website will go a long way in building trust and calling donors to action.

### **eNewsletter** all

The benefits of the e-newsletter include; enhancing your organisation's reputation and increasing publicity and leads, it can serve as a positive reinforcement to the media, provides instantaneous trackable results, and leverages marketing efforts among others.

A regular update on the activities, testimonials, achievements, prospects, accountability, and news from your organisation, will go a long way in promoting your corporate image and popularise you within the public. The e-newsletter can be emailed to mailing lists of members, media houses, even popular online communities in Uganda. It will also promote the website as readers will want details from it.

### **Social media** All

capable allowing sharing, interaction and promotion through Twitter, Facebook, YouTube and other channels that are appropriate to current and future members. Also in choosing your social media channels you should be considering where are my target market sectors hanging out.

**Events function** that allows the NGO to book and register online as well as notify members of upcoming events

**eForums** either public or private to discuss issues relevant to donors and members