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CONSULTING

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Marketing Starter Guide

Build a simple, effective marketing plan,
even without a big budget.

GUIDE



INTRODUCTION

Marketing is not about doing everything. It is about doing a few of the right things consistently. This guide gives you a simple structure you can complete in an afternoon and act on the same week.

Step 1 — Get clear on your customer

Before any tactics, describe the one customer you most want more of. The clearer this picture, the easier every later decision becomes.

- **Who are they?** Age, location, income, role, situation.
- **What do they want?** The real outcome they are buying, not just the product.
- **What holds them back?** The doubts or costs that stop them saying yes.
- **Where do they spend attention?** Which platforms, people and places they trust.

Step 2 — Sharpen your message

Most marketing fails because the message is vague. Use this simple formula to write a message that lands:

The one-line formula

We help [who] achieve [what outcome] through [how], unlike [the usual alternative].

Write three versions, read them aloud, and keep the one a real customer would repeat to a friend.

Step 3 — Choose two channels, not ten

Pick the two channels where your customer already spends time and where you can show up consistently. Master those before adding more.

Channel	Best for	Effort
Instagram / Facebook	Visual brands, local reach, community	Medium
WhatsApp Business	Direct enquiries, repeat customers, catalogues	Low
Google Business Profile	Being found by nearby, ready-to-buy customers	Low
Email newsletter	Nurturing leads and past customers over time	Medium
LinkedIn	B2B, professional services, partnerships	Medium
A simple website	Credibility and the hub everything links back to	One-off

Step 4 — Plan a simple content rhythm

Consistency beats intensity. A steady, modest rhythm you can sustain will always outperform a burst you cannot. A workable weekly starting point:



- **Educate** — one post that teaches your customer something useful.
- **Show proof** — one post with a result, review or behind-the-scenes look.
- **Invite** — one post that makes a clear, friendly ask to get in touch or buy.

Step 5 — Measure what matters

Ignore vanity metrics. Track the few numbers that connect to money:

- Enquiries received (calls, messages, form fills) per month.
- Percentage of enquiries that become paying customers.
- Where your best customers say they found you.

Remember

A small plan you actually follow beats a perfect plan you never start. Choose one customer, one message and two channels, then begin this week.