

Training Manual

Training program designed for socio economic uplift of displaced Afghan women – Pakistan



**Branding & Marketing
for Small Businesses**
Prepared for:
PAGE Pakistan

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Section 1: Getting your Product Ready for Marketing & Sales

1. Finding new Ideas for Product
2. Finding trending product designs
3. Sourcing the raw materials
4. Determining the cost of product
5. Determining the pricing of the products (Pricing strategies)
6. Determining gross and net margins
7. Naming your business & building an identity
8. Market competition
9. Product development, testing and improving
10. Maintaining supply chain
11. Product packaging
12. Registering your Business
Maintaining a Bank account

Point 1 & 2

In section 1 of the training, we need to open new channels for the women who just got trained for product development in part 1 of the training program. Here the focus of the trainer should be on helping the trainees get trained on actively looking for new trends in their field of work (art, embroidery, stitching patterns etc.) and search the market.

SOCIAL MEDIA MARKETING PLATFORMS				
	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"> • 25-34 • Boomers 	<ul style="list-style-type: none"> • Photos & links • Information • Live video 	<ul style="list-style-type: none"> • Local mkting • Advertising • Relationships 	<ul style="list-style-type: none"> • Weak organic reach
	<ul style="list-style-type: none"> • 18-25 • 26-35 	<ul style="list-style-type: none"> • How-tos • Webinars • Explainers 	<ul style="list-style-type: none"> • Organic • SEO • Advertising 	<ul style="list-style-type: none"> • Video is resource-heavy
	<ul style="list-style-type: none"> • 18-24, 25-34 • Millennials 	<ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls 	<ul style="list-style-type: none"> • Ecommerce • Organic • Influencer 	<ul style="list-style-type: none"> • High ad costs
	<ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy 	<ul style="list-style-type: none"> • News • Discussion • Humor 	<ul style="list-style-type: none"> • Customer service • Ads for males 	<ul style="list-style-type: none"> • Small ad audience
	<ul style="list-style-type: none"> • 46-55 • Professionals 	<ul style="list-style-type: none"> • Long-form content • Core values 	<ul style="list-style-type: none"> • B2B • Organic • International 	<ul style="list-style-type: none"> • Ad reporting & custom audience
	<ul style="list-style-type: none"> • 10-19 • Female (60%) 	<ul style="list-style-type: none"> • Entertainment • Humor • Challenges 	<ul style="list-style-type: none"> • Influencer marketing • Series content 	<ul style="list-style-type: none"> • Relationship building
	<ul style="list-style-type: none"> • 13-17, 25-34 • Teens 	<ul style="list-style-type: none"> • Silly • Feel-good • Trends 	<ul style="list-style-type: none"> • Video ads • Location-based mkting • App mkting 	<ul style="list-style-type: none"> • Relationship building



Channels you can show:

Pinterest

YouTube

Similar businesses operating on social media (pages)

In the group activity show them the following platforms:

Pinterest

YouTube

Facebook

Instagram

And help them remember their names/URLs

Next, help them find their products by typing those keywords – tell them the importance of keywords and how keywords can help them produce better products and they can find a unique place in the market by introducing new designs, patterns etc.

Group Activity:

The group activity should revolve around keyword search, keyword search results, clicking on, studying, and saving product pictures and later use them in their designs.

Help the trainees think about keywords and note them down. Let the trainees type the keywords themselves and save ideas.

Same activity can be repeated on YouTube – help them understand the importance of watching full videos and take its crux.

Help them think openly and search for their market competition and make a list of businesses that are already operating in the market. Follow those businesses on social media and observe them.

Point 3 & 4 – Sourcing Quality Material

Since business and marketing are inter-linked, help them understand the value of sourcing quality material. Help them understand why quality matters and how you can define your USP with your unique designs and quality.

Tell them about the local wholesale markets from where they can source raw material at cheaper rates than retail. Help them understand the importance of writing down all the costs in a diary. If they don't write costs, price determination will be a challenge.

Help them understand the importance of purchasing items in bulk price instead of small buying from retail. As an entrepreneur, we need to think about solutions – so think of the problem you're trying to solve before determining your product price.

If the product is high in demand, you can set a higher price and if the product is less in demand then the price will be set accordingly.

