7 ONLINE MARKETING MISTAKES COMMITED BY AFRICAN ENTREPRENEURS

Your quick guide to understanding the internet to grow your business

DR. SAID SAID

My Personal Message to You:

The main purpose of me writing this book is to help you.

Help you be able to use the internet effectively to attract paying customers consistently to your business.

And if you pay attention and follow the techniques I share with you within the pages that follow, you will be able to reach more people, serve more people and have a position in the market place where customers choose you instead of your competitors.

What is currently stopping you do that is the 7 common online marketing mistakes that I have addressed within the pages that follow.

Unless you eliminate those mistakes, you will have a hard time attracting customers online.

But before I start addressing these mistakes I need to ask for 2 favours from you:

1. Promise me that you're going to read this book to the end and **take action**. The best gift you can give me in return is getting out of your chair and taking immediate action following the strategies and principles embedded within this book. That is what will differentiate between the winners (I assume you are one of them) and the majority. Winners take ACTION, losers talk about taking action.

2. Since I have decided to give away this book for FREE, help me reach as many people as possible by [tagging at least 3 of your friends in my Instagram Post here](#).

By doing that, you will have at least empowered a struggling African Entrepreneur.

Thanks for helping me spread the message!

You're a hero!

(I'm assuming you have. If you haven't, here's your last chance: [Click here to become a HERO!](#)).

Fantastic!

See you on the next page.

Introduction:

If you are an African entrepreneur who is struggling to acquire customers online for your products and services, then there's a high chance you're committing most if not all of the 7 mistakes listed in this book.

The purpose of writing this book is to make you aware of these mistakes so that you avoid them and give you an alternative solution for you to follow to be able to make more sales and generate more profits for your business consistently.

Without further ado let's head to ….

MISTAKE NO. 1:
They NEVER invest their time and money in acquiring the right knowledge

Most business owners in Africa spend years within their businesses struggling to acquire customers online mainly because of lack of proper knowledge of how the internet and marketing works.

After they graduate as accountants, lawyers or doctors (or whatever degree) and gaining experiences in their field of expertise, they assume they can tackle the internet without investing any extra time or money in learning.

This is a BIG disease in our continent as most African entrepreneurs never invest any single dollar in trying to master how to use the internet effectively to grow their businesses.

You see, knowledge is the foundation of any success.

Without knowledge, you are going to spend years trying everything under the sun without seeing any real success.

And when you add that knowledge with MASSIVE ACTION, you will DOMINATE your market space and customers will always choose you instead of your competitors.

But what kind of knowledge am I talking about here?

Well, it's not the knowledge that is taught in any conventional school or university but acquired from people who have experienced and made fortunes from it.

And that knowledge is *digital marketing.*

You don't have to be an expert to be able to see significant success, but you need to understand how the basics of how the internet works and how buyers behave.

I should congratulate you for taking the time to read this report as you already have proven that you are not amongst the 80%.

So give yourself a round of applause.

There are 4 ways to learn the digital marketing knowledge. You can do that:

1. Through books such as this one
2. Through digital media such as video and audio (CDs or online)
3. By attending seminars and the most important and powerful of all
4. Hiring an expert / Coach to guide you at every step

MISTAKE NO. 2:
They Use Social Media to Promote Their Products/Services

Promoting your products and services in social media is like promoting your products and services in a wedding or a birthday party.

You are in a business mode while everybody else is in party mode.

And when people go to a social setting like parties they are open to socialize and have fun, not listen to product pitches.

Anyone who does that in a party is perceived as an annoying pest instead of a welcomed guest and many will do their best to avoid you at all cost.

The same applies to social media. You just don't post your products or company brochures on yours or other people's walls.

It turns people off and is one of the quickest ways to kill your brand.

But Dr. Said, if I shouldn't promote my products and services in social media what should I do?

I'm glad you asked that question…..

You should do exactly what social media was built for . . . . .

. . . . .SOCIALIZE.

Build relationships with people.

Talk to them.

Get to know them.

Be their friends.

Offer value with your content. [More about that in MISTAKE no. 4].

It is much easier to sell your products after building genuine relationship with one person than by trying to promote your products to 100 people who don't know you, like you or trust you.

