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A Dive Into
Technology
and Innovation



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Welcome!

Letter From The Editor

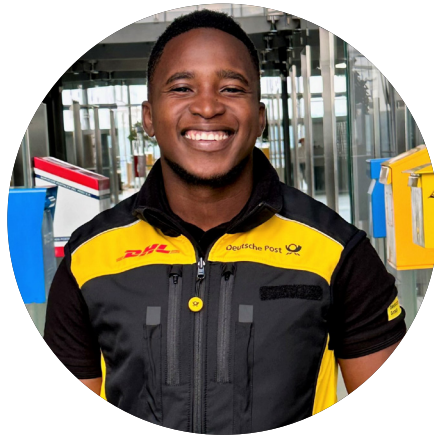
In this edition, we delve into topics that are at the forefront of the marketing world—creativity, digitalization, content creation, psychology, branding, sustainability, international marketing, and customer value management. Each article offers a deep dive into real-life experiences, challenges faced by marketers today, and innovative solutions that can help you stay ahead in this ever-changing field. Our goal is to equip you with practical knowledge and inspiration to navigate the complexities of modern marketing. We believe that these stories and strategies, drawn from experts with a wealth of experience, will provide you with the tools to succeed in your own marketing journey. I'd love to hear your thoughts, feedback, or questions. Feel free to reach out to me directly at italejohn@tmsa.or.tz. Additionally, I invite you to share your own experiences related to these topics; your insights enrich our community! May you find inspiration as you read on!

Sincerely,

Itale Francis John
Editor-in-Chief, Marketing Insights

Special Thanks to Contributors

The TMSA team extends our heartfelt thanks to the authors who share their valuable insights with Marketing Insight magazine. Your expertise and innovative ideas provide tremendous value to our readers, helping them navigate the ever-evolving marketing landscape. We deeply appreciate your contributions and dedication to excellence!



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— Think Big, Think Better, Think Different

Sialouise Shayo Marketing Expert

Marketing professional with over a decade of experience in brand management having worked at Diageo (Serengeti Breweries), DKT International and Coca-Cola, managing local, regional and global brands.

Respected team player, with the privilege of having worked from a leadership position with cross functional teams from supply-chain, finance, sales functions, Innovation teams as well as managing agency partners.

Passionate learner, worked with a global team to project-lead Diageo Way of Brand Building training for the Tanzanian team in 2013 and 2014.

Single Point of Contact and Market lead in running JTI Tanzania Portfolio workshops in partnership with Global Portfolio Strategy team -2022

Passionate business leader serving in a both for profit and non-profit organizations with a passion for conservation and women empowerment.

Think Big, Think Better, Think Different: The Role of Creativity in Fueling Innovation



When you hear of creativity what company names pop in your mind?

“While it may look like a lot of companies both locally and internationally tend to create me too brands, there is a good number of Companies that are really doing well in remaining innovative and really tapping into creativity to unlock the power of their brands. Some of my personal favorites are Apple, Unilever, P&G, The Coca-Cola Company and Azam here at home.

“Creativity is what sets apart a great brand from generic products. In marketing, it is critical to get creative not only with great consumer-centric marketing that connects with both the physical and emotional needs of consumers but also drives company strategy and inspires product and service innovations”

**Author;
Sialouise Shayo**

The need to think different!

The present is evolving, and fast! We no longer live in the days where having a great advertising campaign, great distribution and below the line activities only could do the job. Because Consumers are constantly evolving and connected to the rest of the world more than ever, marketers and business leaders need to constantly be listening, learning, un-learning and delivering. Not just with great products or services but in the way we deliver consumer experiences beyond product or services features. There is room to get quicker responses through ad testing, online platforms and research tools, paying attention to insights drawn from these tools is helpful in pointing marketers in the right direction in terms of new ways of thinking and therefore delivering on consumer needs.

The fall back and how it is affecting businesses

A lot of factors have contributed to the crippling of creativity in the business world, however the two that stand out to me are “experience” and quick fixes. I will explain! In principle, there is nothing wrong with experience drawing inspiration from past successes or failures, it is great, however when we lean on experience so much it kills creativity and the ability to think outside the box. Just because something worked in the past doesn't mean it will work exactly that way now, we spoke about evolving consumer needs affected by many a myriad of things ranging from living in a global village thanks to technology to changes that stem from our physically changing world. The second factor which I have termed quick fixes, is not spending enough time or drawing from the right insights while making business decisions or deciding on marketing strategies that work. Granted our VUCA world needs impactful solutions and fast, however, we must be vigilant to ensure that we give room for creativity, innovation, and out-of-the-box thinking. I think these barriers have birthed many problems including flooding the marketplace with me too products that make the brand-building process a rather difficult process for the followers. David Ogilvy puts it well, “ Within every brand is a product, but not every product is a Brand” When businesses do not allow

creativity they end up creating products that deliver on short-term objectives but do not have what it takes to create lasting brands and therefore limiting long term profitability of companies.

Marketing and creativity

Creativity is what sets apart a great brand from generic products. In marketing, it is critical to get creative not only with great consumer-centric marketing that connects with both the physical and emotional needs of consumers but also drives company strategy and inspwires product and service innovations. Without this, it is very likely for marketers to find themselves managing brands that continuously lose relevance with consumers. Creativity facilitates differentiation and when supported by insights drawn from credible data allows marketers to deliver world-class marketing that drives business goals.

I will share one of my personal favorite examples from a few years back from a beverage company I ever worked with. At the time, we were faced with

the challenge of the brand I managed not resonating with consumers, this made it difficult for our sales team to distribute the brand in the marketplace. I had fantastic leaders who encouraged our team to think outside the box and explore new ways to connect with our consumers. Our then fantastic agency partners came up with ideas to evolve our packaging and launch a through-the-line campaign that touched our target audience passion points collaborating with local talents to deliver the campaign. This was all great but we needed to close the gap we had with distribution! To address this gap, we launched an App that rewarded consumers for notifying us when they could not find the brand at their preferred point of purchase. Within 12 months of launching the campaign, the brand improved on all the relevant brand metrics and recorded a volume achievement that was +22% above the plan for the year. In hindsight, this would not have been possible if we didn't try things we hadn't tried before.



A Creativity Culture

I think there are a lot of creative minds in the world. I think one way to promote a creative culture is to embrace our diversity and create programs that allow organizational-wide opportunities to share thoughts on key business focus areas. Not all ideas will be implemented but there is immense value in creating an environment where employees can contribute. The Toyota story is one worth studying for readers who are unfamiliar with how the company benefited by involving employees in building a creative culture among them.

Thinking big, better and different as a team

The great fact about human beings is, that no one wakes up in the morning planning to fail. When we tap into the human desire to win, we can inspire creativity that unlocks our human best. That strives for big, better, and different. I am intentional about sharing as much information as appropriately possible with my team to ensure they understand the primary goal we are after. I have learned that when the vision is clear, passionate teams will almost always strive for better. Openness to be challenged and inspired by others has also created a healthy environment where team members are confident to share ideas that foster growth and create uniqueness.

Making Your Customers A Part Of Your Creative Circle

There are many ways businesses can involve customers in their creative circle. Three practices I have found helpful are:

1. Involve target customers when planning changes to products or new introductions, in many industries, it is possible to get this feedback from potential customers through customer immersions and discussions without jeopardizing the confidentiality of plans.
2. Test communication content before executing campaigns that are key in supporting important business goals or brands.
3. Conducting regular research to understand what is important to customers and potential customers.

Attaining and integrating fresh ideas

We discussed how important it is to ensure leadership creates mechanisms to receive inputs from employees from different levels when brainstorming solutions to existing or anticipated barriers but also to leverage opportunities. One way I have found effective for companies to attain and integrate fresh ideas is by creating a formal process where at a certain time of the year there is a deliberate effort to engage the necessary internal and external parties where appropriate to brainstorm and come up with creative ideas. Ideation workshops are a great starting point when it comes to attaining creative ideas. To ensure ideas aren't lost, a series of these sessions is necessary followed by incor-

porating appropriate ideas into annual plans for implementation and eventually evaluation.

Integrating collaboration and diversity in the creative process

Collaboration is key, when companies embrace the diversity of key stakeholders both internal cross-functional teams and where necessary vendors and agency partners they create opportunities for a well-rounded idea that is more likely to be viable. I believe it is wrong when creative ideas come from a select group of individuals year after year, of course, I am not suggesting hiring a new team each year or changing agency partners unnecessarily, however, companies can explore opportunities to create an environment that allows collaboration and inclusivity in the creative process while observing necessary responsible measures to protect original ideas and strategies.

Taking action

To ensure great ideas are given a fighting chance, it is key to ensure documentation and follow through. Following ideation workshops, ideas need to be prioritized to identify those that will move to execution. When this is clear a detailed go to market Plan needs to be put in place detailing how the idea will move from concept to an executable strategy, link the strategy to the key business problem it solves or opportunity it taps into, and come up with clear metrics that then can be used to measure

whether the idea served its purpose or not.

Depending on the nature of the idea and the solution it offers to the customers, there are a few options to pilot an idea before full market implementation. Example product ideas can be tested by creating prototypes and sampling them to consumers in close group immersions or select outlets or geographies. For companies that can afford research agencies, there are a good number of research experts who can support this process. I believe small business owners also have the opportunity to creatively test ideas using simple structured methodologies that can be found online. The key is to ask the right questions that will enable the team to enhance what works and gather insights for improvement. With advertising, ideas can be tested via a range of tools to test creative work with a sample target audience and gauge whether it will be effective or not before releasing full-on execution resources.

The fight for creativity and innovation

The main challenge when it comes to fostering creativity and innovation in my opinion is when marketers or initiators fail to paint the big picture, clarify why it is important for the customer for this idea to be implemented, and of course, how the implementation of this idea will create value for the business. When these dots are not connected, it is difficult to rally the right resources and champions to support creativ-

ity and innovation. To overcome this obstacle, therefore, it is critical to connect the dots that link consumer, customer needs, Idea execution and business objective.

Scaling the impact

Depending on marketing initiatives, different measures can be used to assess the success of activities. If for instance, the goal of an initiative is to grow the connection between your brand and the customer's measures like Awareness scores, and equity scores, NPS can tell if marketing initiatives have been effective over a period of time. Marketers can also customize research questionnaires to measure specific important aspects such as quality, premiumness, relevance, value for money perceptions, and appropriate imagery scores. If the purpose of an initiative was to either recruit or convert consumers the measure can be how many consumers were contacted, tried the product (trial) and how many left or remained with the brand over a period of time. In some cases marketing initiatives are linked to the amount of sales made therefore here the measure should be how many of the customers that engaged with your initiatives ended up making an actual purchase which is easier to do online but also possible offline for example when linked to point of sale marketing initiatives. The goal of the measure here is to learn what works but also measure the return on marketing investment.

