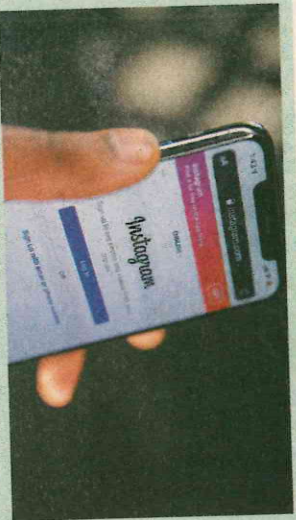


SOCIAL MEDIA



INSTAGRAM HACKS TO HELP YOU MAKE MORE SALES

Don't focus solely on follower growth through your Instagram account. You have to get to the stage of selling so you can truly fulfill your purpose and, of course, receive a return on investment (ROI) from your Instagram marketing. Here's the thing, though: In order to sell, you have to do something most people won't. You have to be different. You have to stop looking and sounding just like your competitors do.

- 1. Offer value in your Instagram bio**
Tell your qualified prospects why they should follow your page and how it will benefit them. You can even offer a lead magnet to give them a quick win in their relationship with you. Make sure they know you're right up front what's in it for them if they decide to follow your page.
- 2. Fill Your Posts with Value**
Focus on your unique selling proposition (USP)—that one big idea that makes you different—and post valuable content centered on that one thing.
- 3. Make your posts and ads about your target audience, not you**
Focus on their needs and how you alone can meet them. Most brands emphasize their products and services. Stand out by concentrating on your target market instead.
- 4. Talk to Them**
Ask questions and have a conversation centered on your one big idea. Engage with folks and build trust so that they know you are looking for relationships, not sales. When you ask questions, they are much more likely to engage.
- 5. Be willing to be controversial**
The most successful brands have raving fans as well as big detractors. Which means, some might not like you. But if you aren't willing to go there, you also can't attract a big following of raving fans.
- 6. Be authentic**
Stop trying to be someone else and instead, be real with your audience. People relate more to those they believe are real. Occasionally let your fans in a little on your life, your family, and who you really are as a person. People want to do business with people they know, like, and trust.
- 7. Focus on transformation, not information**
This is the most important point to remember: Your competitors focus on the features of their products and services.
[Enterprise Reporter]

FINANCE

NEW CREDIT PRODUCT TARGETS SMALL FIRMS LOCKED OUT OF MAINSTREAM BANKING

Payments firm Pesapal has partnered with digital credit provider Sokohela to launch a new credit product for small and medium-sized enterprises (SMEs) in Kenya. The loan product will offer fast and flexible financing solutions for SMEs that face challenges in accessing credit from traditional sources. Pesapal founder Agostia Liko said that the launch of Pesapal Credit is part of the company's mission to provide innovative and inclusive payment solutions for businesses and consumers in Kenya.

"SMEs are the engine of our economy, but they often face difficulty accessing credit due to high interest rates, stringent collateral requirements, lengthy procedures, and lack of financial records.

We're all about our merchants being confident with their financial decisions and becoming world-class at what they do—regardless of their size," he said.

The credit facility offers SMEs a range of benefits including digital

scoring, approval, and disbursement of loans, flexible payments, and transparency in pricing, among others.

Sokohela's chief executive Nickson Onyango said that the partnership with Pesapal is a strategic move to leverage Pesapal's extensive network of merchants and customers across various sectors, such as hospitality, retail, education, and travel.

"We are confident we will unlock new capital streams for SMEs, enabling them to scale efficiently," he said.

The merchant credit solution is powered by Pesapal's proprietary credit scoring algorithm that analyzes the transaction data of SMEs from various sources, such as mobile money, e-commerce platforms and POS systems.

This allows us the firm to offer customized and affordable loans to SMEs based on their cash flow and business performance.
[Enterprise Reporter]



Pesapal Chief Commercial Officer Kevin Khaemba (center) interacts with customers during the merchants engagement in Mombasa recently.

QUOTE OF THE WEEK



The market is priced for willing buyers and sellers. Therefore, you have to be confident to price according to the services you're offering. When a parent comes in, they want to know what you're offering vis-a-vis pricing and determine if it's worth it...
Beryl Hinde, founder Chessel School



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HUSTLE NOMICS

LET'S GO SMALLER TO MAKE BETTER USE OF SPACE

Taking a flight is often seen as a badge of honor, a promotion to a higher social economic class. I took my first flight at the age of 33.

Remember the benchmarking tours when devolution came? It was about a dream come: "I will fly one day."

But I see it beyond the class issue, it's a celebration of technology.

Arthur Clarke, a science fiction writer who predicted the artificial satellite, said that "advanced technology and magic are indistinguishable."

In flying, the magic is too apparent. How do you explain to a layman how a plane, several tones heavy can fly?

You can bring all the science from Bernoulli's principle to Newton's second law of motion.

But how do you break that down for your grandmother without seeming to be a magician or a witch doctor? Having watched birds soar in the air in the countryside, flying is simple, we just copied the birds in making an aircraft! Nothing so magical, maybe the materials used and avionics. Making a bicycle was more complicated. What did we copy?

If flying does not fascinate us, what then? It's the state of miniaturisation.

The little space you have in a plane and the many things you can do with it. From a seat, a table for your meals, a TV Monitor, and leg space. You can buy more "space" in first class.

The optimisation of space could save our planet and ensure it never becomes like Mars, barren and useless for now. We could one day get technology to green Mars and sell plots there.

By optimising the use of space, we use fewer resources. One might argue that because a flying trip is only a few hours, we can "stomach" such a small space, the same way we squeeze ourselves in matatus or flats to wait for a spacious home.

We waste lots of space. Why do leave the living room empty at night?

Why is the city of Nairobi empty at night? Why does a Toyota Landcruiser V8 and a Toyota Vitz both carry five passengers?

If we made better use of space, both mental and physical, this planet would be a more homely place. It has been observed that hustlers are adept at utilizing scarce space but as we grow more affluent, we become more extravagant with space, including the stomach. How do you explain obesity?

Even mental space matters. Failing to live within our mental space, being dissatisfied leads to stress and meaninglessness. Is envy not about mental space? How have you used your space, both mental and physical? Can you improve on it? Talk to us? **[XN Iraki]**