Group Activity:

Group Activity can be planned according to the flow of this session since for some people, Maths might a challenge. But it is recommended to keep this activity around showing them a digital table where you have recorded prices of the items you have purchased for your business and ask them to copy that table. For example:

Fabric 20,000

Lining Material 5000

Laces 5000

Buttons 3000

Threads 500

Sum Total: 33,500

Is the cost of raw material

Point 5 & 6

Till now your trainees have understood the importance and methodology of searching new products and ideas, are familiar with Pinterest, YouTube and Facebook / Instagram. They have also understood how to record the cost of raw material. Now comes the pricing.

For pricing, you can introduce various pricing strategies such as

- Cost –plus Pricing
- Competitive Pricing
- Value-based Pricing
- Dynamic/Flexible Pricing
- Premium Pricing
- Anchor Pricing

Read each pricing strategy and help them understand one by one what each strategy means.

Cost –plus Pricing

Also known as breakeven pricing or markup pricing or cost-based pricing

Most basic, simple and straightforward pricing strategy

Effective for smaller businesses

Formula to determine cost

- **Material + Labour + Fixed Cost + Variable Cost (Marketing, overheads, taxes, shipping & returns)**

Cont'd...

Formula

- **Material + Labour + Fixed Cost + Variable Cost (Marketing, overheads, taxes, shipping & returns) + PROFIT MARGIN**
- $10+5+8+12 = 35$
- **Cost = 35**
- Determine the Profit Margin between **50-100%**
- Price could be 52.5 to 70 Rupees

Competitive Pricing

Offering better/cheaper price than your competitors

If you're dealing in a highly competitive market where buyers are strictly price conscious then this is the ideal pricing model

In this pricing model, you keep on fighting with your competitors over a price to an extent where cutting down further price means selling at a loss

Careem/In-Driver

Value based Pricing Model



FIGURING OUT THE MAXIMUM AMOUNT A CUSTOMER IS WILLING TO PAY



QUALITY CONSCIOUS CUSTOMERS WHO WANT TO BUY THE BEST QUALITY, FAIRLY OR UNIQUELY SOURCED PRODUCT



YOU NEED TO FOCUS ON YOUR BRANDING AND DO A LOT OF RESEARCH ON FOCUS GROUPS AND FINDING THE RIGHT CUSTOMERS FOR YOUR PRODUCT

Dynamic or Flexible Pricing

1

Flexible prices

2

Price is surged as demand increases

3

Eg. Uber/Careem add a peak factor to skim profits

Premium Pricing



Products are placed at a premium price



Brand building is the key here



Time & patience are required to build a great brand



You can charge slightly higher than the market price



Eg. Designer clothes, bags, shoes etc.

Anchor Pricing

Famous pricing strategy in Pakistan

Shows flexibility in pricing

Could be a great Marketing point as well

Showing an anchor vs saving 100 80

Psychological effect on the customer

May increase the sales by sparking a sense of urgency

Help your trainees understand the concepts of Gross Margin and Net Margin.

Formula

$$\text{Gross Margin} = \frac{\text{Revenue} - \text{COGS}}{\text{Revenue}}$$

COGS = cost of goods sold

Total product revenue: Rs. 50,000

Total production costs: Rs. 15,000

Gross profit: 50-15 =35,000

Gross profit margin: 35/50 x 100 = 70%

Cost of Goods Sold:

- Raw materials needed in manufacturing
- Direct labour costs associated to production
- Shipping costs
- Time spent
- Equipment costs involved in production eg. Machinery cost
- Utilities for the production facility e.g. bills for gas, water or electricity

Net Profit and Net Profit Margin

Formula

$$\text{Net Profit Margin} = \frac{\text{Revenue} - \text{Cost}}{\text{Revenue}}$$

Gross profit less all the indirect expenses such as overheads, taxes, depreciation etc.

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Net Profit Margin Example #1

Company XYZ Income Statement

Revenue	100
Cost of Goods Sold	20
Gross Profit	80
Operating Expenses	20
Operating Profit	60
Interest Expense	5
Earnings Before Taxes	55
Tax Expense	25
Net Income	30

Net Profit Margin 30.00%

Company ABC Income Statement

Revenue	225
Cost of Goods Sold	35
Gross Profit	190
Operating Expenses	40
Operating Profit	150
Interest Expense	10
Earnings Before Taxes	140
Tax Expense	60
Net Income	80

Net Profit Margin 35.56%

Point 7 & 8

Importance of naming your business & proudly saying it out loud. Long names – short names – easy names – difficult names – these are all various types of names people go for.