The glimpse in to the future

Technology will continue to influence marketing, AI for instance has made it possible for marketers to draw inspiration from technology from all levels. I believe it will continue to inspire creativity ranging from product design and efficient management of marketing resources to massively improving efficiencies. Sustainability and responsible marketing are other trends that will continue to shape innovation and creativity for marketers. This calls marketers to stay curious, leverage on data, embrace diversity and do not be afraid of change.

Personal reflection

I am lucky to be surrounded by mentors and coaches who are always challenging me to push limits this is helpful. However, my core inspiration to think big, and better is what I believe to be the keywords that summarize my purpose. The words are Hear. Give. Inspire. I am continuously compelled to hear, not listen. But truly hear. Hear what the world around me it trying to say, what my consumers are trying to communicate by their actions or responses, and the list goes on. The more I hear, the more I am driven to think bigger and better, not just as a marketer but also as an individual. Give really represents action in response to hearing and inspire is what I strive to achieve not just with my work but also with my existence. The awareness that there are still a lot of opportunities to unlock is the fuel that

fires my desire to go above and beyond. With marketing that inspires consumers and plans that inspire teams to strive towards achieving goals.

In running with the times my first motivation is a reminder that I am not self-sufficient and there is still a lot of inspiration around me that can help sharpen my creative skills. I plan to be a lifelong learner so I am continuously learning

from others as well as formal studies. I have also found that discussions with team members especially ones that are new to our field stimulate out-of-the-box thinking. Reading about current trends and networking with other marketers in the marketplace and outside have proven to be helpful in my case.



Content is King

“Content marketing when done right, with consistency can help your brand be viewed as an authority where not only do potential clients come to you for guidance but existing ones keep returning and stay loyal.”

Meghna Pandya
Digital Executive SportPesa



Content is King: Unleashing the Power of Content Marketing

We continue to hear this phrase because content is at the core of all marketing strategies. While the medium of content may differ, its significance remains the same. Content is quite literally, everywhere. Thus, making content marketing one of the most powerful strategies for your business.

“Content marketing strategies are not one-size-fits-all. Each business is different. Each medium is distinct. It is crucial to define your target audience, determine your most effective channels for distribution and then cater your content on the basis of that.”

**Author;
Meghna Pandya**

What are the key components of a successful content marketing strategy?

A successful content marketing strategy hinges on several key components: setting clear objectives and goals, understanding your target audience's needs and preferences, creating high-quality and relevant content, distributing it through appropriate channels, optimizing content for SEO, and using analytics to track performance. It's crucial to be adaptable based on feedback and data, to ensure the strategy can scale with your audience's growth.

Identify Your Target Audience For Content Marketing

To effectively identify their target audience for content marketing, businesses should conduct research to understand customer demographics, interests and behaviors. Secondly, analyzing existing customer data using social media insights and getting feedback through surveys can help shape a clear picture of who the audience is, ensuring the content meets their specific needs.

The Role Storytelling Plays In Engaging Audiences Through Content

We're at a time where we are bombarded with content. There is too much content noise everywhere with everyone trying to bid for your attention. This is where storytelling can help you stand out. People crave real stories and genuine content. The more relevant your content and the more your audience can resonate with it, the better the engagement.

While this is not business related, a some-what recent example of successful storytelling is @reesateesa – a woman who posted a “Who TF Did I Marry?” series on TikTok on 14th February 2024 and blew up with over 500 Million views on her content within a span of two months. She now has 3.7M followers on TikTok and has turned into an overnight celebrity. Her success can be a

lesson in learning how genuine stories can be transformative for your business and how not to fear long-form content.

Examples Of Brands That have Excelled In Content Marketing, And Lessons That Can Be Learned From Them

Duolingo - this one is my absolute favourite! Duolingo is a language learning app which found success with their un-hinged content on social media, TikTok in particular. Their content is funny and always in trend with what is going on at the moment. Their sassy comments and viral videos keep

people coming back for more. This is a great example of how humour and entertainment can help drive important business metrics like app installs and more.

Grammarly I'm sure we have all seen their YouTube Ads. Grammarly's YouTube full-funnel video content marketing strategy is aimed at focusing on long-term brand awareness and acquisition. Their video ads have led to great increase in brand lift, conversions, organic search queries and website traffic. From Grammarly we can learn how data driven attribution can be used to measure your success and set the right expectations with leadership.



Content Marketing and Building Brand Loyalty

Content marketing is not about pushy sales tactics or promos. You can build a genuine relationship with your audience by meeting your customer's needs without always trying to sell. Content that is personalized, value driven and genuinely benefits your customer can help build loyalty and trust. The goal is to be on top of mind and get the customer to choose you when they are looking for something that you have to offer.

Measuring The Success Of Content Marketing Efforts

Some of the important metrics that can be useful to track your performance are:

Traffic Source: Monitor the source/medium of key events/conversions on your website or app. Use UTM tracking URLs to track the effectiveness of your campaigns.

Other metrics to track include: Users (New & Returning), CTR, Bounce rate, Page views, Unique views, Average engagement time, Organic traffic, Keyword rankings, Social engagement metrics etc depending on your business requirements.

Stay Relevant And Adaptive In A Rapidly Changing Digital Landscape

Besides the obvious - always staying on top of constantly emerging trends and technologies, one of the best ways

businesses can always stay relevant is by creating evergreen content. This means producing valuable content that would still be relevant when your audience searches for it let's say five years later. Then all you need to do is make minor updates to repurpose it.

“One of the best examples for this is Neil Patel – a pioneer in digital marketing excellence. Neil has created tons of blog content on his website with regards to anything and everything digital. His content was the main source of information for me when I was starting out as a digital marketer. Years later, his content has stood the test of time and is relevant even now. One of his best strategies was getting his content translated to different languages so that it can be accessible to people across the world.”

I'd like to mention two different instances of successes I've had.

- 1) A few short-form video content created for SportPesa Tanzania (where I am currently employed) went viral on TikTok and Instagram with over 650,000 organic views each.
- 2) This was years ago, I had a slap-on watch client based in the UK. Based on his brief we had initially focused our strategy towards kids and targeted keywords related to colorful and funky watches which didn't seem to work very well. About two months before christmas, I started running Google shopping ads instead of search network ads. Secondly, I targeted keywords

related to gift ideas and the christmas season. This proved to be immensely successful with several watches going out of stock.

The Future Of Content Marketing In The Country And Globally

With the advancement of AI, it takes a mere few seconds to generate tons of content for any platform be it blogs, social media, newsletters and so on. But is it good enough? While there are a lot of advantages of AI generated content, one major drawback is the lack of authenticity and human creativity. Emotions, unique perspectives, and relatability – qualities that drive majority of viral and most engaged content we see today are difficult to generate with AI.

“I believe blending human efforts with AI would be the way to go for content marketing in the future. AI doesn't necessarily need to create content for your business. It can be a “helper” to assist with ideas and keywords or a “reviewer” to check for grammar mistakes or help improve the quality of content being produced.”

With regards to local content in Tanzania, using the right language for your target audience is key. If kiswahili is not your strong suit, hire a good copywriter who can steer the creative ship with good, relatable content in the local language.

Where Are We Getting It Wrong As Far As Content Marketing Is Concerned?

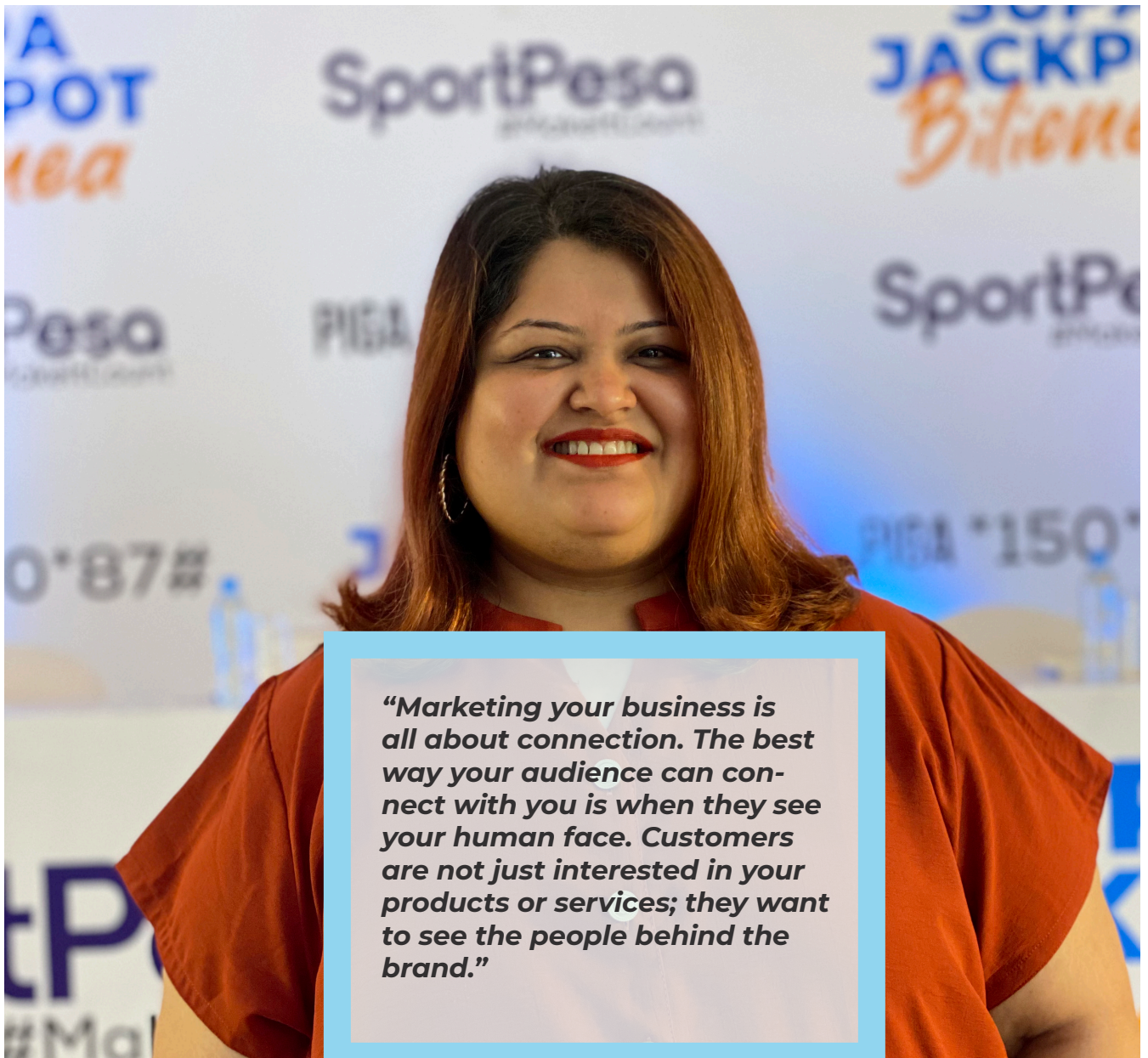
Not understanding that everything doesn't need to be hard-sold. I've seen companies try to cram everything they can into one single image so that nothing is left out. Not only can this be counterproductive, but can also lead to negative feelings and lower chances of repeat business.