To learn more about how to use social media to attract customers and how we have been able to use Facebook and Instagram to generate up to Tshs. 945,000 of sales per day, [click here](#).

MISTAKE NO. 3:
They Target Anyone and Everyone

One of the most common mistakes I have seen from my students and consulting clients is how they target their customers.

Whenever I ask who their target market is, they tell me "everyone".

It seems they haven't heard of Seth Godin (a marketing genius) who said,

"*Everyone is NOT your customer*"

If you want to appear attractive and be able to sell more of your products and services especially online, you need to move away from the competition (who sell to everyone) and target a specific groups of people with specific problems.

You can do this by creating a persona of your ideal client.

A simple exercise I encourage my clients and students to do is imagine your target audience as one person (your best customer) sitting with you across the table telling you about him/herself.

Imagine a person who would benefit the most from your products/services.

Ask yourself the following questions:

Who is he/she? (Age, sex)

Where does he hang out? (physical location and Online)

What is his/her level of education? (can he/she comprehend your level of communication or do you need to simplify)

How does he/she speak? (street language, official language)

How much money is he/she making? (Income)

What pain which you can solve is he/she facing or what help does he/she need from you?

What online mediums does he/she use to connect with others? (Facebook, LinkedIn, Instagram?)

What is the story of your customer avatar? Here's an example

BRANDI TYLER

MUNRO AMERICAN

PROFILE	Narrow Feet
GENDER	Female
AGE	36
LOCATION	Los Angeles, CA
OCCUPATION	Receptionist; $38k

MOTIVATIONS
Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS
- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS
- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

"It's SO difficult to buy shoes that fit my feet."

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."

After getting a crystal clear picture of your ideal customer it becomes easy to develop a product/service that is the right

fit for them, easy to target them and easy to position yourself in front of them as the ideal person to solve their problem. More about this in MISTAKE No. 7.

MISTAKE NO. 4:
They DON'T Have a Marketing Friendly Website

I'll spend some time here as this is a huge mistake I see African Entrepreneurs make and they leave a lot of money on the table.

For your website to be able to turn most of the visitors into prospective customers, it needs to be marketing friendly.

In other words, it needs to be structured (through design and content) to build trust and be able to convert most of the visitors into prospective customers.

A high converting website doesn't happen by chance.

It happens by design.

Your website MUST have the following pieces in place for it to be able to gain trust from your audience and become ready to buy from you.

1. **Pass the 5 second test:**
   It takes 5 seconds for a web visitor to remain or leave your website.

   For them to remain, you should be able to present
   - Who you are
   - What you do
   - Who you do it to
   - What benefits they will get from you and
   - What IMMEDIATE action they need to take for them to start getting that benefit.

   And all this should be done within a frame of 5 seconds.

To achieve this you need to have the following on the top section (just below the menu) on the Home Page of your website:

a. **Headline:** This should either address who you are & what you do or the problem faced by your target market.

b. **Sub-Headline:** Should elaborate on the headline by mentioning the benefit that they will be getting from you (if the headline isn't very clear).

c. **Call To Action (CTA):** This a BIG clear button which tells them the next immediate step to take for them to be able to solve their problem.

It is best if your call to action requires them to give you their contact details (at least email) so that you can follow up with them in the future. Here's an example:

2. **Social Proof:**
   Since people don't know and trust you, it's vitally important that they see other people's opinion of you.

   This can be done through 2 ways:
   a. Via reviews or testimonials
   b. By sharing logos of popular brands that you are affiliated with in any form. It could be that you have done projects for them or it could popular media brands that your story has been featured in.

3. **Products & Services Section with its Features and Benefits:**
   It's not the most important thing to have on your home page but at least have a separate page which features your products and services.

   Placing a summary of few of the flagship products that your company represents will help your visitors get an overview of what you sell and what products/services they can buy from you.

   The biggest mistake I see most business owners do is dwell more on the features of their products then they do on the benefit.

   Your customer cares less about how much RAM the laptop has.

   All they want to know is if the laptop is fast enough for him to be able to use Microsoft Word, play a movie and browse the internet the same time without the laptop getting stuck.