Ideally, the business name should not be more than 7 letters such as Khaadi, NIKE, J., Bonanza, Stylo, Metro, etc. .

There are longer names and they are still famous but they're really big stores like Mc Donald's, Sana Safinaz, Maybelline, etc. However, as per human psychology – the shorter and easier the better. Choosing a name which is difficult to pronounce can be difficult to remember too and this may effect brand preference in the longer run

Colour wheel



RYB colour model

© Encyclopædia Britannica, Inc.

Group Activity:

Name your 5 favourite businesses and also state the reason why you love these businesses.

Think about what makes these businesses special for you – how can you incorporate the wow factor in your business to make it loved by others.

Choosing colours for your logo – colour palette

<https://www.verywellmind.com/color-psychology-2795824>

You can study the above link to explain your trainees about choosing the right colours for your business and how it will affect their brand identity.

For funky themed brands, loud colours such as yellow, orange are preferred but for corporate themes, black and blue are used. Help your trainees understand the long term impact of choosing the right colour palette for their brand.



Logo:

Show them various logos of famous brands and also try to explain what each logo defines – for this part of the training you need to have a thorough study of logos and also take out a few examples – for reference you can use this link

[27 Famous Logos With Hidden Meanings \(digitalsynopsis.com\)](https://digitalsynopsis.com)

Help your trainees find easy online resources available for making a logo such as Canva where many logo templates are available.

This series of exercise should be done very carefully & slowly where you are helping your trainees name their business and build its whole identity.

Brainstorm with them and take their views on entrepreneurship – share some local women entrepreneurs case studies who started from zero and now running their businesses successfully. For this, you can search in your community and social circle and take local case studies that will inspire them.

Once this activity has been completed, you can move on to next step of helping them understand why competition is important. Tell them what is a healthy competition and how to find your competition online. Tell them to remember and note down the names of their competitors and keep visiting their pages regularly to see what they are doing, how they are pricing their products, what are their strengths and weaknesses. Tell them to read the comments on posts and ads that are appearing in their feeds. This will help them understand how their customers are behaving, what makes them happy and what is aggravating them.

Tell them how they can turn their competitors weak into their strengths by offering what they're not offering or offering at a better price.

Use story telling method to share about brand wars like for example if Gul Ahmed goes on 30% OFF then AL-Karam also put up 30% OFF and there are so many other live examples that you can narrate to make this session a fun.

Point 9 & 10:

Product Development, Testing & Improving

Supply Chain Management

Help your trainees learn to take feedback and criticism from their customers to make improvements in their products like for example, if the fabric tore off easily, how can they prevent this next time? By selecting a better quality fabric that will cost more but it will help you get loyal customers for your business.

In the later stages when they're selling their products online, all the feedback coming from social media will count more than anything else.

Help your trainees note down or record the challenges they faced when they started working on their products for the first time. Share your experience (if any) regarding how you improved your product and processes while going through this process of product development.

How do your trainees test their products before taking them in the market? Ask them.

If they are unaware of the concept of market testing, tell them what it means. If they are making ready to wear clothing, do they test these clothes on their own children or of someone in their local community? Do they take their feedback regarding design, quality of fabric, ease and comfort, breathability, warmth and so on?

