

The background image is a composite of three distinct objects. On the left is a small, colorful globe on a black stand, showing the continents. In the center is a bronze statue of a person, possibly a woman, wearing a beaded necklace and armlets. On the right is a dark brown elephant figurine adorned with colorful beaded jewelry on its head and legs. A semi-transparent orange banner is overlaid across the middle of the image, containing the text.

D'MASTERMIND

Growth Strategy Design

A bronze statue of a woman, likely of African descent, stands centrally. To her left is a globe on a stand, showing the Americas. To her right is a small, ornate elephant figurine. The entire scene is overlaid with a semi-transparent orange filter. The background is a solid orange color.

DMASTERMIND
Growth Strategy Design

Digital Technology & Marketing

The critical role in today's
world & business.

April, 2020

Daniel Oparison

Growth Strategist



www.linkedin.com/in/danieloparison



Guaranty Trust Bank



DMASTERMIND
Growth Strategy Design



Phil & Move
Moving and Logistics



PeakThrust



Daniel Oparison

I have failed.

I have succeeded.

I learn daily.

**[www.linkedin.com
/in/danieloparison](https://www.linkedin.com/in/danieloparison)**



Dmastermind in summary

A Creative Consulting Agency

Dmastermind is a Growth Strategy Design collective, which is enabling early stage and scaling businesses;

By using human centred design to craft *winning brand and business strategy* for truly sustainable and impactful growth.

- Integrated Marketing Strategy
- Digital Transformation
- Consumer Experience Design
- Brand and Communications Strategy

DMASTERMIND

Growth Strategy Design

FBNCapital



Ice Cream
Factory



Yo-Cart



Infinix

ASOLAR



fides



Who we are

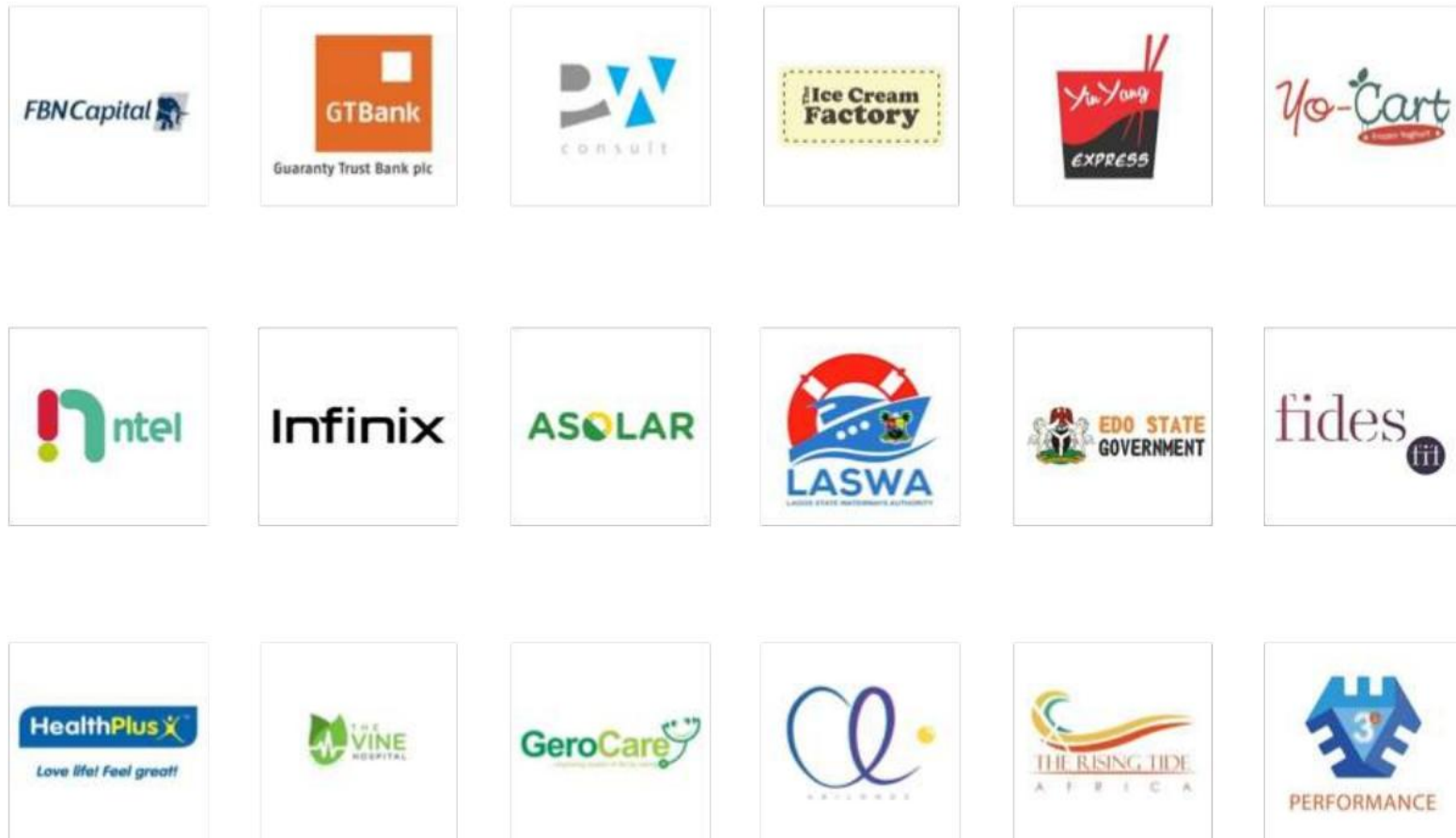
Who we are



Brands we've enabled

Brands we've enabled

Brands we've enabled



Government Institutions

ASOLAR

Empowering lives through Solar Home Systems

Working with Asolar Nigeria, Azuri Technologies, NDPHC and The office of the Vice President, we were engaged to position the VP's Launch Event of the Solar systems in Wuna as a platform to empower rural off-grid communities with solar systems to improve their lives and families.



EDO STATE
GOVERNMENT

Web Design + Development, Training and Social Strategy

With a new website, brand guidelines and digital strategy to hand, Edo state officials, PR representatives and various in-house departments all reported high success rates in communication with the local community and also internally via the employee extranet.



LASWA Reimagined

We developed a new brand identity that positioned LASWA as a contemporary forward thinking agency poised to transform the waterways.

We successfully engaged over 1m Lagos dwellers across social media, enabling LASWA positively change the narrative of water travel in Lagos.



Branding & Positioning for Nigeria's 1st 4G Mobile Network

We played on the brand's key strength by positioning ntel as Nigeria's 1st 4G Mobile network, and our creative execution represents the decision to lead with this key market offering.

