



**Digital Marketing  
Skills Training  
& Content  
Creation  
workshops for  
Small businesses  
2023**



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& Content Creation workshops  
for Small businesses 2023





Innocent Kawooya is the CEO, HiPipo. Recently awarded CEO of the Year 2021-2022 by TIG Network Afrika.

A Computer programmer, FinTech & financial inclusion specialist, Internet entrepreneur, film producer, humanitarian & entertainment executive. Kampala City Lord mayoral candidate in 2021

## Foreword

When small businesses get started, their focus is often on how to get the first customers through the door. They may rely on traditional forms of advertising, such as print ads, flyers and posters or even outdoor advertising. Businesses may believe that since they offer a good product or service, it's just a matter of time until customers find their way to them.

While this strategy may bring in a trickle of business, there is a better and easier way. No small business, no matter how new, should overlook digital channels as a way to generate leads and convert interest into customers.

Mobile devices were simply telephones for communication, obviously this is still the case but the level of communication has reached new levels. Apps, wifi, high res cameras offer so many different ways to share information. Social media apps push the process of communication even further. Posts, tweets and images can be shared across the globe reaching potential customers in an instant.

We have partnered with Purple Skills Clinic Foundation to offer Digital marketing training support and content creation skills to small business owners a program that shall boast their sales and promote business growth.

**Innocent Kawooya**  
CEO HIPIPO



Douglas Lwanga is a digital influencer and the most followed media personality online.

His huge following online has enabled him become brand ambassador for brands such as Coca Cola, MTN, CLUB, Glovo, Champion Bet, KFC, JUMIA, Safe Boda, Pepsi and so many more.

He is also the Founder of the Purple Skills Clinic Foundation a youth Led NGO addressing unemployment through skills training interventions.



If you have tried dabbling in digital but you are not sure what you should be doing or if you are doing it effectively, here is your chance..

The COVID-19 pandemic forced businesses to migrate online? However many business owners were caught off guard with little knowledge of how to utilize social media and digital tools to reach their customers.

Much as many people adjusted to the new norm, a large section of people have been left behind. Many still have no idea on how to market their businesses online and recruit new customers.

Google advertising is now replacing your use of local newspaper ads and you need to understand paid digital marketing more. Social media posts are becoming our main source of information and word-of-mouth recommendations yet many people still need support in terms of knowledge to utilize these tools.

Digital marketing is all the rage, but it is also an unfamiliar world for many small business owners making this Training program an answer to so many business owners prayers.

The Skills Clinic digital marketing training program will help small business owners with digital marketing skills, and content creation skills.

**Lwanga Douglas**  
Founder, Skills Clinic Foundation

# Digital Skills Training Focus



## Web Design

The workshops shall bring together web designers to assist small business owners create websites at very minimal costs.



## Influencer marketing

These workshops shall teach small business owners how to use popular influencers to boost sales and how to identify and recruit relevant influencers.



## Mobile Content Creation

Most people own phones but don't know they can film and edit video content shot around their businesses by just downloading particular apps.



## Graphic Design

Using Software and mobile apps we will train business owners how to create E-posters and flyers for their business



## Data Analysis

Trainees will be taught how to analyze back end statistics on social media, websites so as to make more informed business decisions.



## E-Commerce

How to sale, hook customers and pricing as a technique for digital marketing will be taught. We will also train on how to join E Commerce platforms like JUMIA,GLOVO, to boost sales.



## Social Media Marketing

Social media platforms are not just for chatting but very important tools to market businesses. We will teach you how you can sale through Facebook, Tiktok, Instagram, Snapchat and Twitter



## SEO

SEO means Search Engine Optimization and is the process used to optimize a website's, content relevance and link popularity so its pages can become easily findable, more relevant as a consequence, search engines rank them better.



## Online Branding

We will teach small business owners the key elements of branding and creating brands out of their business online.

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# Trainers Profiles



## Innocent Kawooya

CEO HIPIPO

Certifications  
CEO of the year- TIG Network Africa  
Founder HIPIPO  
Digital Impact Awards

Programmer

Fintech and financial inclusion expert

Internet entrepreneur

Philanthropist



## Danze Edwin

Chief Marketing Officer- Next Media

Certifications  
BBC- Creative story telling  
BBC- Digital content Production  
BBC- Digital media Training  
UGO- Social media  
CIM Affiliate

Digital Marketeer

Content creator

Strategic planner

Data analytics



## Jokwiz Klean

Content Creator

Produced content for Brands  
UBL  
MTN Pulse  
UTB  
Next Media

Mobile Phone video content production

Picture editing techniques on phone

Digital Commercial advertising

Influencer services



“

If your business is not on the internet, then your business will be out of business.”

-Bill Gates

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## Program Justification



Uganda has experienced a rapid intake of technology with over 60% of the 44 million people owning personal mobile phones. Internet connectivity and penetration too has significantly grown. The number of people online using different social media spaces like Facebook, Tiktok, Twitter, Instagram too has increased creating vast opportunities for promoting businesses.

Today, despite the fact that E-marketing is a real need for SMEs in Uganda, few enterprises actually operate online. The urgent need for this training cannot be over emphasized. Very many SMEs in Uganda cannot apply E-marketing, don't appreciate the benefits of e-marketing, and are ignorant on how to conduct their business activities online such that the number of SMEs who apply e-marketing for their business growth is very minimal.

Consequently, many SMEs in Uganda are struggling to grow into bigger enterprises while others have failed and closed business. E-marketing is an approach that must be adopted considering its benefits to the SMEs in Uganda.