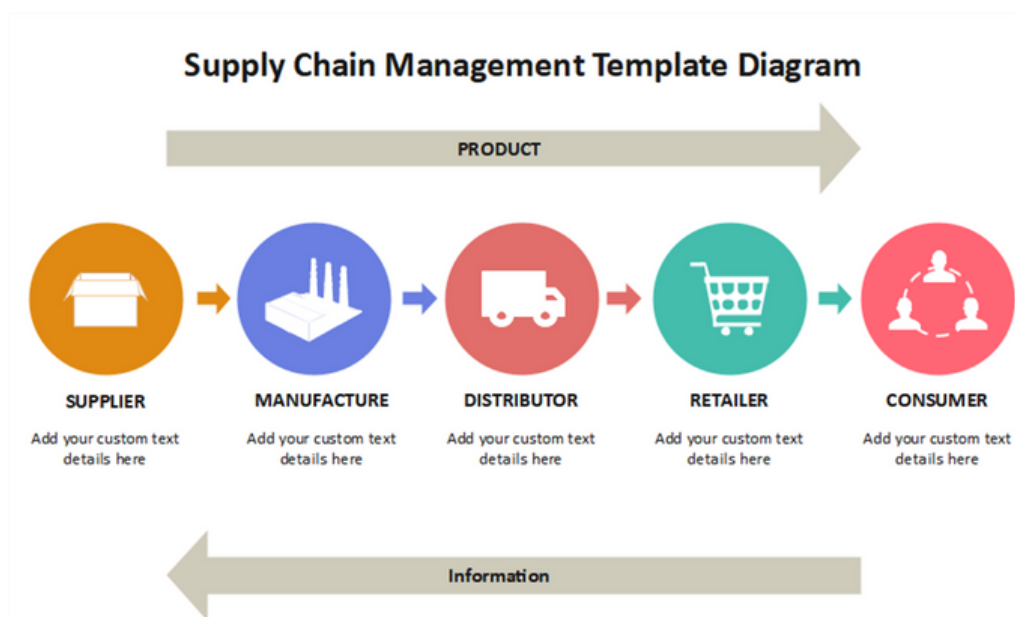
In the group activity ask them to think and write down 5 examples of a great feedback and 5 examples of poor feedback.

Examples of great feedback:

1. The design was really beautiful
2. The fabric was really soft
3. The quality of fabric and stitching is outstanding
4. The product has great finishing
5. Price is quite reasonable, I want to buy from you again

Examples of poor feedback:

1. The product finishing is of poor quality
2. Design is not good
3. It's not easy to wear due to its cuts & poor fitting
4. Fabric is low quality
5. Price is really high



Using this picture or any other picture help your trainees understand the concepts of Supply Chain Management. Why SCM is important and how a poor supply chain can affect their business. If a product is in high demand by your customers but you don't have it in stock for a long period of time, it will hurt your brand and your customers will switch to your competitors.

Help them understand maintaining good relations with their suppliers and manufacturers to ensure a positive supply chain. Also help them understand the importance of team work when it comes to maintaining SC.

From supplier to consumer, everyone adds value to your business.

With practical examples and stories, help your trainees understand the value of each segment of the SC.

Point 11 – Product Packaging

Ask your trainees how well do they understand the importance of packaging?

If you have any live examples of beautiful packaging of any product that you purchased in the past few days, take the packaging with you & show them its unique features.

Unique features may include:

Customized logo on the packaging

Colour of the packing material

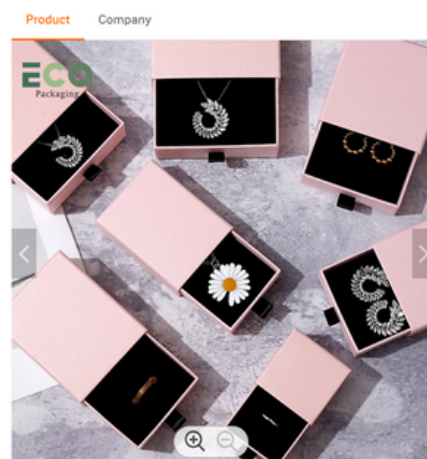
Design of the packing material

The way it was packed on the product

Thank you Card

Discount Voucher

Or any other unique feature that you want to highlight.



Tell them how they can charge a premium price just by adding a layer of packaging to their products.

You can use examples of beautiful packaging material from internet. The purpose of this exercise is to help them understand what is the role of packaging during branding process and how they can use their aesthetic sense to create beautiful packaging for their products by using simple materials like net cloth, a few shreds of papers, an empty box and a ribbon.

Once you have covered all these topics, now is the time to take them to the legal side of the business which includes registration and a bank account.

Point 12 & 13:

Registering your business with FBR (Sole Proprietor) or SECP (Pvt Ltd. & others) is important. Explain various forms of business registration types eg. Sole Proprietor, Pvt. Ltd., Partnership etc

<https://www.secp.gov.pk/company-formation/registration-of-company/>


Go through this link above and learn how companies can be registered in Pakistan.

For bank account opening, first talk to your trainees about the importance of having a bank account. Tell them about the importance of managing their finances decently by having an account where they can maintain their transactions and keep their savings.

Tell them also about EasyPaisa and Jazz Cash. In this section you need to explain the importance of financial management in easy words. Most of the under privileged women are not allowed to hold a bank account but we need to educate and aware them about the importance of having one to have some money in reserve for rainy days.