The telco brand successfully launched in Lagos and Abuja.



Infinix
The Future is Now

Increase Infinix's brand loyalty and affinity on Social media.

We helped develop and implement an effective online strategy to engage their audience. This improved engagement rates by 100% across their social media channels.

#infinixTGIF

www.dmastermind.com | 0816 728 4166 | Plot 859, Bishop Aboyade Cole, VI, Lagos, Nigeria.

Creating Frontiers for Growth

FBN Capital 

Humanizing a Financial powerhouse with real, everyday stories.

People connect easily visually. Rather than be aloof, we showed the direct effects of work done by FBN Capital in people's lives.



Digital Content Development & Internal Marketing Processes

We redeveloped GTB's digital offering and internal process to save cost and increase efficiency.



HealthPlus

Love life! Feel great!

Restructure the marketing team & processes, and help position HealthPlus to break new frontiers in Africa.

We enabled them with Marketing Structure & Organogram design, Marketing Process re-engineering, Digital Marketing Communications and E-commerce development.



**The Ice Cream
Factory**

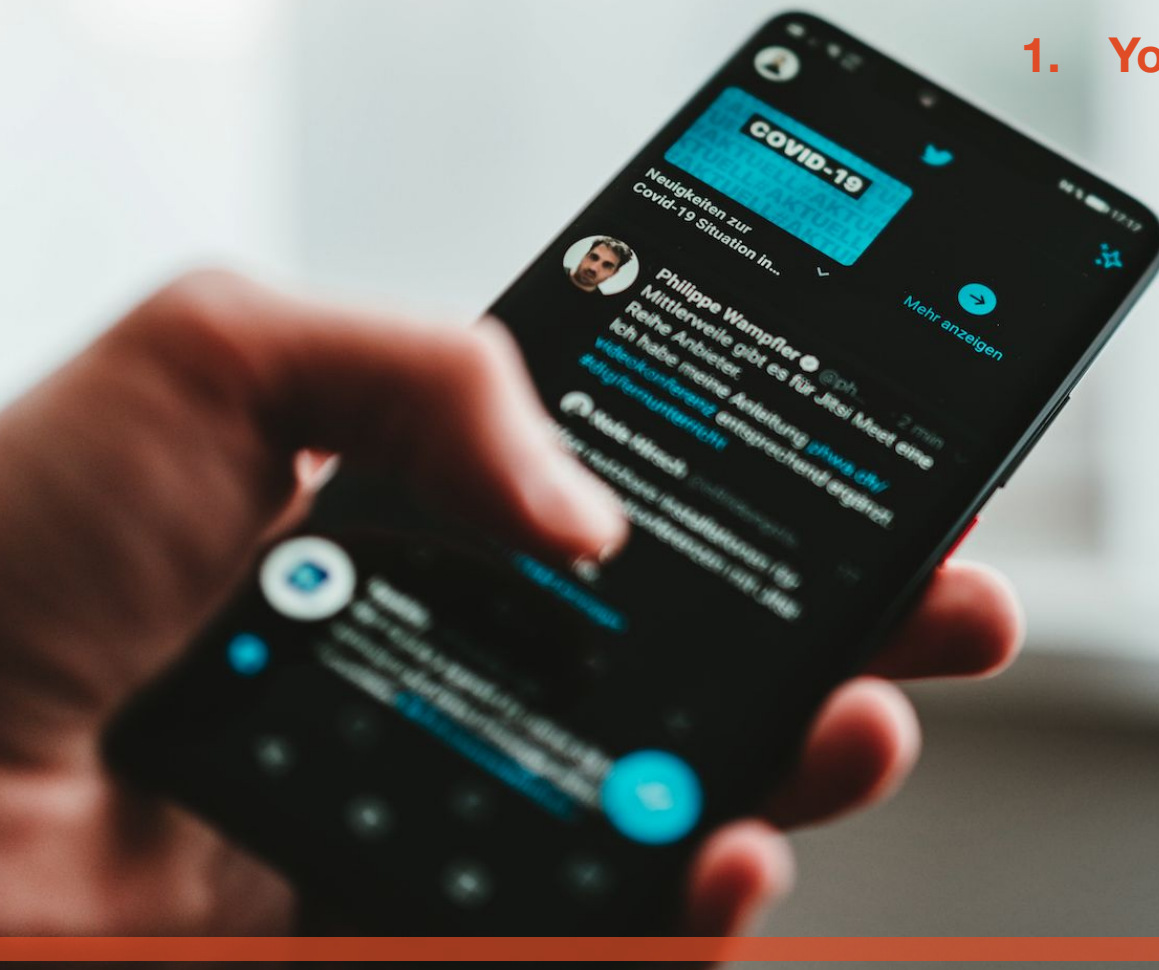
INDULGE
Your Passion

**We created the Brand
Communications
strategy, In-store
Branding and Social
Marketing Campaign.**

Digital Technology & Marketing

The critical role in today's business world

1. Your Business Value proposition
2. Digital Transformation



Introduction

“Digital Technology & Marketing - the critical role in today’s business world!”

Digital Technology - this can simply be defined as a tool or device used to enable access to a cyberspace, or the use of information communication technologies. **Digital technology** also involves working principles, processes and standards which apply to the technology industry.

Digital technology has impacted the life of man, especially through internet aided communication, where we gain access to millions of information online and also are able to communicate to millions of people through the comfort of our mobile phones.

This term is called **digital communications**. And millions of brands today are leveraging digital communication in engaging their consumers. This act of engagement is called **Digital marketing!**

[Your Business Value Proposition]

Use Digital Marketing to **Shine** through

- *Digital* is not a medium. **It's a way of life**
- Brand awareness and value proposition are critical
- People are looking for known, tried and tested brands
 - Remind people of what your brand stands for
 - Be consistent, clear and sincere



[Your Business Value Proposition]

Use Digital Marketing to **Shine** through

THE ELEMENTS OF A SUCCESSFUL DIGITAL MARKETING STRATEGY



[Your Business Value Proposition]

Marketing your business

Be There

You've got to anticipate the micro-moments for users in your industry and then commit to being there to help when those moments occur.

Be Useful

You've got to be relevant to consumers' needs in the moment and connect people to the answers they're looking for.

Be Quick

They're called micro-moments for a reason. Mobile users want to know, go, and buy swiftly. Your mobile experience has to be fast and frictionless.

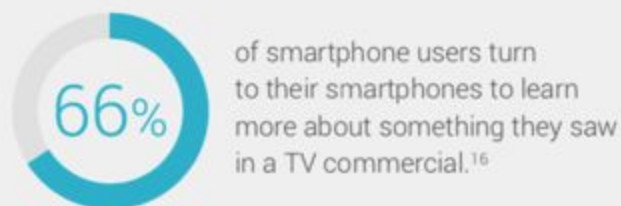
CONFIDENTIAL and Copyrighted document. Please do not share.