Besides this, you do not necessarily need serious content to prove that you are a serious business. Try to blend educational content with a fun element and see the change in how people interact with your brand.

People also forget to reply to comments and

messages or do not attend to phone calls. Social media is about being social. What's the use of all your content marketing efforts if you are not tending to your customer's needs and inquiries when they finally reach out to you?

I've come across several business owners who prefer to stay behind the scenes. There are so many Tanzanian business owners who lack visibility even on a professional network like LinkedIn. I think it is time entrepreneurs get over their shyness or pre-conceived notions about social media and use their personal brand to make a better impression. Make the extra effort to humanize your brand. Trust me, you won't regret it.



UPSCALE YOUR BUSINESS BY EMBRACING DIGITALIZATION



Gillsant Mlaseko is the founder of Swahili Digital and a leading figure in digital empowerment in Tanzania. With over a decade of online marketing experience and certifications from major platforms, he is highly respected in the industry.

Swahili Digital: Founded in 2012, this agency specializes in digital marketing and communication. Its mission is to empower Tanzanian youth with digital skills, benefiting thousands through education and employment opportunities.

Achievements: Gillsant has impacted over 9,679 individuals since 2017, earning awards such as the 2020 Consumer Choice Award and the 2022 Top 100 Executives Award. He holds a degree in Business Management, enabling him to lead Swahili Digital effectively.

Youth Empowerment: Gillsant aims to empower 99,892 youth by 2025 through courses, ebooks, workshops, and seminars. He also supports startups, making him a key figure in Tanzania's business ecosystem.

Gillsant Mlaseko
Founder Swahili Digital



Upscale Your Business By Embracing Digitalization

Embracing digitalization is crucial for businesses to stay competitive in today's market. It allows for greater reach and engagement with customers, streamlines operations, and provides valuable insights through data analytics. For businesses in Tanzania, digitalization also opens up a road to endless opportunities for youth employment and entrepreneurship, contributing to economic growth and development.

“Start with a clear strategy that aligns with your business goals. Invest in training and development to build digital skills within your team. Begin with small, manageable projects and gradually scale up as you gain confidence and experience. Stay adaptable and open to learning from both successes and failures.”

Author:
Gillsant Mlaseko

What Makes A Successful Digitalization Strategy?

A successful digitalization strategy includes clear objectives, understanding the target audience, leveraging appropriate digital channels, and continuous monitoring and optimization. Key components also involve integrating data analytics to inform decisions, ensuring cyber security, and fostering a culture of adaptability and continuous learning. Businesses should start by understanding their target audience's preferences and behaviors. Conducting market research and analyzing data can reveal which platforms and channels are most effective for reaching their audience.



Experimenting with different platforms and measuring their performance can also help in making informed decisions.

“One of our notable clients is Nelwas Gelato, an Ice Cream and Gelato brand based in Dar es Salaam, Tanzania. We successfully created their social media accounts from scratch, digitalized their in-person training into online classes, and developed a website along with an online store for processing orders. This comprehensive digitalization effort has enabled Nelwas Gelato to reach a wider audience, streamline their training processes, and improve their sales and customer service through online channels.”

The key lessons from this digital transformation include the importance of establishing a strong online presence, the benefits of digital training for staff efficiency, and the value of an e-commerce platform in enhancing customer convenience and business growth.

Integrating Digital Technologies Into Existing Marketing and Operational Processes.

Businesses should start with a clear digital strategy that aligns with their overall goals. It's essential to invest in training and development to ensure staff are equipped with the necessary skills. Incremental implementation, starting with pilot projects, can help in managing the transition smoothly and keeping a readiness for learning and coping with digital

trends such as the increasing use of AI and machine learning for personalized marketing, the rise of social commerce, and the growing importance of data privacy and security. Additionally, the expansion of mobile internet access in regions like Tanzania will further drive digital adoption.

Data analytics is crucial for understanding customer behavior, measuring campaign performance, and making informed decisions. It helps businesses to personalize their marketing efforts, predict trends, and allocate resources more effectively, thereby optimizing their digital strategies.

Ensure A Reliable Foundation For Your Digital Customers.

Ensuring a reliable foundation involves investing in robust IT infrastructure, maintaining data security and privacy, and providing excellent customer support. It's also important to continuously update and improve digital platforms to meet evolving customer needs helping the business to keep in track with their customers.

Challenges And Solutions

Common challenges that businesses face in attempt to digitalize include resistance to change, lack of digital skills, and cyber security threats. Overcoming these challenges requires a strong leadership vision, continuous training and development, and implementing comprehensive cyber security measures, including regu-

lar security audits, employee training on data privacy practices, and the use of advanced encryption technologies. It's also crucial to stay updated with regulatory requirements and best practices in data protection. All these measures are very vital in ensuring the safety of the business and its customers by providing a secure digital space for business transactions to take place. The future of digitalization is promising, with increasing connectivity and technological advancements. Locally, in Tanzania, there's significant potential for growth as more businesses and individuals embrace digital tools. Global trends like AI, IoT, and blockchain will continue to shape the digital landscape, offering new opportunities for innovation.

What To Consider When Initializing The Digitalization Of Your Business

Start with a clear strategy that aligns with your business goals. Invest in training and development to build digital skills within your team. Begin with small, manageable projects and gradually scale up as you gain confidence and experience. Stay adaptable and open to learning from both successes and failures.

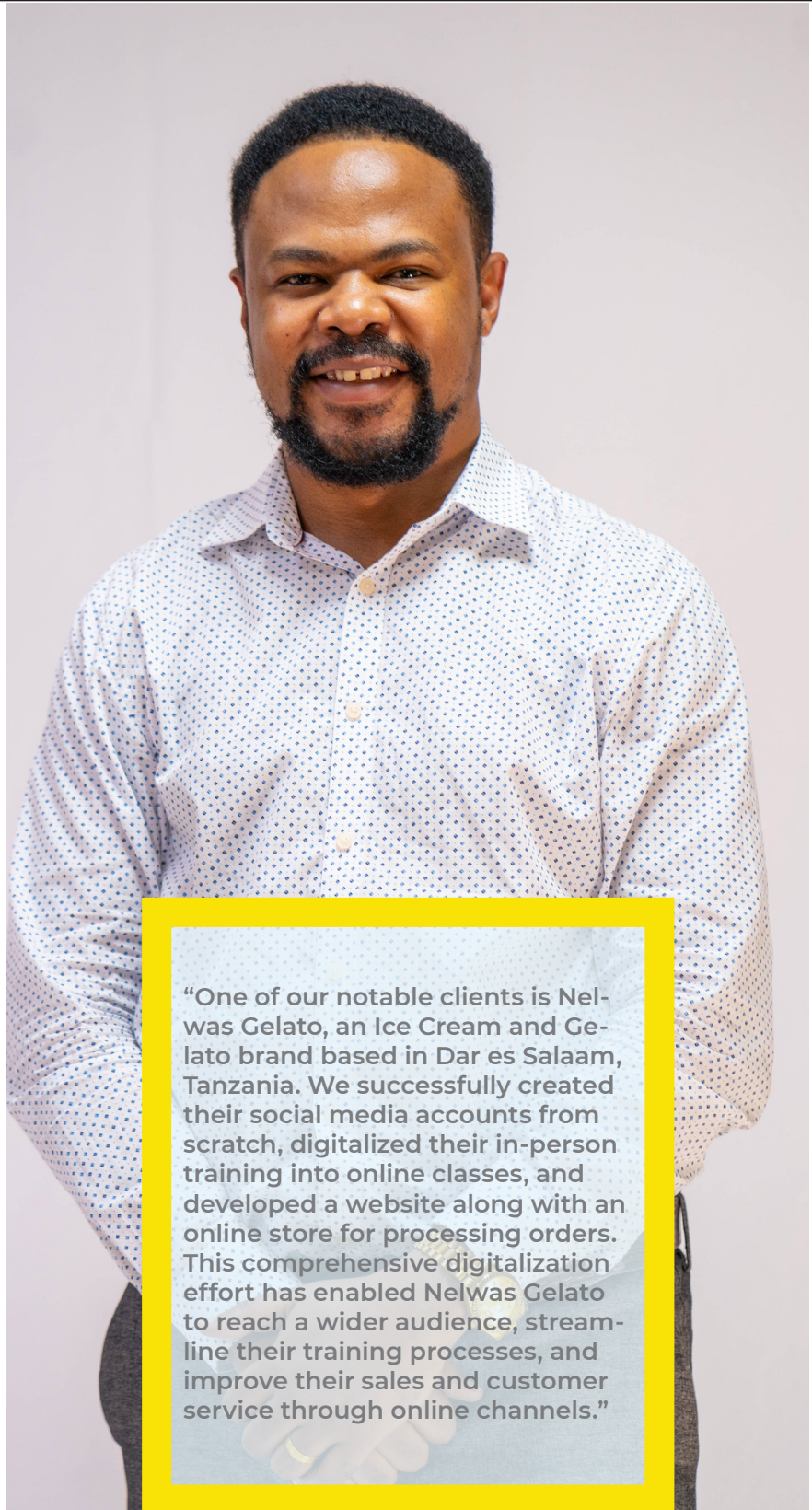
Measuring The Effectiveness And ROI Of Digitalization efforts

The effectiveness of the processes undertaken can be measured through various

metrics such as website traffic, conversion rates, customer engagement, and sales growth. ROI can be assessed by comparing the cost of digital initiatives to the revenue generated. Tracking metrics like customer acquisition cost, lifetime value, and return on ad spend (ROAS) can provide insights into the financial impact of digital efforts.

Staying Agile in the Digital Landscape

Agility is crucial for staying competitive in the digital landscape. Brands can remain agile by fostering a culture of continuous learning, being responsive to market changes, and leveraging technology to quickly adapt to new trends and customer demands. Regularly reviewing and updating digital strategies is also essential. Digitized brands have the advantage of reaching a wider audience and engaging customers more effectively. However, there's still a gap between businesses and customers due to limited digital literacy and infrastructure in some areas. Addressing this gap requires investment in digital education and infrastructure development.



