



AFRICAN  
PAYMENT  
SOLUTIONS



## MARKETING AND BUSINESS DEVELOPMENT SERVICES

SUPPORTING CLIENTS EMBARKING ON EXPANSION ACROSS SUB-SAHARAN AFRICA



# MAIN SERVICES

Expansion strategy

Marketing Service

Business Development Africa Service

VIP Client Acquisition and Relations

Sourcing and Prioritising Strategic Acquisitions



**“They helped clarify our business strategy, designed a goal-oriented marketing strategy, including a rebrand, new website, digital marketing and lead generation”**

*Peter Harvey - PayGate Managing Director*



## EXPANSION STRATEGY

It is important to clarify your Africa Business Development strategy and make sure it is in line with your business strategy, aspirations and budgets. We will understand yours if you have one already or we will work with you to refresh it or design one from scratch.





## MARKETING SERVICE

Once we are clear on your strategy for targeted African country business development we can design a marketing strategy in line with your business strategy, put a marketing calendar with budget together for methodical implementation.



### **Marketing Services**

Here is our smorgasbord of Marketing Services to choose from for your African strategy

#### **Market Research**

Understanding the target market and relative positioning of the company and service.

#### **Business Strategy**

Clarifying the business strategy to ensure alignment of the marketing strategy

#### **Marketing Strategy**

We will formulate or understand and help you refresh your existing marketing strategy.

#### **Marketing Plan and Implementation Calendar**

We can put together a marketing plan and calendar with delegated actions and timelines to support the growing of business into Africa.

#### **Marketing Budget**

We can clarify and itemise a marketing budget or give input into your existing one and make sure expenses come in within budget every month and the right marketing items are being prioritised.



## Sourcing and Managing a Design Company

We have access to design companies if you need help in reviewing your branding and design elements, or we can work with your design company to produce relevant expansion media.

## Branding Alignment (CI)

We can commission research into the alignment of your brand if you deem it necessary. Often growth can cause the brand and market perception to grow out of alignment which can retard growth. We can also help you with a brand re-alignment program if or where necessary.



## Managing the Brand Across Media

We can help you manage the brand across all marketing collateral. Make sure that the brand is always aligned and representing the same core message across the board during expansion.

## Website alignment

The website is a critical core component of your external communication. During expansion into Africa we need to make sure that it is aligned with the target markets and functional to give confidence and facilitate enquiries and conversions. If you need it we will make sure the design, look and feel are aligned at all times, to make sure it is user friendly, inviting, easy to navigate, simple but innovative, and informative. Adding of PR every month including newsletters, new products, new initiatives.

## SEO

As our shopfront is on the internet we can make sure that the website is top of the search engines and generating quality leads and conversions. We can use a combination of your inhouse resources and outsourced specialists where necessary.



## PR

There is often a perception gap between how the market perceives your company and how you would like to be perceived. This can have a severely negative impact on your sales growth and ability to sign up large clients. PR is a very effective way of closing this gap via the media and projecting your company into the chosen target countries and markets.

## Activations and Events

From our experience, African markets are often hungry for knowledge and education related to your specific company expertise and they prefer an educational, soft sell. So road shows and educationals are often a powerful way to get buy-in and traction. We can organise “surveys” that engage your target clients and evolve these into information and educational activations based on pains and needs and burning issues arising out of the research. This gets you facetime with target VIP clients which often leads to heightened trust and conversion

## Social Media

We can help you and your team with your representation on Facebook, LinkedIn and Twitter. Making sure it is alive, relevant and consistent. That you are linking with industry partners, target customers and groups on LinkedIn to advance your Africa Business Development strategy.

## Content writing

We can organise for ongoing content for newsletters, bi-monthly mailshots, website, general marketing collateral, brochures and presentations.

## Mailshots

With a growing database of existing and new clients it is easy to touch base with them with useful tips, news and updates so that you are top of mind and that they know that you care and are ready to serve at any time. Our girl-at-the-dance theory requires that you are always top of mind for a client when they are having problems (with their existing partner). Always on hand to give them your ear and listen to their problems and ready with a solution.

**“I have worked with The Team from African Payment Solutions over more than 10 years and consider them to be amongst the leading experts on mobile and internet payments in Africa.”**

*Gary Collins - Head of Digital Innovation at Westpac Pacific Banking*



## BUSINESS DEVELOPMENT AFRICA SERVICE

It is important to clarify your Africa Business Development strategy and make sure it is in line with your business strategy, aspirations and budgets. We will understand yours if you have one already or we will work with you to refresh it or design one from scratch.



We are relentless and will make sure that you are constantly pushing boundaries and expanding out of your current business environment into your target markets. Working with your team or going solo. Researching and scanning the market for customers, resellers and partners that will economically expand your business in-territory.



## **Researching and prioritising**

We will work with you to prioritise your target markets. Africa business development is not an exact science. Often lucky breakthroughs or unexpected roadblocks require flexibility, but it is good to start with a plan that can be adapted based on new information and changing circumstances. We will help you construct your business development plan and keep it relevant.

## **Lining up customer, business, reseller and partner prospects**

We will investigate the market, use our existing contacts and research and line up contacts in each territory for your business. Setting up for example a week of appointments to ratify opportunities and possibilities that can be followed up and converted over time.

## **Following up to completion and conversion**

This is not where it stops - conversion in African countries can take time, patience and perseverance. This is where we can be very useful. We don't let go. We continue to maintain relationships and keep the deal hot and follow up to shorten the time to cash for you. We must warn you if this is your first time dealing with African countries that they take time to "go live" and time to cash is much longer than in developed economies. They make all the right noises but decisionmaking and implementation can be slow.

## **Opening doors**

We will travel to target countries, brave the bribery, broken down infrastructure, food poisoning and anomalies of Africa. Make contacts and open doors for your team to go in with their specific expertise to complete a technical sale.

## **VIP Client acquisition and relations**

An essential part of business development as a whole is the attraction, conversion, retention and expansion of VIP Clients in Africa. We can help you and your team position yourselves well in the eyes of target VIP clients. We can help get facetime with them, make sure we are converting, keep good relations and see how we can increase revenues and profits from value adds and explore referral business.

## **Sourcing and prioritising strategic acquisitions**

Depending on the size of your company and the speed at which you would like to get traction in Sub-Saharan Africa, you might consider buying time and market share through acquisitions. We can help you understand the market and line up and prioritise potential acquisitions that could be of interest and fast track your expansion through the African continent.





## VIP CLIENT ACQUISITIONS AND RELATIONS



### **Retention and expansion for existing VIPs**

We love visiting VIP clients, to ensure that they are getting the most out of your company, are happy with the service, and to workshop new opportunities for doing more (profitable) business with them. We can interface between the client and your company to bring back opportunities for speccing, pricing and implementation .

### **Exploring opportunities with new VIPs**

We love visiting new VIP’s and chatting about the industry as a whole, sharing our expertise and knowledge and capabilities. Keeping them hot, listening to their needs and challenges and service gaps so that we can ease our way in to become their supplier or service provider.



**Email:** [info@africanpaymentsolutions.com](mailto:info@africanpaymentsolutions.com)

**Web:** [www.africanpaymentsolutions.com](http://www.africanpaymentsolutions.com)

---