[Your Business Value Proposition]

I-Want-to-Know Moments

Someone is exploring or researching, but not yet in purchase mode. They want useful information and maybe even inspiration, not the hard sell.

Curiosity can be triggered by anything and satisfied at any time.



I-Want-to-Go Moments

People are looking for a local business or are considering buying a product at a local store. Being there means getting your physical business in their consideration set in that moment.

Our digital lives connect us to our physical world.



I-Want-to-Do Moments

These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new. Being there with the right content is key.

We seek instruction for just about everything.



I-Want-to-Buy Moments

These are huge, of course. Someone is ready to make a purchase and may need help deciding what or how to buy. You can't assume they'll seek you out; you have to be there with the right information to seal the deal.

Mobile assists in purchases across channels.



[Your Business Value Proposition]

Our Life with Mobile

That device in your pocket or sitting next to you on the desk: how would you describe its role in your life?

"I pretty much call my phone my lifeline. I use it all day, every day. If I ever leave home without it, I feel naked."

—Mary Kathryn L., 47

When we asked people this question recently, they used phrases like "attached to my hip," "butler," and "lifeline." Let's face it: those are not things we say about our toasters.

Over two-thirds of smartphone users



68%

say they check their phone within 15 minutes of waking up in the morning.¹



are willing to admit that they actually get "anxious" when they don't have their phone on them.²

Millennials? They're really attached.



87% always have their smartphone at their side, day, and night.³

That little device by our sides is transforming our lives, whether we actively notice it or not. It's enabling new ways of doing and learning things. It's helping us discover new ideas and new businesses. It's helping us manage our to-dos, tackle our problems, and inspire our plans.

Mobile search behavior is a good reflection of our growing reliance: in many countries, including the U.S., more searches take place on mobile devices than on computers.⁴ Mobile is quickly becoming our go-to.

When we want or need something, we tune in via convenient, self-initiated bursts of digital activity. Take the oft-quoted stat that

we check our phones 150 times a day.⁵

Pair it with another that says we spend 177 minutes on our phones per day,⁶ and you get a pretty fascinating reality: mobile sessions that average a mere 1 minute and 10 seconds long, dozens and dozens of times per day. It's like we're speed dating with our phones.

1. Google Consumer Surveys, August 2015; Smartphone Users, n=729.

2. Google Consumer Surveys, August 2015; Smartphone Users, n=1,666.

3. Mitek and Zogby Analytics, September 2014.

4. Google internal data for 10 countries, including the U.S. and Japan, April 2015.

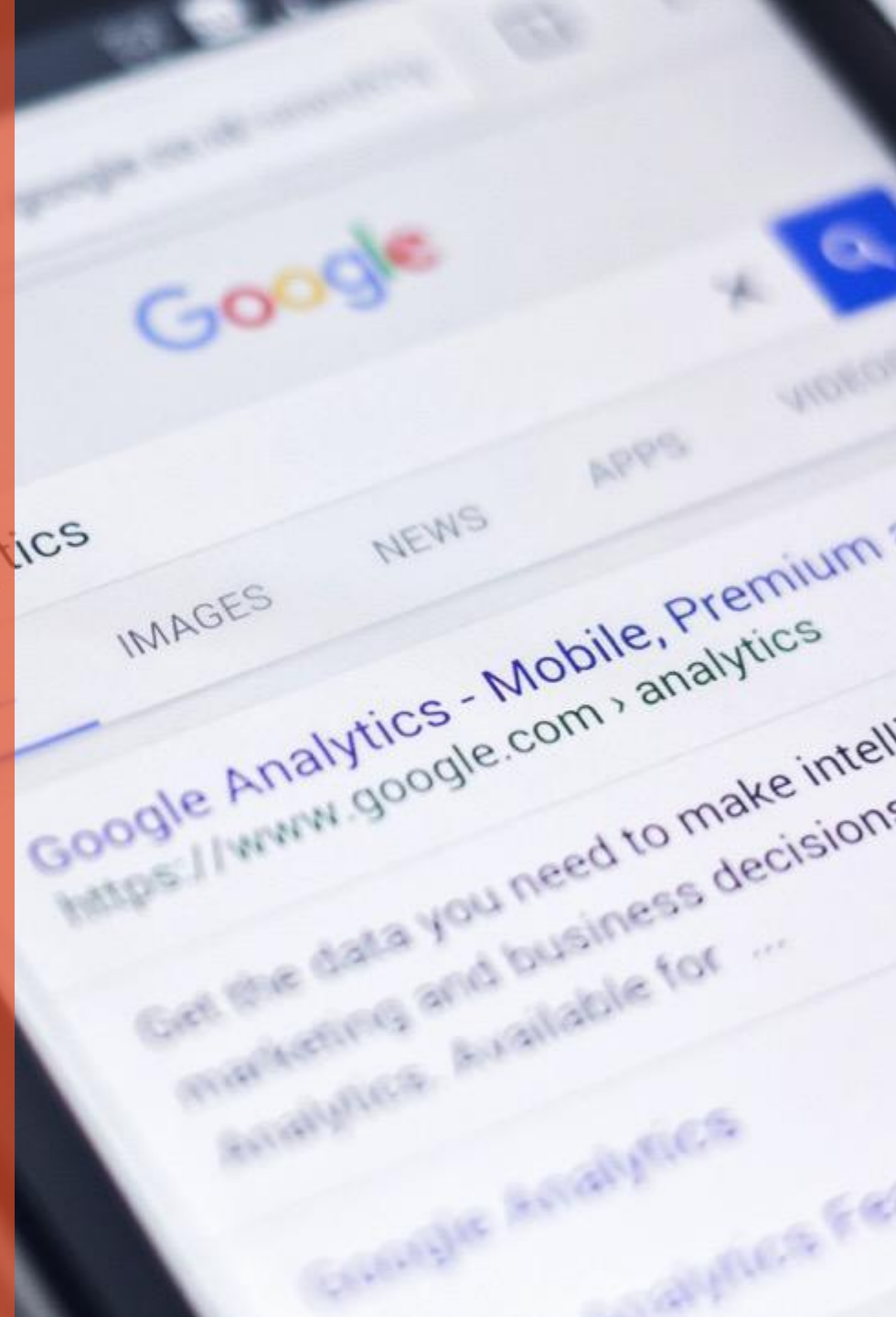
5. Kleiner Perkins, Caufield & Byers, 2013 Internet Trends Report.