“One of our notable clients is Nelwas Gelato, an Ice Cream and Gelato brand based in Dar es Salaam, Tanzania. We successfully created their social media accounts from scratch, digitalized their in-person training into online classes, and developed a website along with an online store for processing orders. This comprehensive digitalization effort has enabled Nelwas Gelato to reach a wider audience, streamline their training processes, and improve their sales and customer service through online channels.”

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Personal Narrative



One of my most successful experiences as a digital strategist was the digital transformation of Nelwas Gelato and Zawadipoint. These projects exemplify the power of digitalization in revitalizing and expanding businesses.

Nelwas Gelato: When Nelwas Gelato approached us, they had a strong local presence but lacked an online footprint. We began by creating their social media accounts from scratch, allowing them to connect with a broader audience and engage with their customers more effectively. Recognizing the need for efficient staff training, we transitioned their in-person training programs

to online classes. This not only streamlined the training process but also made it accessible to more employees at their convenience. Furthermore, we developed a comprehensive website and an online store, enabling Nelwas Gelato to process orders seamlessly. This holistic digital transformation resulted in increased online engagement, higher sales, and enhanced brand visibility, demonstrating the tangible benefits of a robust digital strategy.

Zawadipoint: Zawadipoint, a gift hampers shop, was operating solely through a physical store when they reached out to us. Our goal was to transition their operations to the digital realm. We started by creating a user-friendly e-commerce platform, allowing customers to browse and purchase gift hampers online. We also established their presence on social media, which helped in reaching a larger audience and engaging with customers directly. This shift to digital operations not only increased their sales but also broadened their market reach beyond their physical location. Customers appreciated the convenience of

online shopping, leading to higher customer satisfaction and loyalty.

These experiences highlight the profound impact that digitalization can have on businesses. By leveraging digital tools and strategies, we were able to enhance the operational efficiency, market reach, and customer engagement for both Nelwas Gelato and Zawadipoint. These successes reinforce my commitment to empowering businesses through digital transformation and underscore the importance of adapting to the digital age.

GREENING THE MARKETING LANDSCAPE

Choosing a company that prioritizes environmental and community well-being means aligning with a brand that truly values its customers and the world they live in. This dedication to sustainability not only enhances the company's reputation but also builds customer loyalty, as more consumers today are committed to supporting businesses that actively work towards a greener, healthier planet.

Grace Kijo
LPG Brands - Marketing Manager

Greening The Marketing Landscape: Intergrating Sustainability In Your Marketing Strategy.

Author;
Grace Kijo

Nielsen reported that 66% of consumers are willing to pay more for sustainable brands. Companies that do not embrace sustainability risk losing a significant market share to more eco-conscious competitors. Sustainability has become an alarming matter in the business world with the public becoming more and more aware of how the non-ecofriendly products and production processes affect them and the environment. This rise of consciousness has posed demands for answers and actions for businesses to address before, during and after the production process and how they engage their employees, customers and community to embrace sustainable practices. Ecofriendly production and consumption is a responsibility that most businesses have lagged behind on and ignored which has sped up the emission of harmful chemicals and toxins, landfills, loss of biodiversity, over exhaustion of natural resources and irresponsible consumption, all this corroding into human health, the



environment and the economy.

Take for example, “The Case of Fast Fashion Brands

What Happened: The fast fashion industry, has long been criticized for its unsustainable practices, including the production of cheap, disposable clothing, and poor labor conditions. The mass production of clothing contributes to high levels of waste, pollution, and unethical labor practices.

Environmental and Community Impact:

The fashion industry is responsible for approximately 10% of global carbon emissions and is a major contributor to wa-

ter pollution from textile dyeing and micro plastics. Many factories involved in fast fashion, particularly in developing countries, have been linked to poor working conditions, exploitation, and environmental degradation.

Backlash: Consumers have increasingly pushed back against fast fashion, leading to calls for boycotts and demanding more sustainable practices. Brands are now being forced to rethink their supply chains and marketing strategies, though many are still criticized for “green washing”—making misleading claims about being environmentally friendly.”

“Incorporating sustainability into marketing benefits not only businesses and their prospects but also the entire planet. When companies adopt sustainable initiatives, they help preserve the environment for both current and future generations.”

How Technology Is Driving The Shift Towards Sustainable Marketing Practices

Marketing is an important part of the business functions and so a lot of things in the marketing initiatives that are done are incorporated in the different segments of the business. There are several different ways how marketing teams perform this function, a few being material sourcing, partnerships, embracing new trends and technology and also driving consumer engagement. Technology has played a pivotal role in driving the shift toward sustainable marketing practices by offering more efficient, eco-friendly, and innovative solutions that reduce the environmental impact of traditional marketing. Here's how technology has transformed sustainable marketing: Here's a summary of the key points regarding how technology is driving the shift towards sustainable marketing practices:

1. Digital Platforms and Reduced Paper Usage

The transition to digital marketing through social media, search engines, and programmatic ads has significantly minimized the reliance on printed materials. Companies can now execute entire campaigns online, reducing waste from brochures and billboards while enabling personalized content delivery, thereby enhancing effectiveness and reducing environmental impact.

2. Sustainable Supply Chains with Blockchain and IoT

Blockchain technology enhances supply chain transparency, allowing consumers to trace products from their origins to final goods, ensuring ethical sourcing. The Internet of Things (IoT) optimizes energy consumption in business operations, such as using smart sensors to reduce electricity use in digital signage, promoting eco-friendly practices.

3. Artificial Intelligence (AI) and Machine Learning

AI tools analyze data to optimize marketing campaigns, reducing resource waste. Companies can automate processes and employ predictive analytics to use resources more effectively, minimizing unnecessary consumption. AI also enables personalized content creation, cutting down on traditional waste from print advertising.

4. Sustainable E-commerce Practices

Technology facilitates eco-friendly packaging solutions, allowing brands to use recyclable materials and minimize waste. AI insights can optimize shipping routes, further reducing environmental impacts. Additionally, virtual and augmented reality (VR/AR) tools enable customers to explore products without physical samples, minimizing returns and packaging waste.

5. Sustainable Product Design

3D printing technology allows for efficient prototyping without extensive resource waste. This approach supports localized production, reducing

the carbon footprint associated with long-distance shipping and enabling more sustainable product development.

6. Data-Driven Sustainability Initiatives

Technology empowers businesses to gather and analyze data on their environmental impact, facilitating the implementation of sustainable practices and helping brands achieve certifications that reflect their eco-conscious efforts.

Technology has fundamentally changed how marketing is practiced, making it easier for brands to adopt sustainable methods that reduce their environmental footprint. From digital advertising to AI-driven analytics, the advancements in tech have provided marketers with more efficient, cost-effective, and eco-friendly ways to reach their audiences while promoting long-term sustainability. Brands that embrace these technological innovations are better positioned to meet consumer demands for eco-consciousness and drive sustainable growth. Companies can also take the decision to partner with different entities that support environmental protection, a good example is with VIVO ENERGIES, " We carried out a tree planting initiative where we planted a thousand trees in and provided different trainings on how to nurture the environment and conserve it in different schools within and out of Dar es Salaam. Companies are taking different initiatives in ensuring that they are embracing

sustainable practices and not just carrying out operations or marketing initiatives but are being mindful of the repercussion each action has on the environment.”

The Tanzanian people want to ensure that accountability is taken by companies for the impact that occur in the community and so when we carry out initiatives we find a lot of positive feedback, “ The tree planting initiative that we as Vivo Energy carried out we had attained very good feedback and support from the communities where these initiatives were conducted for it didn’t just involve the vivo energy employees but also involved the participation of the people from the secondary schools and the surrounding community to ensure the trees were planted and maintained. We carried a follow up last year and found out the trees that we planted are still there and are still growing which will benefit the community by providing fresh air and shade for students and the surrounding community but as well play a contributing role to the great task of saving and conserving the environment and engraving this task in the minds of the young generation and the surrounding community.”

Every business aims to effectively communicate whatever it is they are doing to the public for example,” We ran a campaign for three months and utilized different channels to communicate, these channels were communicating what we were doing not just position the brand but to sensitize the



community that this is the responsibility for all of us to take and so that a way in which the company can do that is to make sure that all the touch points that they usually use to make sure they communicate a promotion for example are used with sustainability as well so as consumers and the community at large will be able to really know that it is something of significance so as they will take it with the importance as it should be.

In measuring the impact of sustainability there are different metrics that we consider, we have very Key Performance Indicators (KPIs) for example;

- Waste Management
- Spill Reduction and Control of Emissions
- Staff and Community Engagement
- Partnerships that would aid to serve the cause.

An example of a company that has been successful in incor-

porating sustainability in its marketing practices is Samsung. Samsung has effectively integrated sustainability into its marketing practices through a multifaceted approach that emphasizes eco-friendly products, employee engagement, and community involvement. The company has developed devices like the Galaxy line that utilize recycled materials and prioritize energy efficiency, highlighted in their “Galaxy for the Planet” campaign, which underscores their commitment to reducing their carbon footprint and achieving 100% renewable energy in manufacturing by 2027. Employee engagement is fostered through programs like “Samsung Green Tomorrow,” where staff participate in sustainability projects such as tree planting and educational workshops. Additionally, Samsung promotes responsible e-waste disposal and recycling through

community education initiatives while utilizing recyclable and biodegradable materials in its packaging to encourage consumers to recycle. The company also invests in technologies like the SmartThings Energy platform to help consumers monitor their energy consumption. By collaborating with organizations like The Ocean Cleanup, Samsung enhances its sustainability efforts, reinforcing its dedication to environmental issues in its marketing. Overall, Samsung's commitment to sustainability not only strengthens its brand reputation but also resonates with eco-conscious consumers, driving loyalty and trust in the company.

Your Marketing Strategy Can Save The Planet!

