



AFRICAN
PAYMENT
SOLUTIONS

SECURE TRADING

We contracted to UC Group LTD, the main entities of which are Secure Trading and Cognosec, from May 2014 to Feb 2016 as fully fledged outsourced members of their inhouse marketing team. We worked with, and reported to, Marketing Director Paul Gent, previously Head of Digital Marketing for First Data. Our projects were diverse as part of their roadmap to transforming UC Group into an end-to-end global payments player. Our 18 months with UC Group has been a mini-MBA in understanding marketing and business development in the UK and European Online Payment Markets.

CASE STUDY

MEMBER OF OUR UC MARKETING TEAM



Paul Gent



Luke Gall



Robin Philip



Carla Adams



Silvia Monfort

“Their hard work, commitment and professionalism during this time was second to none”

*Paul Gent - Marketing Director
Former Head of Digital Marketing for First Data*



“We engaged their services, together with our core marketing team in London, on a number of high profile marketing projects across the Group of companies.”

*Paul Gent - Marketing Director
Former Head of Digital Marketing for First Data*

Projects we worked on with and for UC Group LTD

We worked with and interviewed Secure Trading and Cognosec’s top management including Mike Norton, Head of Secure Trading’s new bank in Malta, Jens Bader Chief Operating Officer, Mike Lane Head of Channel, and with all top management at Cognosec including David Jenkins, Director of PCI and Payment Services, understanding their product, respective strategies and marketing and business development needs.

At UC, we championed a number of marketing and thought leadership projects working with internal product and channel experts including:

- ◆ White papers
- ◆ Capability handbooks
- ◆ New Website structure, layout and content
- ◆ Quarterly Merchant Newsletters
- ◆ Infographics



White papers



As part of Secure Trading's vertical strategy, we researched and compiled a number of white papers



As part of UC's courting period with PayGate we researched, interviewed stakeholders and compiled three white papers for PayGate to support their African expansion

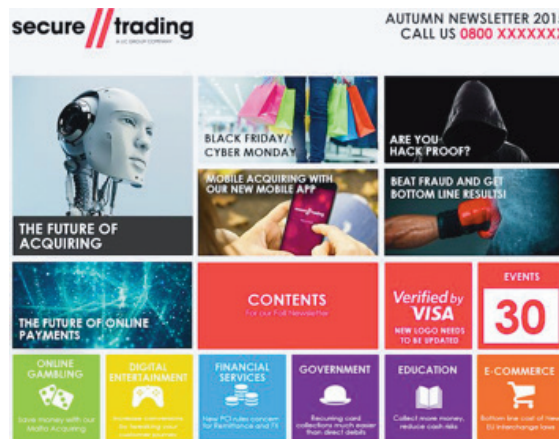


Quarterly Merchant Newsletter

Secure Trading, a pillar of the UC Group issues a seasonal newsletter to all their existing and targeted merchants with the ambition of converting new business and selling up to existing merchants. We interviewed Secure Trading sales and channel to understand what would be interesting, trending and saleable. We created the structure, generated content, and worked with designers and developers to put it together for mailing to 8,000+ merchants quarterly.



The Quarterly Merchant Newsletter has a Corporate and SME version. The web hosted landing page for the Corporate version is shown on the left. The newsletter design was responsive and readable on mobile and tablet.



We evolved the newsletter design based on feedback from the market and with improvements in budget and timing constraints. We leveraged this rich content across media to improve our search engine rankings and to generate specific leads.



The mailer was optimised and designed to be responsive and topics stackable for easy reading on mobile and tablet. Openings and conversions were measured in the various target bases.



“Their experience and insight of the payments industry and African markets was invaluable.”

*Paul Gent - Marketing Director
Former Head of Digital Marketing for First Data*

◆ **Competitor Analysis**

As a strategy, Secure Trading undertook to find out all they could about their competitors. Their Competitor Analysis documents, for use by their sales team, outline their key competitors in each vertical; their strengths and weaknesses, products, pricing, and highlights of where Secure Trading has a competitive edge. To get this information we combined desktop research, interviews with each competitor under an alias, and internal interviews with key Secure Trading staff members to put together this Competitor Analysis sales tool for each vertical.





“I highly recommend their services to organisations seeking their guidance and support.”

*Paul Gent - Marketing Director
Former Head of Digital Marketing for First Data*

Alternative Payment Methods

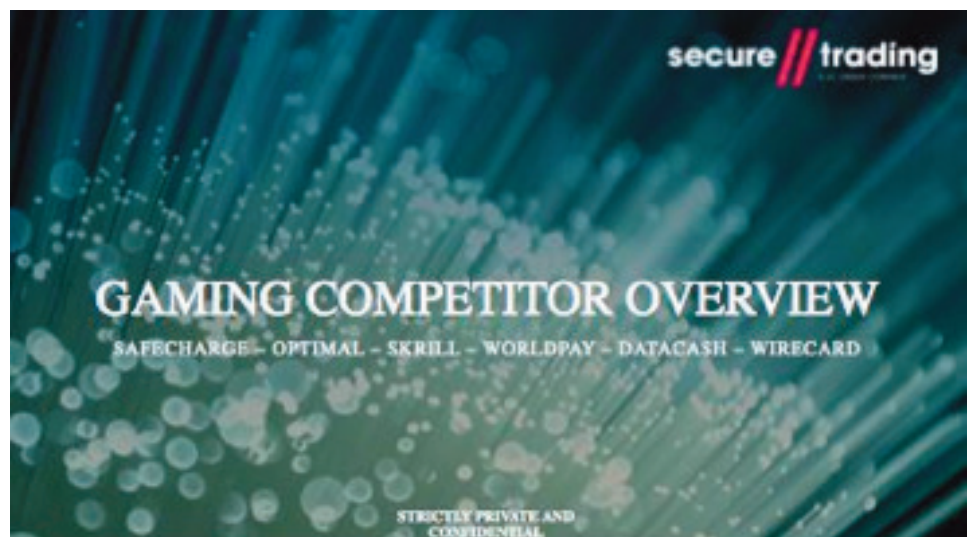
We researched, collated and consolidated information on Alternative Payment Methods across Europe for presentation in infographic format

UC Group Capability Handbook

As the cross company understanding of products, payment methods and value-adds had been left behind as a result of rapid growth, we consolidated them into an easy to understand UC Group Internal Capability Handbook

Website Structure & Flow

We completely redesigned the structure and content of the Secure Trading website to bring it up to date with the latest in web design and functionality. It is currently in the design phase.





An Audit of our Marketing and Business Development Capabilities

Africa Marketing Activities

Africa Business Development Activities

Organising marketing events and functions	Sourcing acquiring banks in new territories
Oversee SEO	Pitches to large clients
Optimising, updating and maintaining website	Liaising with Card Associations
Compiling company docs	Supporting resellers/aiding their business
Maintaining marketing material	Business development project planning and implementation
Managing IT from a customer perspective	Finding homes for airlines
Customer and merchant 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 banks
Speaking at conferences	Building relations with Card Associations
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 in Africa
Making sure we understand the 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 airlines etc
Communicating the essence of the company to our target markets	Championing the customer
Service quality management	Pioneering new opportunities
Cultivating a customer centric culture	Opening up the possibilities so we can send in the "attack dogs" to close the deal
Client entertainment	
Online marketing strategy and management	



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