6. Flurry Analytics, Comscore, Q4 2014.



Marketing Approach

1. Research
2. Audience
3. Channels
4. Execution
5. Measurement



What is Digital Marketing?



What is digital marketing?? - is this just a fancy word thrown around by new school marketing professionals?

The term has become one of the most popular buzzwords in the last couple of years. Everybody is talking about digital marketing and professionals praise it's the way to grow an online business. But what is digital marketing?

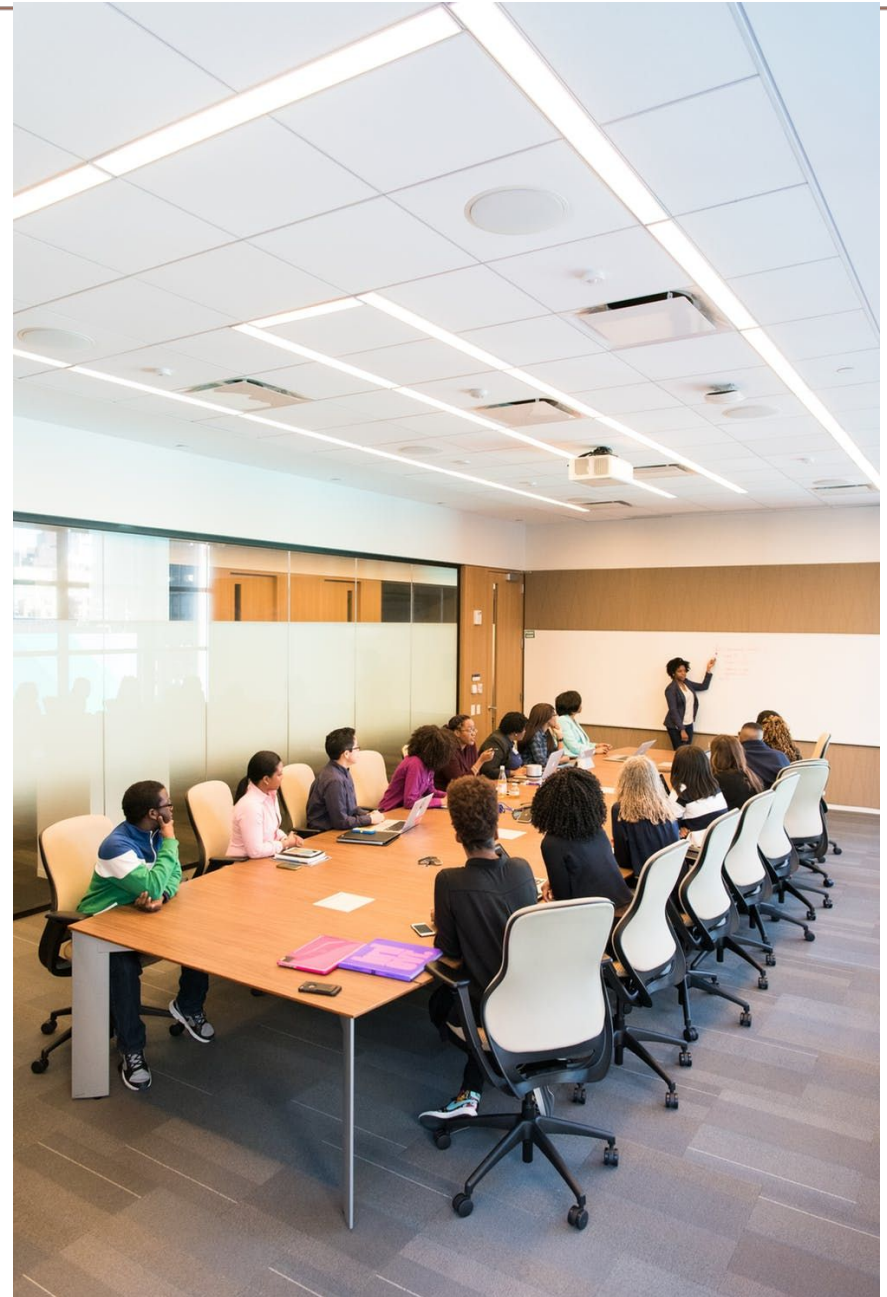
In layman's definition - This can simply be defined as the use of internet, mobile devices, social media, search engines, and other digital channels in which one can use to reach and engage consumers or an audience.

What is Digital Marketing?

A marketing professional definition -

Digital marketing is a broad term that includes all marketing channels and methods you can use to promote products or services on the Internet but also on electronic devices such as TVs, mobile phones and electronic billboards.

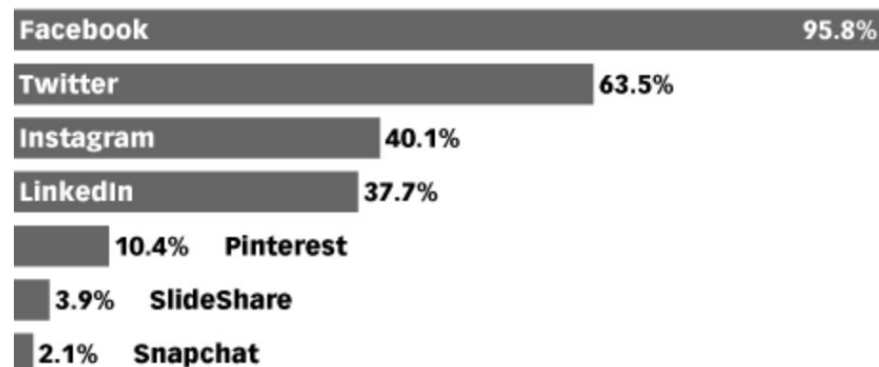
The main difference between digital marketing and traditional marketing is that digital marketing campaigns are executed exclusively through digital channels and gives marketers more control, tools, and data to analyze the effectiveness of a campaign.



Importance of digital marketing for Small & Medium scale businesses?

Social Media Platforms that Produce the Best ROI According to Social Media Marketers Worldwide, March 2016

% of respondents



Note: n=456; respondents chose up to 3

Source: Social Fresh, "The Future of Social" in collaboration with Firebrand Group and Simply Measured, April 21, 2016

209388

www.eMarketer.com

Ability to Reach Consumers Where They Spend Their Time & Money

- 85% of Nigerian adults under 65 are on social media at least once a month. The vast majority are on it every day.
- 22% of the world population is on Facebook. 76% of Facebook users and 51% of Instagram users are on it every day.
- The trend right now is the average person spends over 2 hours a day on social media. Teenagers average 9 hours.
- 57% of Millennials say that social media has made the ads they see more relevant to them. 48% of people say they made their last online purchase as the direct result of a Facebook ad.
- Social Media is where people are.