Incorporating sustainability into marketing benefits not only businesses and their prospects but also the entire planet. When companies adopt sustainable initiatives, they help preserve the environment for both current and future generations. It ensures that businesses are operating responsibly, avoiding negative impacts on the environment and local communities. For any organization, sustainability is now a key metric for success. For companies, embracing sustainable practices means compliance with environmental standards and frameworks, which boosts their reputation. For consumers, it shifts perspectives by promoting a sense of responsibility. When

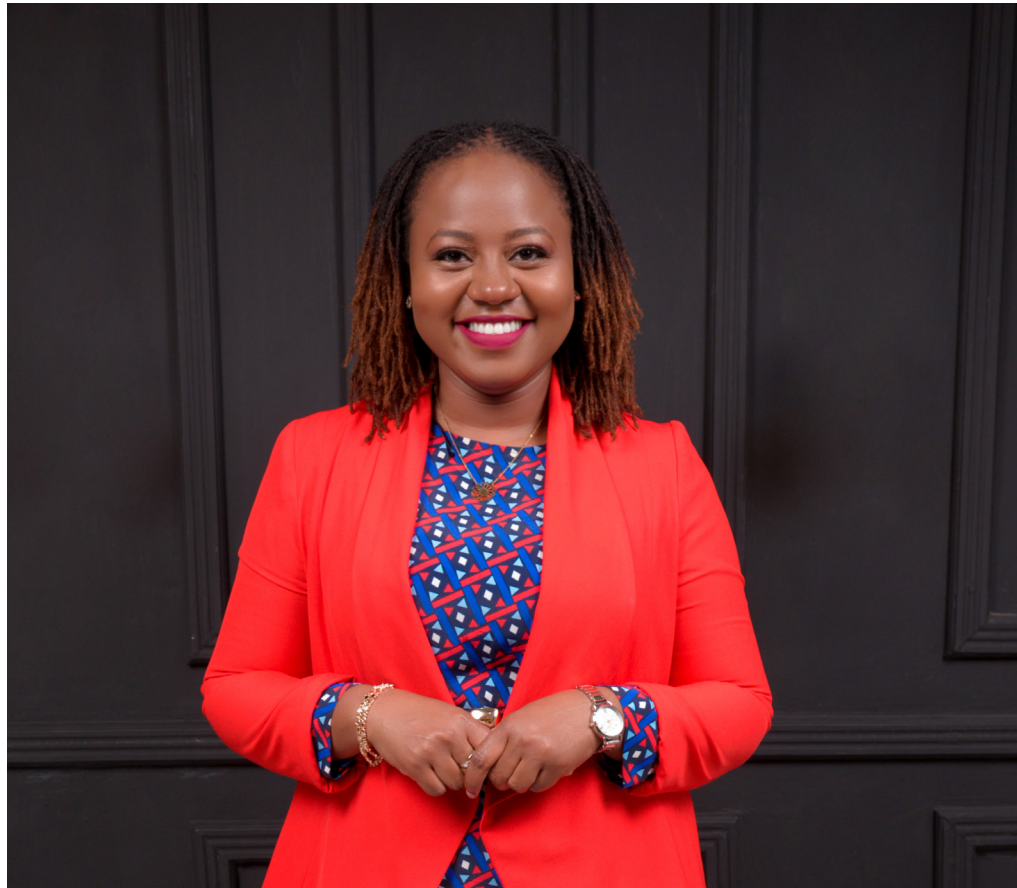
businesses and individuals prioritize sustainability, it creates a ripple effect—encouraging communities, nations, and the world to become more environmentally conscious, working together to protect our planet for the long term.

Ethical considerations are crucial when implementing sustainability practices. The motive behind these efforts should go beyond simply following trends; it must be rooted in genuine responsibility, driving positive change, and securing a sustainable future for both the community and the company. It's about being accountable for our actions and ensuring long-term benefits for the environment.

Forward-thinking companies that embrace sustainability naturally contribute to conserving the environment. In do-

ing so, they help ensure that ecosystems can continue to support both businesses and communities. Neglecting this responsibility leads to serious consequences like pollution, deforestation, and the extinction of species—issues that harm not just the environment but critical sectors such as education, agriculture, and medicine.

A responsible corporation should lead by example, creating a positive impact on the communities it serves. When an organization commits to environmental stewardship, it inspires those around it to care for the environment as well. Spearheading meaningful change in a community is a powerful achievement, and it's something every business should strive for.



The Psychology Behind Story Telling

“Stories are how humans make sense of the world. They don’t just convey information; they evoke emotions, and it’s emotions that drive decisions. When brands tell stories, they tap into the very essence of human connection.”

Dr. Martha Kungu
Ceo And Founder Of Afya Passion
Psychologist And Business
Consultant Investor

The Psychology Behind Story Telling: Understanding The Impact Of Stories In The Human Mind

In an age marked by rapid technological advancement and information overload, brands face the challenge of standing out in a saturated market. With consumers bombarded by countless messages daily, the ability to connect emotionally has become a crucial differentiator. Storytelling emerges as a powerful strategy that allows brands to engage customers on a deeper level, appealing not only to their rational minds but also to their emotions. Research shows that storytelling can enhance recall by up to 22 times compared to mere facts. This article delves into the cognitive mechanisms behind storytelling, its emotional resonance with consumers, and the psychological principles that businesses can leverage to enhance their marketing efforts.

“Stories are how humans make sense of the world. They don’t just convey information; they evoke emotions, and it’s emotions that drive decisions. When brands tell stories, they tap into the very essence of human connection”

**Author;
Dr. Martha Kungu**



The Human Brain And Stories

The human brain is wired for stories, not for facts. The brain is constantly looking for the narrative. Neuroscientific research has shown that narratives engage various parts of the brain, creating a more immersive experience than traditional marketing tactics. According to a study published in the Journal of Consumer Research, stories activate brain areas associated with sensory experiences, language processing, and emotions. This cognitive engagement helps consumers process information in a way that is memorable and impactful. Stories utilize the brain’s natural ability for pattern recognition. When

consumers hear a narrative, they subconsciously seek to understand the storyline, making connections and predictions about what will happen next. This engagement heightens interest and retention, as the brain prefers information that comes in the form of a coherent story rather than a list of disconnected facts.

One of the companies that has been successful in this area is Apple, "Apple has perfected storytelling in its marketing, particularly through its "Get a Mac" campaign which portrayed various artists, creative, thinkers, innovators using their product this built a storyline that apple products are for people who simply choose to think different. By creating relatable narratives about the everyday experiences of Mac and PC users, Apple engaged consumers not just logically but emotionally. The ads, featuring humor and relatable scenarios, helped position Apple as a more user-friendly choice and fostered brand loyalty. " This approach contributed to Apple becoming one of the most valuable brands in the world, with a loyal customer base that identifies strongly with its brand ethos. By weaving narratives into their marketing, Apple was able to differentiate itself in a highly competitive market, solidifying its place as a leader in technology.

Going Beyond Facts And Numbers

Storytelling goes beyond facts and statistics; it taps into the emotional core of our being,

When a narrative unfolds, it activates the prefrontal cortex, the area associated with decision-making and emotional regulation. Research published in the Harvard Business Review indicates that emotional storytelling can increase purchase intentions by as much as 23%. By fostering emotional connections, brands can guide consumers through their buying journey. Emotional storytelling capitalizes on the concept of mirror neurons, which enable us to empathize with others' experiences. When we hear a moving story, we vicariously experience the emotions conveyed, making us more receptive to the brand's message. This creates a psychological connection where consumers feel understood and valued. "Nike's use of storytelling has inspired countless consumers, be it an aspiring athlete or a stay at home mom who simply wants to start their health journey. The "Just Do It" campaign features stories of athletes overcoming obstacles, resonating with audiences who value resilience. Each ad showcases not just products but the triumph of the human spirit, linking Nike's brand with empowerment. This strategy has helped Nike maintain its status as a market leader as consumers align their identities with the brand's values. The emotional appeal of their storytelling encourages customers to see themselves as part of the Nike community, driving loyalty and repeat purchases. Exhibiting the power story telling has over the human brain

and emotions for every human being is on a journey and the type of message your brand puts out needs to be able to relate to your customers. "

The Neural Dance Through Emotional Engagement

Engaging narratives stimulate the release of oxytocin, often referred to as the "love hormone" or "bonding hormone." This chemical fosters emotional connections and increases trust, making consumers more receptive to the brand's message. The release of oxytocin enhances feelings of empathy and connection, which are vital in creating trust. Brands that successfully evoke these feelings can see higher engagement levels. This emotional bond is crucial in today's marketplace, where consumers prefer to purchase from brands they trust.

Reflecting on my experience while shopping for school shoes for my daughters, I initially wanted matching pairs. However, after finding that only one pair fit, I hesitated to buy just one. The shopkeeper shared a story about a previous customer who was devastated over not finding the right size for her daughter, which resonated with my emotions. This narrative created a psychological bond, evoking empathy and trust in the brand, ultimately leading me to purchase the shoes. This personal experience underscores how storytelling can influence purchasing decisions, reinforcing the idea that emotional connec-

tions drive consumer behavior. Emotional engagement through storytelling is crucial for influencing consumer behavior. A study revealed that emotionally charged stories significantly boost purchase intent and brand loyalty. When consumers feel connected to a narrative, they are more likely to remember it and act upon that memory. The power of emotional storytelling lies in its ability to bypass critical thinking. When engaged in a story, consumers are more open to persuasion, as their emotional responses can override logical reasoning. This makes storytelling a potent tool for brands looking to create lasting impressions.

Making Your Brand Memorable

The brain processes stories differently than facts, enhancing memory retention. A Stanford University study found that narratives improve recall because they activate multiple brain regions associated with sensory experiences. Presenting information as a story makes it more memorable, facilitating easier recollection later. This phenomenon can be explained by the “storytelling effect,” which suggests that information presented within a narrative structure is more easily encoded in long-term memory. This makes storytelling an effective strategy for brands aiming to reinforce their messages.

Building A Brand Identity Your Customers Can Relate To

Storytelling not only enhances emotional engagement but also plays a crucial role in shaping brand identity. By consistently narrating stories that align with their values, companies can create a strong brand narrative that resonates with consumers. This helps differentiate them from competitors and fosters loyalty. When consumers relate to a brand’s story, it creates a sense of belonging and identity. This connection can influence their decisions, as they feel aligned with the brand’s values and mission. You can build a memorable brand story that resonates with your customers through considering the following;

1) Understand Who Your Customers Are

To create stories that resonate, you need to understand your customers—both their demographics and psychographics. By knowing what they value, their lifestyles, and challenges, you can align your brand with their needs and desires, making your brand more relatable

and appealing.

2. Solve a Problem in Their Lives

Your brand must address specific problems your customers face. Whether it’s providing convenience, solving functional issues, or fulfilling emotional needs, the key is to position your brand as the solution. Your storytelling should focus on how your product or service improves their lives.

3. Create an Emotional Connection

Beyond solving problems, think about how you want your customers to feel. Emotions like happiness, trust, or empowerment drive purchasing decisions. By embedding these feelings in your brand’s stories, you create a deeper bond with your audience, making your brand more memorable and influential.

4. Shape How You Want to Be Identified

Define the personality and identity of your brand through storytelling. Whether you want to be seen as innovative, trustworthy, or compassionate, this



identity should be consistent across all platforms. The way your customers perceive your brand will influence how they engage with it and their loyalty over time.