The former is features and the later is benefits.

Communicate benefits more than you do features.

4. **Blog Section:**
   You want to gain trust from your audience?
   Have a section on your website where you create
   valuable content that educates them on solving their
   problems or showing them how they can get their
   desired results. More about this in MISTAKE No. 4

5. **Contact Us Section:**
   This is a section where your audience can get in touch
   with you for any questions or queries.

6. **Landing Page**: This is a special page designed to
   capture contacts of your target customers. You see
   most sales aren't made on your website.

   Most sales are made after interacting with your
   customers several times via email, which leads us to
   the next point.

7. **Email Autoresponder Software**: After your visitor
   lands on your landing page and gives you his/her name
   and email, you can use their email to communicate
   with them to build a relationship before asking for a
   sale.

   But that's practical if you get few subscribers per day.
   But it gets impractical when you're getting 30, 50 or
   even 100+ subscribers daily.

To be able to do that you need a software to automate your emails. The software I use is called [GetResponse](#) and it allows me to send series of automated emails which I've set up since last year to 5000+ daily.

So my email does all the selling and telling for me.

(To get one month FREE of this software [Click Here](#))

So those are 7 things you need to do on your website to attract more customers.

To learn more about this topic, I've created a FREE Class (In Swahili) called, "[Jinsi ya Kunasa Wateja Kupitia Tovuti Yako](#)" (How To Attract Customers With Your Website).

To attend that FREE class and possibly get a FREE one on one consultation from me [Click Here](#).

Side Note: I get many bookings and I don't call everyone who books. To consider you for a FREE consultation please mention (when you book your consultation) that you got this link through this book.

MISTAKE NO. 5:

They Don't Create Valuable Content For Their Visitors:

If you're having a website and not producing beneficial content for your target audience on a consistent basis you're leaving a lot of money on the table.

You see apart from email, the primary reason people use the internet is to consume information.

According to Google,

- 80% of search queries are information based.
- 10% Transactional based (buying products) and
- 10% Navigational (ie they forgot the name of the website, they put a query on Google search box).

Online Searches by Type

If most people are using the internet to search for information, shouldn't your website be positioned in front of your target audience to provide them with the information they are looking for?

Imagine you're an accountant who helps business owners with accounting to save 30 to 40% of their monthly expenses.

Imagine one of your target audience who is sick and tired of overspending goes to Google to search for a solution.

He types the phrase "How to minimize business expenses" and magically a well written article with the headline "**5 Ways To Reduce Business Expenses Right Now**" appears.

He click the link and reads the article.

Now Imagine this.

What if that article was written by you?

If that person decided to hire someone for accounting, who do you think he'd want to hire?

A stranger who he doesn't know or you the author of the article who through connecting with you in your article feels he can trust?

Off course, it's going to be you.

If you show your target market that you understand their problem and gave them the solution in your content they will be more comfortable to hire you (who they feel they know and trust) than your competitor who's a total stranger to them.

So if you're not creating content online start doing that today.

You can do so by writing articles or even posting daily videos on social media addressing the solutions of your prospective customer's problem.

Start doing that today and tell me if you don't start attracting customers.

MISTAKE NO. 6:
They Don't Invest Into Traffic

It's very strange how most business owners in Africa have huge expectations with little or no effort.

They want traffic yet they don't want to invest in one.

What most of them do is hire a web designer, add some content and expect Google to send them 'FREE Traffic'.

Let me break down the bad news to you:

FREE Traffic doesn't exist

Even those websites you see ranking on the top of Google for competitive keywords spend a lot of time and money in optimizing their contents to be liked by Google which is still not guaranteed.

A smarter thing to do is develop a funnel (which I'll talk about in Mistake no. 7) and drive traffic to that funnel.

If your funnel is well built, it will turn your $5 investment into $10 and $100 into $1000.

And the beauty of traffic is that you can start as low as $5, see how your ad performs and scale up slowly whenever you get a positive return on your investment.

MISTAKE NO. 7:
They Don't Have a Sales Funnel

Having a website is one thing, but having a sales funnel is a different ball game altogether.

If you want to play in the BIG league and dominate your market, then you **MUST own a sales funnel (your online Sales Machine)**.