Importance of digital marketing for Small & Medium scale businesses?



Levels the Playing Field for Small Business

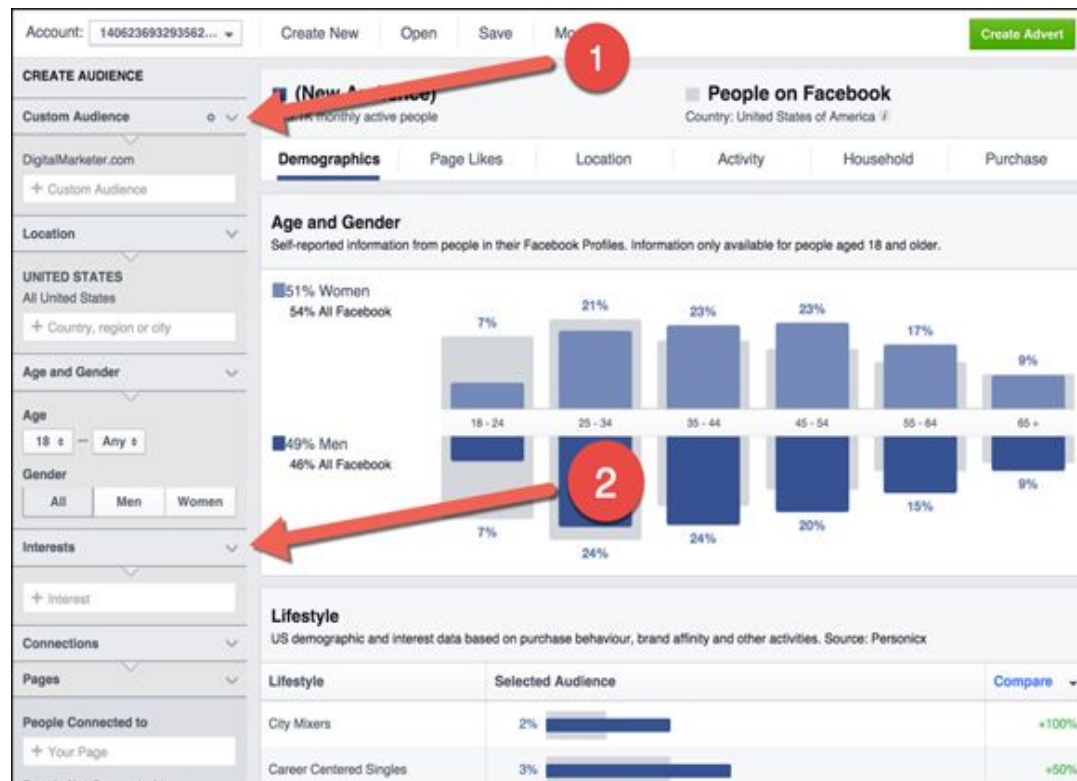
You've seen it happen before. A huge company like Shoprite comes to town and wipes out 100's of local specialty shops.

We've seen the online equivalent like Jumia. It's hard to compete with the name recognition or the millions that they put into marketing.

This is where the importance of digital marketing shines as a beacon of hope for small businesses.

Digital marketing actually allows smaller businesses the ability to hold a top ranking position on search platform, when a specific product is search for.

Importance of digital marketing for Small & Medium scale businesses?



Ability to have More Targeted Ads

One of the gifts that digital marketing has given us is the ability to dissect huge demographics. Whittle them down into very targeted groups to get super-focused on a specific kind of person.

Who's that person? It's the person most likely purchase what you sell.

When you do targeting at this level, you create an ad that's highly relevant to your target market. Because it's so relevant, it connects on a level that more general advertising can't.

This connection gives it the ability to influence decisions.

Other benefits of digital marketing to Small & Medium scale businesses?



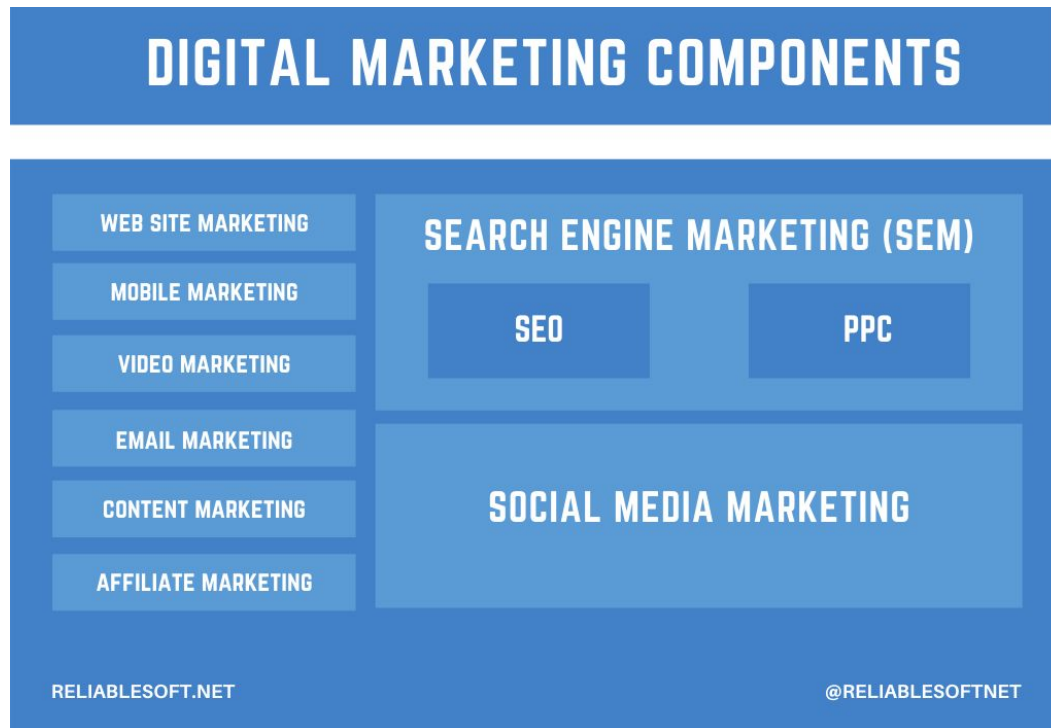
- Higher and Better Conversion Rate
- Opportunity for establishing a strong brand reputation online
- A quick bridge to solve customer's problem through customer service
- Maximum engagement with customers through mobile
- Expansion of faith in your brand
- Better ROI on your investment
- Digital marketing is cost effective
- The potential of earning higher revenue
- Potential of expanding audience reach and engagement

Conclusion: The future of digital marketing seems very bright at the moment. However, while brands were earlier competing with each other's marketing strategy now the focus has shifted.