# Program objectives

- 1- Small Business owners will learn to become self-sufficient and confident in developing, executing, and evaluating a digital marketing campaign for their own business.
2. Business owners will learn how to research their competitors and customers to develop a marketing strategy and create their value proposition and marketing messages.
3. Business owners will learn how to promote products on all digital channels.
4. Business owners will learn to evaluate the results of their campaigns, and know what to do (or not to do) in the future making fact based business decisions.



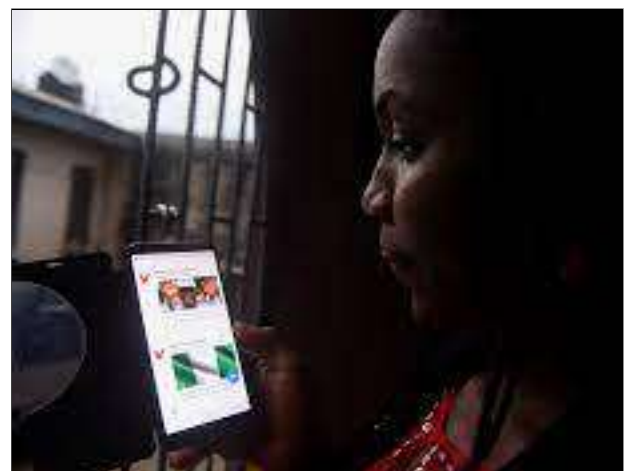
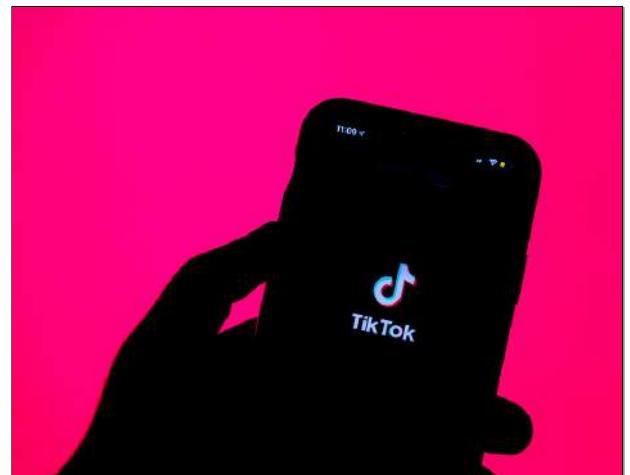


What is unique about the Skills Clinic Digital Marketing Training program is that the learning is experiential, which means you will learn by doing.

1. We shall conduct a registration process to onboard at least 200 small business owners for the first cohort.
2. We shall onboard mentors in the various needed digital skills such as Digital marketing execs, Influencers, web designers Etc
3. There are two lecture-style classes and one workshop per week. You can choose to attend the classes that are relevant and beneficial to your needs or wait for the workshop.
4. Throughout the program, trainees will be provided with practical tasks to be completed after attending lectures and workshops. This process will allow business owners to experiment with various tools and channels to find out which works best for their business.
5. Better yet, the best trainees from the submitted tasks will receive a \$500 budget to spend on any digital marketing activities related to their business. This will allow you them experiment with new ideas and learn from their trainings.
6. A Mini exhibition from various supplier's in the digital marketing space shall showcase what they are able to do for various business owners at discounted rates.

# Program Output

1. Digitally Well trained business owners more grounded in Digital marketing and content creation .
2. Production of content around the business, for example video posts, creative product pictures and engaging Tweets and Tiktok Posts.
3. The Business owners who would have participated in this program will be able to also train other peers thus enlarging the number of beneficiaries.
4. Business owners will not only learn how to open social media accounts, they will learn how to manage and read analytics so that they make informed business choices.
5. The Trainees will have learnt how to transform mobile phones into marketing tools.



“

“It’s important to remember your competitor is only one mouse click away.”

- Douglas Warner III





## Target Group of beneficiaries

- 1- Boutique owners
- 2- Saloon services
- 3- Carpentry workshops
- 4- Fashion designers
- 5- Restaurants owners
- 6- Retail businesses
- 7- Market vendors
- 8- Confectionary businesses
- 9- Online business owners
- 10-





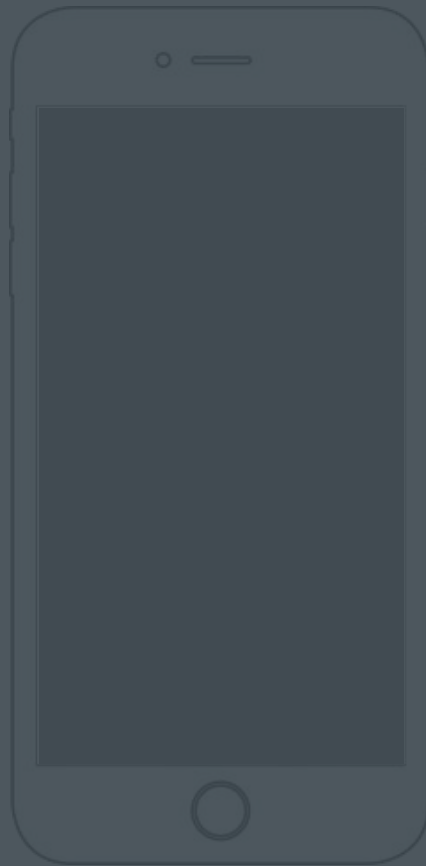
# Potential Partners





P U R P L E  
**SKILLS**  
EMPOWERING THE YOUTH OF UGANDA

**KLINIC**  
FOUNDATION



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