By addressing these four areas, your brand's storytelling will effectively build a relatable, emotionally driven identity that connects deeply with customers.

Driving Action Through Storytelling

Effective storytelling can drive consumers to take action, whether making a purchase, signing up for a newsletter, or sharing the brand with others. By crafting compelling narratives that highlight benefits and evoke emotions, brands can encourage desired behaviors. The concept of urgency plays a significant role in decision-making. When stories create a sense of urgency or importance, consumers are more likely to act quickly. This taps into the brain's reward system, where immediate benefits are more appealing than delayed gratification.

"Charity: Water effectively uses storytelling to drive donations. Their campaigns often feature heart-wrenching stories of individuals in need of clean water. By presenting a narrative that highlights the urgency of the issue, they inspire immediate action. As a result, Charity: Water has raised over \$400 million since its inception, showcasing the power of storytelling in driving social impact and consumer action." In conclusion, storytelling is

not merely an artistic endeavor; it is a powerful strategic tool that businesses can leverage to enhance their sales and marketing strategies. By understanding the cognitive and emotional mechanisms at play, brands can create deeper connections with their audience, improve memory retention, and ultimately drive conversions. As demonstrated by the successes of companies like Apple, Nike, Coca-Cola, Airbnb, Patagonia, and Charity: Water, integrating compelling narratives into marketing strategies can transform customer engagement and loyalty. In a marketplace where consumer choices are influenced by emotions and experiences, embracing the art of storytelling is essential for businesses seeking to thrive. As brands continue to adapt to changing consumer expectations, those that harness the power of narrative will undoubtedly stand out in the crowded marketplace.



A World Woven In Data

“The revolution in CVM is far from over. As technology continues to evolve, so too will the strategies businesses use to engage and retain customers. By adopting data-driven insights, personalization, and automation, businesses can transform their approach to CVM, creating stronger customer relationships, driving growth, and ensuring long-term success in an increasingly competitive marketplace”

Hilda Nakajumo

Head Of Cvm Multichoice Tanzania Top 50
Women In Management Africa
Commercial Leader
Certified Board Director

A World Woven In Data: The Contribution Of Technology In Revolutionizing Customer Value Management (CVM)

The Tanzanian business landscape is experiencing a profound transformation, largely driven by the integration of cutting-edge technology. At the heart of this change is the revolution of Customer Value Management (CVM). Traditionally, CVM depended on manual processes and limited insights from basic customer data.

Today, however, technology is driving a more data-driven, analytical approach, enabling businesses to better understand customer behavior, tailor offerings, and create more meaningful interactions.

As businesses in Tanzania adapt to this shift, they are realizing that technology's role in CVM extends beyond operational efficiency, It is re-defining the entire customer experience!

“To stay ahead, businesses must continuously invest in new technologies, prioritize data-driven decision-making, and adapt to evolving customer needs. For Tanzanian companies, this means embracing innovation and keeping pace with global trends in CVM”



CVM And Customer Experience

Technology is dramatically enhancing CVM and customer experience in several ways:

Enhanced Customer Experience: With technology, businesses can anticipate customer needs more accurately, providing tailored, personalized experiences across multiple touchpoints, from digital channels to in-store interactions.

Improved Decision-Making: Advanced data analytics equip businesses with real-time insights that drive better decision-making. This enables companies to make smarter marketing investments and allocate resources effectively, leading to more successful outcomes.

Increased Efficiency: Automation streamlines repetitive

**Author;
Hilda Nakajumo**

CVM tasks, such as data entry, segmentation, and communication workflows. This frees up human resources for more strategic initiatives while minimizing errors.

Boosted Revenue and

Growth: By offering personalized experiences, companies can boost customer satisfaction and retention, which directly impacts business growth and revenue generation. The better a company understands its customers, the more effectively it can serve them—leading to increased sales and long-term loyalty.

Technological Innovations Transforming CVM

The rise of several key technologies is driving this shift in CVM:

Big Data Analytics: Businesses now have access to vast amounts of customer data, which can be analyzed to identify trends, preferences, and buying behaviors. This helps in creating highly personalized marketing campaigns, optimizing products, and improving customer service.

Artificial Intelligence (AI): AI is transforming CVM by automating processes and providing personalized recommendations. For example, chatbots are enhancing customer service by offering 24/7 support, while AI-driven recommendation engines are helping businesses deliver relevant product suggestions to increase sales.

Cloud Computing: Cloud-based CVM systems provide scalability and flexibility. As

businesses grow, cloud solutions allow them to easily adapt their CVM strategies without being bogged down by legacy systems.

A local example of how these technologies are revolutionizing Tanzanian businesses can be seen in the way companies are now able to fulfill offers in real time and provide tailored solutions that deeply resonate with their customers. This has led to improved customer experiences, better insights, and more impactful marketing campaigns.

Data-Driven Insights: One of the most critical aspects of technology's impact on CVM is the ability to gather and analyze vast amounts of customer data. With advanced analytics, businesses can uncover valuable insights into customer behavior, preferences, and buying patterns. This data-driven approach helps businesses make informed decisions that drive better outcomes. For example, cloud-based CVM platforms provide businesses with real-time data, allowing for more accurate predictions and timely interventions. Using these tools, businesses can personalize offers, communicate more effectively, and ensure that their customers feel valued. This approach not only strengthens customer loyalty but also improves overall business performance.



Personalization And Customer Engagement

Technology has made it easier than ever for businesses to engage with their customers on a personal level. Whether through personalized marketing campaigns, social media interactions, or gamification techniques that reward customer loyalty, businesses can create stronger connections with their audience.

One example is the recent “Panda Tukupandishe” campaign, which utilized technology to engage customers with tailor-made offers and incentives. The campaign’s success was built on personalized communication and an understanding of customer needs, demonstrating the power of technology-driven engagement.

Automation And Efficiency

Automation has become an integral part of modern CVM strategies, enabling businesses to streamline processes and improve the efficiency of customer interactions. Tasks that were once time-consuming—such as managing customer data, sending targeted emails, or segmenting audiences—are now automated, reducing human error and allowing businesses to focus on more strategic initiatives.

This shift has also had a profound impact on customer loyalty. By automating personalized interactions, businesses can maintain consistent com-

munication, reward customers at the right time, and ensure that their needs are met promptly, all of which contribute to stronger customer relationships and higher retention rates.

The Role of AI And Predictive Analytics

AI and predictive analytics are becoming powerful tools in CVM, helping businesses anticipate customer needs and deliver solutions proactively. These technologies enable companies to analyze past behavior and predict future trends, allowing for more precise targeting and better customer service.

In Tanzania, AI adoption is gaining momentum, though it is still in its early stages. As more companies embrace AI, it’s expected to play a significant role in shaping not just CVM but the entire business process. Predictive analytics will help businesses optimize their offerings and anticipate market shifts, leading to more agile and competitive operations.

Business Challenges and Considerations

While the benefits of integrating technology into CVM are clear, there are also challenges. Data privacy and security remain top concerns for businesses, as handling customer data comes with strict regulations and expectations. Balancing the use of technology with the human touch in customer interactions is also essential, as personal relation-

ships remain critical in building trust and loyalty.

Measuring Successes and Return On Investment

Quantifying the ROI of technology-driven CVM strategies is crucial for businesses to justify their investments. Metrics such as customer satisfaction, retention rates, and revenue growth are important indicators of success. By leveraging data analytics, businesses can track the impact of technology on these key metrics and adjust their strategies accordingly.

Securing The Future

Looking ahead, emerging technologies like virtual reality (VR) and augmented reality (AR) are expected to revolutionize CVM further. These technologies will allow for even more personalized, immersive customer experiences, helping brands create deeper connections with their audiences.

To stay ahead, businesses must continuously invest in new technologies, prioritize data-driven decision-making, and adapt to evolving customer needs. For Tanzanian companies, this means embracing innovation and keeping pace with global trends in CVM.

Building a Brand That Defies Time

As the Marketing Manager at Kilombero Sugar, Ms. Olympia Fraten brings unique in-sights into how to build and sustain a time-less brand. Drawing from experience in a highly competitive and evolving industry, the author understands the importance of staying attuned to shifting consumer behaviors and leveraging both traditional and modern marketing techniques. With over 14 years in the marketing field, Olympia has a wealth of experience in managing brands ranging from Foods, construction, renewable energy, and Banking industry. She believes one of the key instrument in keeping a brand alive and relevant, is innovation. She lays emphasis that companies must focus on balancing brand values and identity while adapting to changing market dynamics and customer needs."

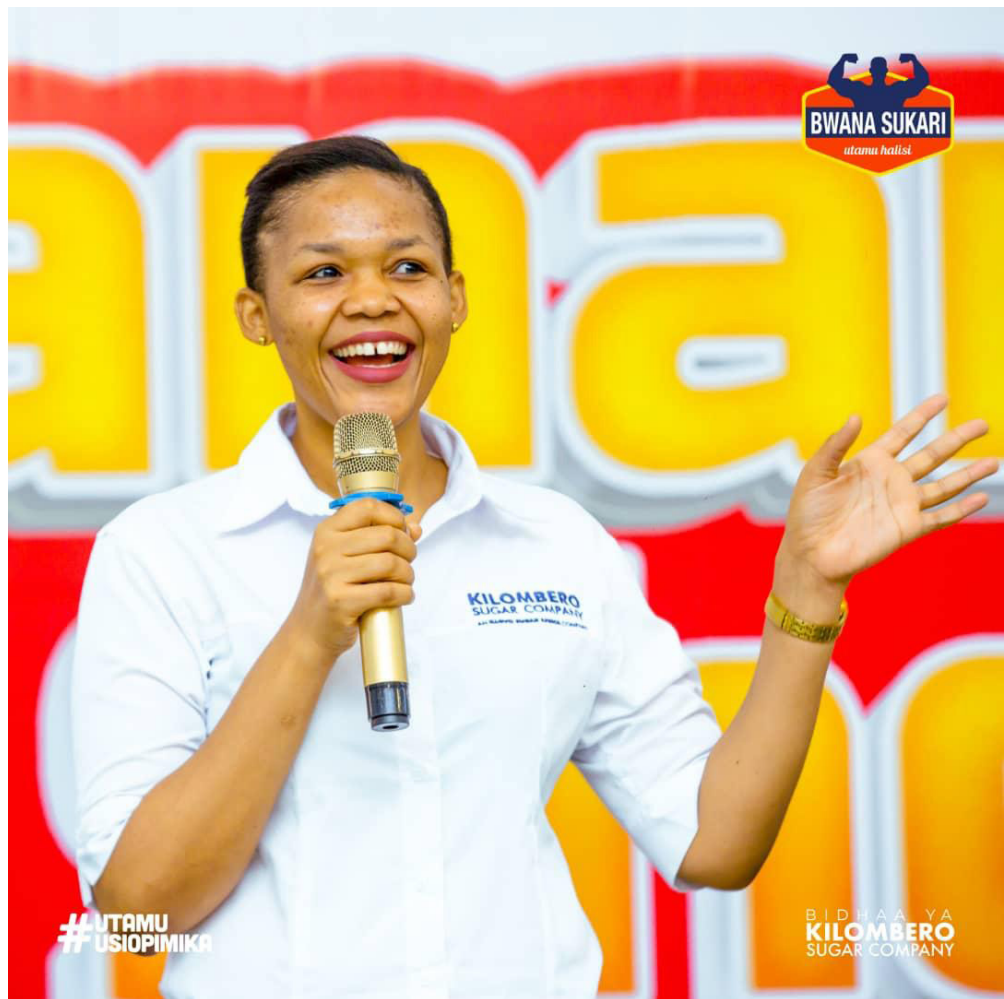
Miss Olympia Fraten
Trade Marketing Manager at Kilombero
Sugar Co. Ltd