Types of Digital Marketing

Types of Digital Marketing

Misconceptions of Digital Marketing



The most common misconceptions of digital marketing are as follows;

Digital Marketing VS Internet Marketing

Internet marketing is a subset of digital marketing and is not the same thing.

Internet marketing or online marketing refers to the methods you can use to run campaigns on the Internet.

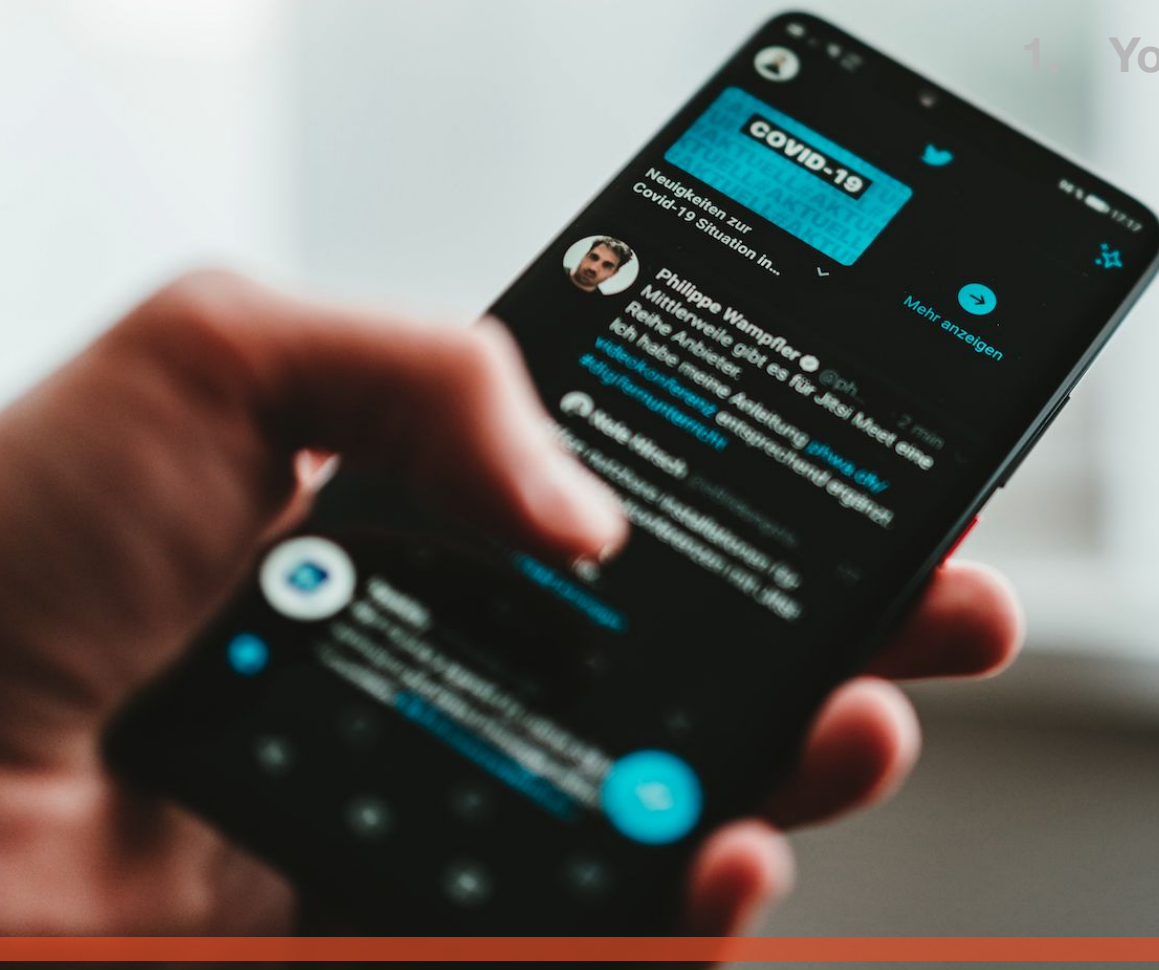
As shown in the diagram above, the main components of Internet marketing are: Search Engine Marketing (which includes SEO and PPC), Social media marketing, content marketing, email marketing, affiliate marketing. Mobile marketing and video marketing.

Digital marketing is over and above online / Internet marketing as it includes other digital channels as well.

Digital Technology & Marketing

The critical role in today's business world

1. Your Business Value proposition
2. Digital Transformation



[Digital Transformation]

The Post-Digital Era is Upon Us **ARE YOU READY FOR WHAT'S NEXT?**

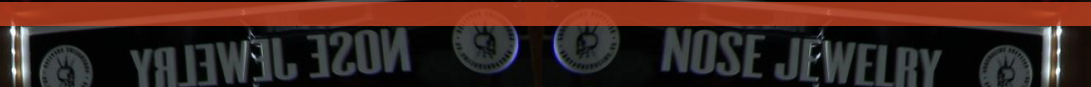
Accenture Technology Vision 2019

Digital Transformation

Transform your people, process and tools

- *Digital transformation leads to enhanced customer experience*
- Your customers and staff digital behaviours have changed.
- From marketing to sales to after care needs digitisation

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR



A PARALLEL TRANSFORMATION

Companies have not been alone on their journey to digital transformation. People have been on a parallel path, incorporating new technologies at an increasingly rapid rate. When mobile phones were first introduced, they took 12 years to reach 50 million users; the internet took just seven to get to the same point.⁶ Looking at purely digital technologies, the rates become frantic: Facebook reached 50 million users in four years; WeChat, one year. Pokémon GO, the augmented-reality gaming app from Niantic? Nineteen days.

People are adopting new technology both quickly and completely, and whether they're customers, employees, or even threat actors, they are beginning to outpace enterprises in their digital transformations. They are more knowledgeable about technology itself and how companies use it, and are becoming selective and demanding of what they adopt, challenging companies to work with them or adapt to them in different ways.

Post-digital consumers are enjoying the results of technology saturation. In a world of unprecedented technology choice, people have strong sentiments

about which technologies they will or won't adopt to get the experiences they want. Companies must pay close attention not only to the choices themselves, but also to the powerful new insights those choices can provide about their customers—and about new market opportunities.

Post-digital workers are incorporating technology to complete tasks in new ways, in new types of jobs, but they are still being hired, trained, and managed in pre-digital ways. With the war for talent continuing to rage, companies must adapt their technology strategies to close the divide between themselves and their digitally mature workforce.