If you were to take only one advice from this book, then this would be it: **Create Your Machine (AKA Sales Funnel)**

A sales funnel is your marketing machine which takes the web visitor into a journey and converts them (through a series of steps) from a complete stranger to a loyal customer.

And all of this happens on automation behind the scenes.

Although in the past only few companies could afford to build sophisticated sales funnels (where high-end programmers, developers, online marketers and computer analysts where needed), today small companies with no coding or design experience can use funnel creation softwares such as [Clickfunnels](#) or [Optimize Press](#) to create sophisticated funnels in minutes.

After having your funnel in place, all you've got to do is position it in front of your target audience let it do all the telling and selling for you.

This one thing is so powerful when done right; you will **literally attain the power of printing money out of thin air**.

And it is the sales funnel which separates the BIG players from the amateurs.

So what is this funnel made of?

A basic funnel is composed of 3 things:

1. **Landing Page:** This is a single page website which is designed to collect emails of your target audience in exchange of some of value which you give away for FREE. It could be a report just like this one, video tutorial etc.

2. **Thank You Page**: This is a page where you either deliver your product giveaway (AKA Lead magnet) or use it as a page for promoting a product.

3. **Cash Register Page**: This is the page where your target audience fills in the form and submits the payment to make the order.

   They can make payments in visa/mastercard, paypal or even mobile money (eg MPesa, Tigo Pesa)

But for your funnel to work like magic it needs to have the following in place

4. **Email auto-responder software** such as GetResponse for sending automated email sequence to your subscribers.

5. **Email followup series** designed to communicate with your subscribers and ultimately convert them into buyers.

For that to happen your messages should do the following:

a. Give them awareness about things they need to know but they never knew
b. Show solution to the problems of things they already know.
c. Offer them your products and services

WHAT NEXT? :

So there you have it.

Congratulations for reaching here!

You now know *'The 7 Online Mistakes Committed By African Entrepreneurs'* and what you need to do to avoid the mistakes and dominate your market.

The BIG question I have for you is will you take the lessons within this book to take your business forward?

Will you step out of your comfort zone and do things which 90% of people aren't willing to do? Or will this just become an additional book that you just read?

"*But Dr. Said, most of the things you mentioned in here are new to me and I don't know what to do to get started.*"

I get it…

This might be a totally new world for you and you want to master the internet but confused, maybe overwhelmed and don't know where to start.

If that's your excuse then worry not.

I'm willing to help you grow your businesses step by step for the next 12 months.

YES! I do have a special program where I show you how to build a success business online in 6 Steps.

The new program called "*Online Profits University*" and it is designed for people just like you to become successful

online.

Note: The program is not free but it's super affordable.

In fact it, in terms of value it is one of the most affordable programs I've ever offered.

To learn more about the program how to be a part of it, send me a WhatsApp message to 0719 596070 and I'll get back to you ASAP with some details.

I don't know how long we'll keep this program open. It might already been closed by the time of you reading this.

All I can say is, if you're serious about growing a solid business online, whatsapp me right now at **0719 596070** to get more details about this program.
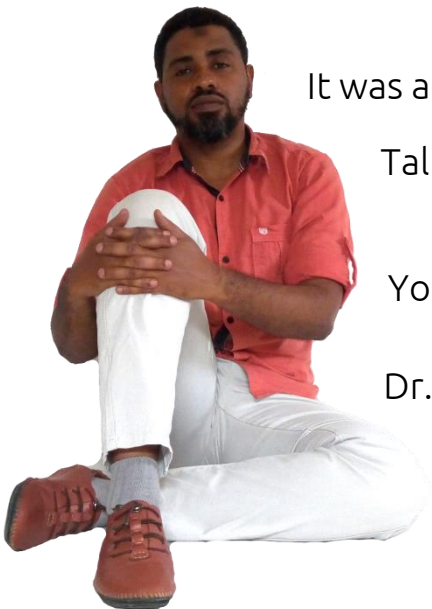
It was a great pleasure chatting with you.

Talk to you soon and see you at the top.

Yours,

Dr. Said Said

PS: Remember: *You deserve SUCCESS!*