Building a Brand That Defies Time

In a world constantly evolving due to technological advancements, consumer behaviors, and shifting market dynamics, building a brand that stands the test of time is both an art and a science. Brands that wish to remain relevant across generations must strike a delicate balance between heritage and innovation, understanding both the roots of their success and the future landscape they must navigate. The concept of “timelessness” in branding is not simply about maintaining longevity, but rather about continuous adaptation while staying true to the core identity. In this article, we will explore the strategies that can help build a brand that defies time, focusing on the importance of understanding customer needs, leveraging storytelling, and embracing technology.

“Brands that wish to remain relevant across generations must strike a delicate balance between heritage and innovation, understanding both the roots of their success and the future landscape they must navigate. This is beyond being timeless rather about continuous adaptation while staying true to your brand’s core identity”

Author
Miss Olympia Fraten



Know Your Customer: The Foundation of a Timeless Brand

At the heart of any successful and enduring brand is a deep understanding of its customer. Knowing your customer is not just a buzzword; it is the cornerstone of creating a brand that resonates with both current and future generations. This understanding must go beyond surface-level demographics it should delve into the evolving needs, aspirations, and behaviors of both shoppers and consumers. The shopper, who makes the purchasing decision, and the consumer, who uses the product, may not always be the same person. For instance, a parent may purchase toys for

their children, making it crucial for brands to appeal to both audiences. Brands that recognize and anticipate the needs of these distinct groups will be better equipped to remain relevant as market conditions change.

In addition, brands should pay close attention to market trends and technological shifts. Understanding where technology is headed and how it influences consumer behavior will allow brands to innovate effectively. By identifying trends among technological pioneers and understanding shifting consumer needs, brands can position themselves as problem-solvers, offering unique solutions tailored to their target market. A prime example is Bwana Sukari, which responded to consumer demand for high-quality, sweet, and hygienic sugar after conducting thorough market research. This research revealed high cases of scoop sugar being exposed to non-edible materials that causes potential health risks. Rising to the challenge, Bwana Sukari elevated its standards, focusing on improving both the quality and hygiene of its products. This not only ensured customer satisfaction and enhanced consumer welfare but also set a new level of standards for food product manufacturers.

Storytelling: Crafting a Narrative that Resonates

Storytelling is one of the most powerful tools in creating a timeless brand. People con-

nect with stories on an emotional level, and brands that tell compelling stories are more likely to build lasting relationships with their audience. A brand's story should not only highlight the functionality and benefits of its products but also its values, purpose, and the emotional connection it seeks to build with its audience.

In today's digital age, storytelling has become even more important, as brands can leverage a variety of platforms to engage their audience. Social media, digital billboards, and mobile apps provide cost-effective and far-reaching ways to share a brand's story. However, the key to effective storytelling lies in delivering the message at the right time and in the right place. An impactful brand story is one that resonates with the consumer's everyday experiences. It is crucial for brands to leverage user experiences when creating stories that are relevant and relatable to their target audience. Storytelling fosters an emotional connection between consumers and the brand. By tapping into the consumer's emotions, brands can inspire loyalty and advocacy, turning consumers into dedicated brand advocates.



Leveraging Technology to Stay Relevant

Technology plays a critical role in the evolution of brands. As consumer behaviors shift towards more digital interactions, brands must embrace innovative technologies to stay relevant. Social media, for instance, has become a critical platform for reaching both new and existing audiences. Brands that invest in social media advertising can expand their reach significantly. But the true power of social media lies in its ability to create engagement and foster community. Engagement through social media can build a more personalized and interactive brand experience. The flexibility of digital platforms allows brands to interact with their audience in real-time, creating a more dynamic relationship. Moreover, integrating traditional marketing methods with digital platforms can yield even greater results. For example, brands can run online campaigns while also interacting with consumers on the ground, creating a seamless blend of digital and real-life experiences. There is a significant opportunity to leverage Artificial Intelligence (AI) in growing brands. AI can be utilized in various ways to keep brands relevant, such as collecting data to gain deeper insights into consumers and shoppers through research, enhancing customer service, and revolutionizing decision-making and strategic

processes. This technology opens up endless possibilities for brands to strengthen their identity and maintain relevance in an ever-evolving market.

Creating an Omnichannel Brand Experience

To build a timeless brand, it is important to create an omnichannel experience that integrates both digital and physical touchpoints. Consumers today expect brands to be present wherever they are—whether online or in-store. A brand that successfully combines traditional and digital marketing efforts will create a cohesive and memorable experience for its customers.

For brands to be successful in a digital space, they need to create platforms that are user friendly and caters for the needs of the shoppers including the ability to answer frequently asked questions by shoppers or consumers when interacting with brands, there is a high risk of brands damaging their reputation by crafting digital platforms or solutions that are not user friendly because an experience acquired by the users from the platforms usually portrays a message whether a brand can deliver or not so it is important for brands to invest effectively and efficiently so that the services they deliver through these channels can effectively contribute in building of the brands.

The Role of Innovation in Brand Longevity

Innovation is essential for any brand seeking to remain timeless. However, innovation should not be pursued for the sake of novelty it must align with the brand's core values and meet the needs of its target audience. Brands must carefully select the technologies they adopt to ensure they enhance the customer experience rather than complicate it. A key consideration when choosing which innovations to embrace is return on investment (ROI). Brands should evaluate whether the technologies they are adopting will deliver a positive ROI in the long run. Just as Apple consistently evaluates which products to continue and which to phase out, brands must ensure that their innovations not only capture the market's attention but also add value to the business. Additionally, personalization driven by data is another innovative strategy that helps brands remain relevant. Data-driven personalization allows brands to tailor their communication to individual consumer needs, creating more effective and cost-efficient campaigns. By delivering targeted messages to the right audience, brands can foster deeper connections and ensure that their messaging resonates.

Balancing Heritage and Innovation

Building a brand that defies time is a complex but rewarding endeavor. It requires a deep understanding of customer needs, a commitment to storytelling, and a willingness to embrace innovation. Brands must learn to strike a balance between maintaining their heritage and evolving with the times. By focusing on the fundamentals—knowing their customer, leveraging technology, and crafting meaningful narratives—brands can create a legacy that resonates with both current and future generations.

As the world continues to change, so too must brands. Those that remain adaptable, innovative, and customer-focused will not only survive but thrive in the years to come. Just as Apple has redefined what it means to be a brand in the 21st century, other companies can follow suit by staying true to their values while embracing the opportunities that technology presents. In doing so, they can ensure that their brand remains timeless, a trusted companion for consumers across generations.



Breaking Barriers In International Marketing

A young Black man with a friendly smile is wearing a black and yellow DHL uniform. He is standing in a warehouse or office setting with glass partitions and shelves in the background. The DHL logo is visible on his uniform.

As someone with over five years of experience in marketing and currently working as a Marketing and Employer Branding Coordinator at DHL Group, I have witnessed firsthand the transformative impact that technology has on building global brands. My experience has instilled in me the importance of understanding diverse market needs and the power of crafting localized, culturally resonant marketing strategies. This is no longer an option, but a necessity for brands aiming to succeed on the global stage.

Abdulkarim Bihaki
Global Coordinator-Marketing and Employer
Branding at DHL



Breaking Barriers In International Marketing: Ensuring Success In Global Branding.

In today's rapidly evolving business landscape, globalization is no longer just an aspiration for brands — it's a necessity. The digital age has created a world without borders, where consumers expect personalized interactions regardless of their location. While this shift offers unprecedented opportunities for businesses to expand globally, it also presents challenges such as navigating cultural differences, local market dynamics, and regulatory frameworks. Technology, however, is the key to overcoming these obstacles and breaking barriers that once seemed insurmountable.

**Author;
Abdulkarim Bihaki**

A Global Game Changer

Technological advancements have dramatically reshaped how brands approach international marketing, providing them with the tools to engage diverse audiences in ways that were previously unimaginable. No longer is marketing confined to mass media and billboards; it now operates on a hyper-targeted, data-driven scale where personalization is king.

Platforms like social media, fueled by sophisticated algorithms and AI, allow brands to drill down into specific consumer demographics, tailoring messages to resonate not just globally, but with pinpoint precision. For instance, by utilizing AI-driven personaliza-

tion, brands can adapt their messaging to different regions, customizing content to reflect local languages, preferences, and cultural contexts. This enables a humanized approach at scale, where global brands can still feel like local favorites. Take Netflix, for example. Their expansion into international markets has been largely successful due to their data-driven approach to personalization. By analyzing viewer habits and preferences, they offer region-specific recommendations that cater to the tastes of audiences in different parts of the world. This blend of global reach and local relevance is precisely

Over Coming Global Barriers

Expanding into international markets comes with its fair share of challenges. Cultural nuances, language barriers, logistical issues, and local regulations can create significant roadblocks for companies looking to establish a global presence. In the past, these hurdles made it difficult for brands to maintain consistency across markets while still remaining relevant to local consumers. However, technology has become the ultimate tool to bridge these gaps.

1. Cultural Adaptation through Data Analytics and AI

One of the greatest challenges businesses face when entering new markets is understanding the cultural intricacies of the region. The way a message resonates in one country can be vastly different in another,

making it imperative for brands to localize their content. This is where data analytics and AI come into play. Data analytics tools provide brands with valuable insights into customer behavior, preferences, and trends, enabling them to make informed decisions about how to approach different markets. AI algorithms can predict which types of content will perform best in specific regions by analyzing consumer interactions with previous

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campaigns. This level of insight allows companies to adjust their marketing strategies and create content that speaks directly to their international audiences.