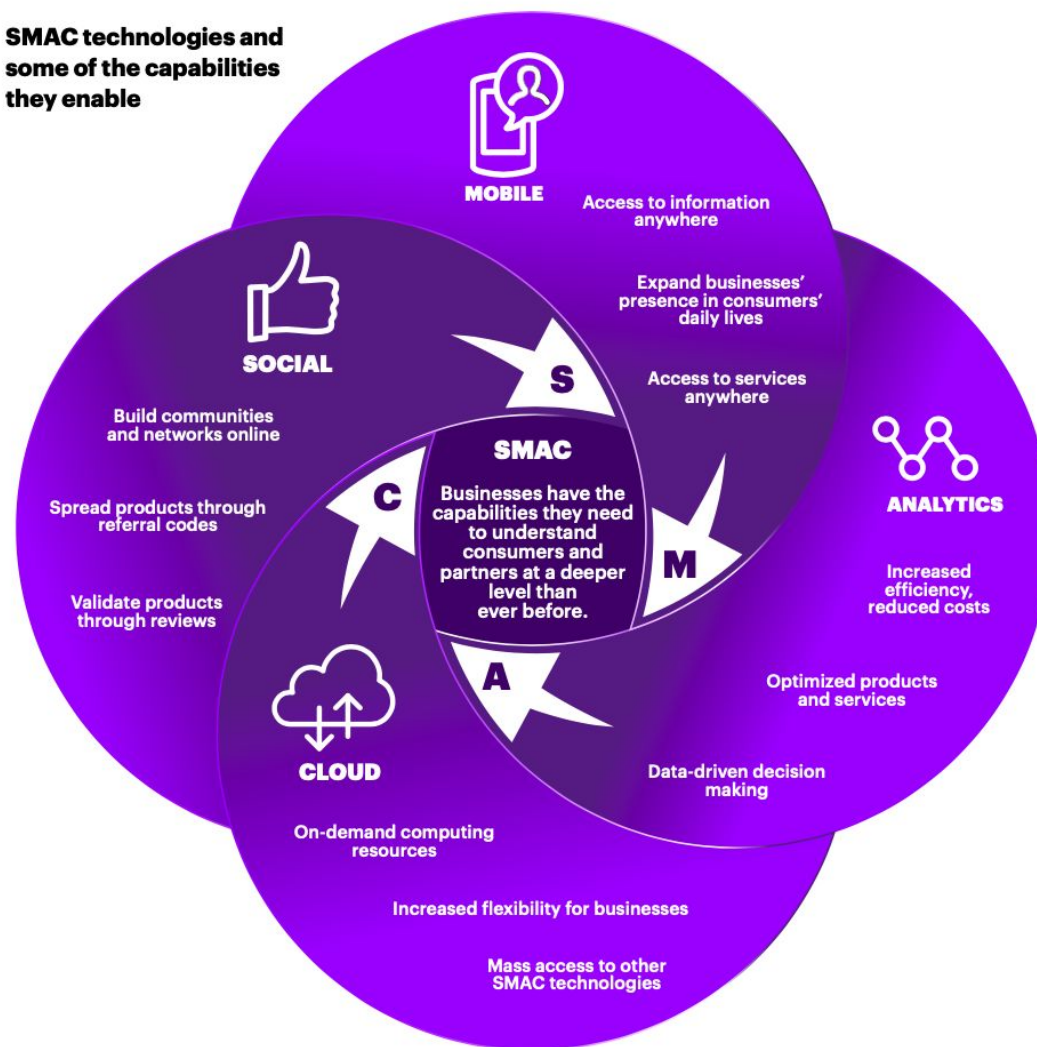
Post-digital threat actors have nearly unlimited points of entry to enterprise. With a global army of connected devices ready to be pressed into service, and an attack surface that includes not only the target company but every partner and vendor in the company's ecosystem, they have the clear advantage. Businesses must respond to this post-digital threat with a collaborative approach, recognizing that they are not just potential victims, but someone else's vector.

Post-digital markets are made up of consumers, business partners, and governments alike enjoying the spoils of the digital revolution. Fully on-demand or fully customized products are now the standard in practically every industry, and sooner than later, customers will expect every organization to achieve both.

This is not to say digital is old or over. Far from it. Companies have used the power of digital transformation to shape themselves, to shape customers and employees, and then to shape people's expectations. What's left is using their ongoing digital efforts to shape the market. Companies face a world of renewed expectations and core digital technologies are more critical than ever. But the time for pilots and experimentation is long past, and leaders must begin to strategize for what's next.

[Digital Transformation]

- Marketing automation
- Content marketing and brand awareness
- Test and iterate
- Measure - Analytics and ROI via Google Analytics
- Focus on driving conversion

SMAC technologies and some of the capabilities they enable

Source - Accenture. TechVision 2019

[Digital Transformation]

#TECHVISION2019



TREND 2 **GET TO** **KNOW ME**

Unlock unique consumers and unique opportunities

Source - Accenture. TechVision 2019

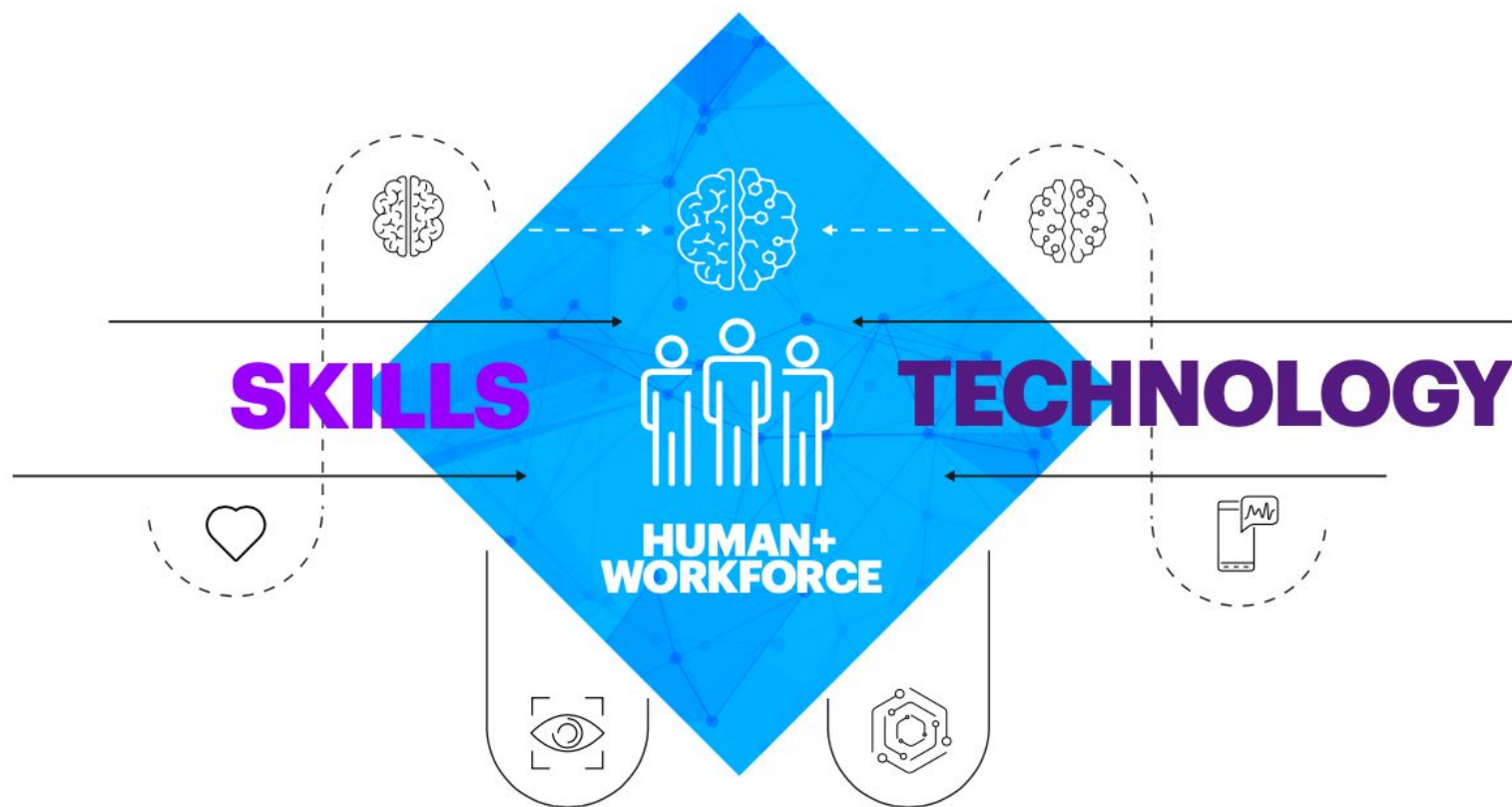
[Digital Transformation]

USING TECHNOLOGY TO GROW THE MARKET OF ONE

The innovative technologies and strategies that companies use to interact and engage with their customers are in constant flux. Walmart redesigned the technology backend of its website to distinguish between items people buy for themselves and those they buy as gifts, with an eye toward driving better-targeted recommendations.¹¹ Alibaba's "FashionAI" incorporates machine learning into a physical store experience, giving individual customers real-time suggestions and tips as they try on different styles based on the items they've already chosen.¹²

Source - Accenture. TechVision 2019

[Digital Transformation]



Upskill your team as part of your digital transformation

[Digital Transformation]

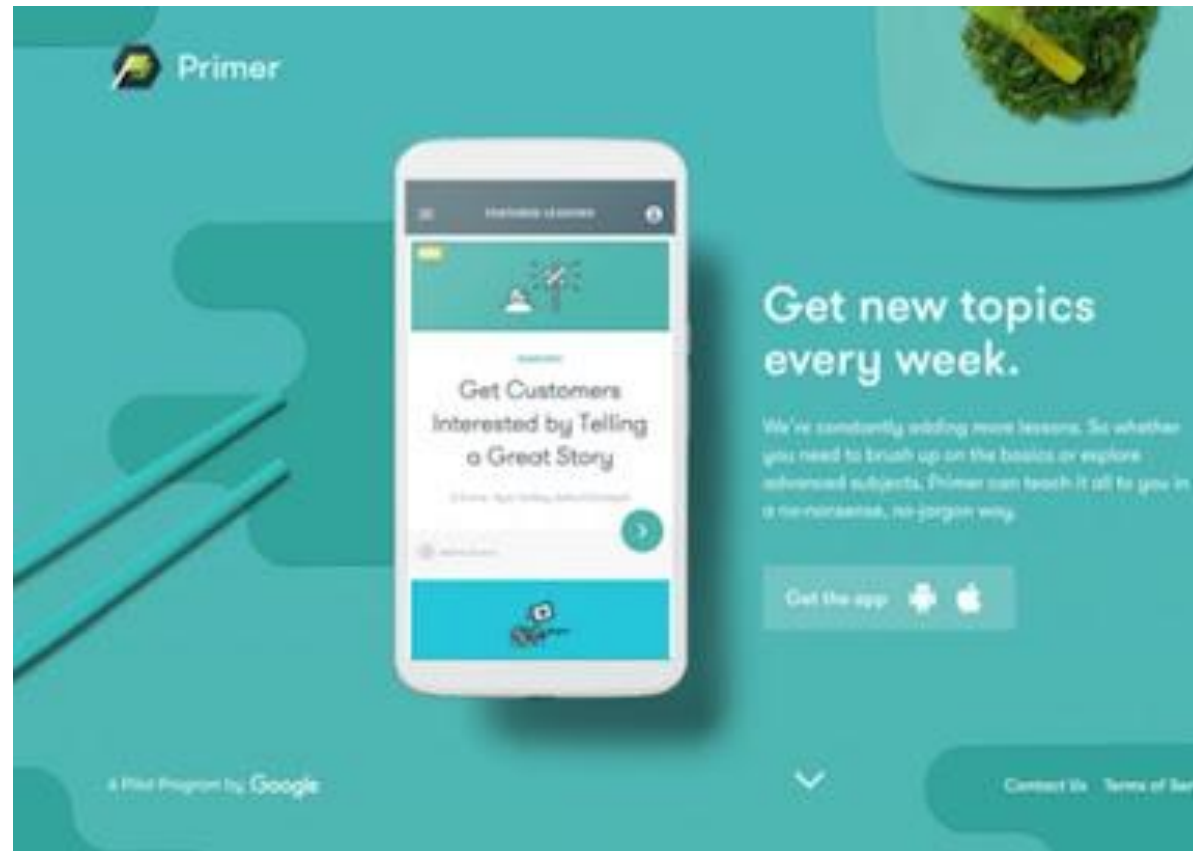


Digital Transformation due to COVID

1. Online from for orders vs *call to order*
2. Online payment vs *POS*
3. Setting up BOT for engaging customer
4. Website optimisation
5. Digital marketing
6. Online/App fitness training sessions
7. Remote working
8. Online delivery / logistics

Tools

1. Blink - community
2. Vibe - engagement
3. Primer - Growing your business
4. Google suite
5. Buffer - Social media
6. Survey monkey





- www.dmastermind.com
- *email:* sme@dmastermind.com
- *Instagram:* [@dmastermind](https://www.instagram.com/dmastermind)
- *Whatsapp* (message only): 0818 711 7406