For example, global beauty brand Sephora has excelled in using AI-powered data analytics to personalize its marketing strategies. By analyzing customer preferences in different regions, Sephora tailors its product recommendations and marketing messages to

suit the needs of consumers in each market. This approach ensures that the brand maintains global consistency while adapting to local preferences.

2. Language Barriers and Translation Tools

Breaking down language barriers has always been a challenge for companies venturing into new markets. Miscommunication due to inaccurate translations can hurt brand reputation and lead to a disconnect with the target audi-

ence. Translation tools powered by AI have significantly improved the accuracy and efficiency of communication between brands and consumers.

Advanced AI translation platforms, such as Google Translate and DeepL, are becoming increasingly sophisticated, enabling real-time translation of marketing materials, websites, and customer interactions. Brands can now communicate in local languages without losing

the essence of their message, allowing them to engage authentically with their audience. Additionally, machine learning ensures that these platforms continuously improve, learning from past translations to provide more contextually accurate results.

This is particularly useful in social media marketing, where real-time engagement is crucial. By leveraging AI translation tools, brands can respond to customer inquiries in local

languages swiftly, fostering trust and loyalty among their international audiences.

3. Navigating Local Regulations and Compliance

Navigating Local market regulations can be daunting for brands expanding into new territories. Every region has its own set of laws regarding data privacy, advertising standards, and consumer protection, making it challenging for businesses to remain compliant while operating globally. RegTech (Regulatory Technology) solutions are increasingly being utilized to streamline the process of adhering to these regulations. These tools leverage automation and AI to monitor regulatory changes, ensuring that brands are up-to-date with compliance requirements. This is particularly important for industries such as finance, healthcare, and e-commerce, where non-compliance can result in significant legal repercussions and damage to brand reputation. By utilizing RegTech tools, companies can focus on scaling their business while confidently navigating the complexities of local legal frameworks.

Taking Your Brand Global

While technology provides the foundation, it's the strategic application of these tools that makes the difference. Here are some key strategies for leveraging technology in international marketing:

1. Localized, Culturally Relevant Content

It's not enough to simply translate your global message into local languages. To truly resonate with international audiences, brands must create culturally relevant content that reflects the values, customs, and traditions of the target market. This requires in-depth cultural insights, which can be gathered through data analytics and local market research. Brands like Coca-Cola have excelled in this regard by developing region-specific marketing campaigns that align with local festivities, traditions, and lifestyles. Their ability to blend global consistency with local relevance has been key to their continued success across various international markets.

2. Utilizing Social Media Platforms for International Branding

Social media is an invaluable tool for engaging with global audiences, but success requires more than just a one-size-fits-all approach. Each platform has its own user behavior, and these behaviors differ from region to region. For example, Instagram may be popular in one country, while WeChat dominates in another. Businesses need to tailor their social media strategies to the preferences of users in each market. By utilizing platform-specific features and understanding regional social media trends, companies can create engaging content that appeals to local audiences. Social media algorithms also allow for highly targeted advertising, ensuring that marketing efforts reach the right audience at the right time.



Looking Forward in International Marketing

Looking ahead, Artificial Intelligence (AI), augmented reality (AR), and blockchain are set to transform the future of international marketing. AI will provide even more sophisticated personalization capabilities, enabling brands to deliver hyper-targeted campaigns. Augmented Reality will create immersive experiences that allow consumers to interact with products virtually, breaking down physical barriers in global

marketing. And blockchain will bring enhanced transparency and security, particularly in industries where trust is paramount.

To stay competitive, companies must invest in understanding these emerging technologies and be willing to experiment with new tools. The future of international marketing is highly interconnected, data-driven, and technology-enabled. Those who embrace innovation will be well-positioned to thrive in an increasingly globalized market.



NIA ITAL MARKETING





Building Bridges, Strengthening Bonds: A New Era for the Tanzania Marketing Science Association

The Tanzania Marketing Science Association (TMSA) has embarked on an exciting new chapter, one that promises to reshape the marketing landscape across the African continent. In a bold and strategic move, TMSA has officially partnered with the African Marketing Confederation (AMC), forging a powerful alliance aimed at unlocking the untapped potential of African marketers. This collaboration is set to broaden professional networks, enhance knowledge sharing, and inspire unprecedented growth throughout the region.

At the heart of this partnership lies a shared vision to uplift the marketing profession in Africa by creating a unified community of marketers across the continent. Together, TMSA and AMC are determined to drive breakthroughs in marketing, paving the way for innovations and strategies that will propel Africa's marketing industry to new heights. For Tanzanian marketers, this partnership brings a wealth of opportunities, offering the chance to engage with cutting-edge marketing practices and thought leadership on a continental scale.

**Author;
Itale Francis**

A Key Milestone: African Marketing Congress 2024

One of the most significant milestones in this partnership was TMSA's active involvement in the African Marketing Congress, held in Mombasa, Kenya, in September 2024. As a key partner in organizing this prestigious event, TMSA played a crucial role in bringing together marketing professionals from across Africa to engage in insightful discussions on reshaping the future of the industry. The Congress marked not only the beginning of a new era for TMSA and AMC but also the start of a collaborative journey aimed at advancing the marketing profession in Africa.

Tanzanian marketers, through TMSA, are now more empowered to network with their Afri-

can counterparts, gain insights from industry thought leaders, and adopt best practices that can elevate their strategies and campaigns. This partnership is a stepping stone towards building a stronger marketing ecosystem that transcends borders, creating a connected and thriving community of professionals.

A Reflection on 2024: TMSA's Key Initiatives

In 2024, TMSA has made remarkable strides in fostering the growth of the marketing industry in Tanzania. The association has been at the forefront of several initiatives designed to enhance the stature of the marketing profession and equip professionals with the tools needed to succeed in today's rapidly evolving marketplace.

The Tanzania Digital Marketing Summit

Success in the digital landscape requires more than just a presence on various platforms it demands strategic, creative approaches that align with the evolving needs of consumers and the changing technological landscape. The Tanzania Digital Marketing Summit, organized by TMSA in collaboration with Clouds Media Group and supported by SmartCodes, served as a catalyst for digital transformation. This event equipped businesses with the knowledge and tools needed to navigate the complexities of the digital space and position themselves as frontrunners in their respec-

tive industries. By continuously monitoring shifts in consumer behavior and adapting to technological advancements, Tanzanian businesses are better positioned for long-term success in the digital age. The Summit underscored the importance of embracing change and adopting digital marketing strategies that drive growth, innovation, and brand recognition in an ever-expanding digital world.

Educational and Training Programs

TMSA has taken proactive steps toward revolutionizing the marketing field by offering professional training and certification courses for marketing professionals and students. With a focus on hands-on training and practical learning, TMSA's programs provide

essential skills that enable participants to stay ahead in a competitive market. These certified online courses, seminars, and workshops aim to bridge the skills gap in the marketing profession, ensuring that marketers in Tanzania are well-equipped to meet the demands of a dynamic and evolving industry.

The Marketers Night

TMSA's Marketers Night has become a highly anticipated event, offering a platform for professionals to engage in heated discussions on various issues affecting the marketing industry in Tanzania. This themed night fosters an environment of collaboration and knowledge exchange, allowing marketers to address challenges, share innovative ideas, and collectively find solutions that can drive the industry forward.



Publishing: Insights and Trends

Through the publication of Insight Magazine and regular newsletters, TMSA keeps its members informed about trending topics in marketing and the broader business world. These publications provide valuable content from marketing professionals, offering deep insights into the latest trends, strategies, and case studies that can inspire and inform the marketing community.



Constructive Partnerships

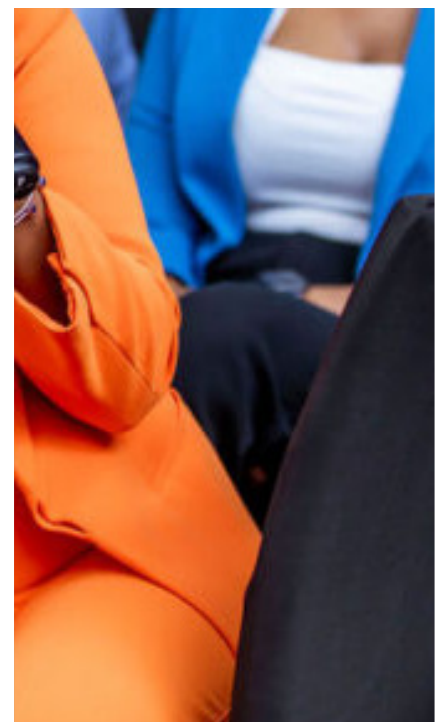
Partnerships have been key to TMSA's growth and influence in the marketing space. By collaborating with national and international institutions, corporations, and organizations like the African Marketing Confederation, TMSA is working to create impactful partnerships that will benefit both marketers and businesses. These collaborations are instrumental in driving innovation, fostering growth, and strengthening the marketing industry's foundation across Africa.



Annual Marketing Congress and Awards

The Annual Marketing Congress and Awards hosted by TMSA is one of the most prestigious events in Tanzania's marketing calendar. It brings together professionals from diverse industries for a day of learning, networking, and celebrating excellence in marketing. The congress serves as a platform for marketers to exchange ideas, explore emerging trends, and recognize outstanding achievements in the field.

The awards component of the event honors individuals and organizations that have demonstrated exceptional creativity, innovation, and effectiveness in their marketing efforts. The Annual Marketing Congress and Awards not only elevates the stature of marketing in Tanzania but also inspires professionals to push the boundaries of what's possible in the industry.





A Bright Future Ahead

As TMSA continues to build bridges and strengthen bonds through its partnership with AMC, the future of marketing in Tanzania and across Africa looks brighter than ever. This alliance marks the dawn of a new era, one defined by greater collaboration, shared knowledge, and transformative innovation. Tanzanian marketers now have the opportunity to connect with a broader African community, gain access to cutting-edge insights, and elevate their professional standing on a continental and global stage.

With initiatives like the Tanzania Digital Marketing Summit, professional education programs, the Marketers Night, and the Annual Marketing Congress and Awards, TMSA is positioning itself as a driving force for marketing excellence in Tanzania. The association's commitment to growth, innovation, and collaboration ensures that the marketing profession will continue to thrive in an increasingly competitive and dynamic environment.

As Tanzanian marketers embrace these opportunities and leverage the power of partnerships, they are set to lead the charge in shaping the future of marketing in Africa. With TMSA at the helm, the journey ahead is filled with potential, promise, and unparalleled growth.



MARKETING INSIGHTS MAGAZINE

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