This training holds substantial weight when it comes to women empowerment so talk to your trainees openly about being empowered both in skills and in financial management for the sake of their coming generations.

You can go back to the section where we were discussing about net profit. Train them to turn atleast 10% of their profit into monthly savings to keep emergency cash for their business.



Many banks are offering Asaan accounts and easy financing schemes for women as directed by State Bank of Pakistan. Askari, UBL, Bank Al Habib and many other banks are offering easy loans. Check their website or call a bank to get more details about this scheme that you can float in your training groups.

Section 2

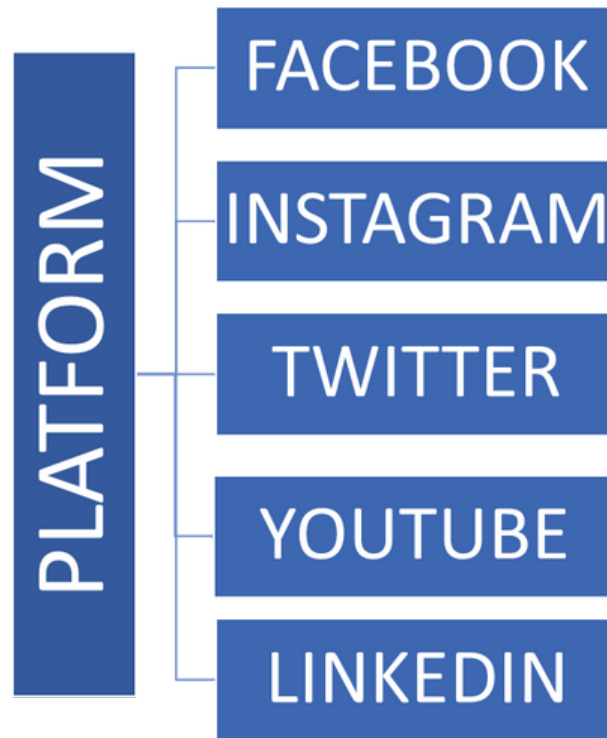
covers the basics of Social Media Marketing. The trainer needs to help the trainees identify various forms of social media channels available in Pakistan.

This section will also cover “Canva” which is an important tool to design posts. Once the trainees get used to Canva, they’ll be able to better manage their social media presence.

Basics of Social Media Marketing

1. Introduction of various social media channels
2. Sharing stats of various social media channels
3. Popular channels in Pakistan
4. Facebook – Instagram
5. Making content
6. Pictures and videos
7. Reels and Stories
8. Creative content creation
9. Creating a Page
10. Optimizing the page
11. Creating Instagram and optimizing it
12. Postings – what to post how to post and when to post
13. Popular posting times on different platforms
14. Popular content types on different platforms
15. Describing your product
16. Story-telling and naming your product
17. Taking pictures from different angles and editing
18. Creating stories and reels with video editing available on online platforms
19. Asking for shout outs – influencers marketing
20. Asking friends and family to re-share your page/post Using Canva to edit pictures and create basic designs beautifully

Introduction to Famous Social Media Channels in Pakistan



Facebook:

- Used by 43.55 Million people in Pakistan
- 19.1% female audience / 81% male audience
- Largest ads platform in Pakistan
- Used for social networking, advertisement, community building, awareness, engagement
- Millions of Rupees in revenue have been generated by companies using this platform
- Due to a large number of users, there are many fake accounts

Instagram

- 13.75 Million users in Pakistan
- 34.8% audience is female / 65.2% audience is male
- Popular among celebrities, lifestyle & makeup bloggers, excellent source of audience building
- Many serious buyers place direct orders via Instagram
- Popular among youngsters
- Algorithms activate when you visit someone's profile you follow
- Instagram recommends similar posts and hence a chain reaction starts

Twitter:

- Good for politicians, sportsmen, journalists
- Trend-making machine
- Lots of bots are present on Twitter
- Agencies get highly paid for building and running trends on Twitter
- Corporates should ideally stay away for the sake of their mental peace & cost-saving

LinkedIn:

- 7.60 Million members on LinkedIn
- Ideal for professional networking & hiring
- Job & growth opportunities
- Short form content for professionals
- Can announce jobs, run ads, directly approach leads via sales navigator
- Expensive platform since the cost of advertising is very high

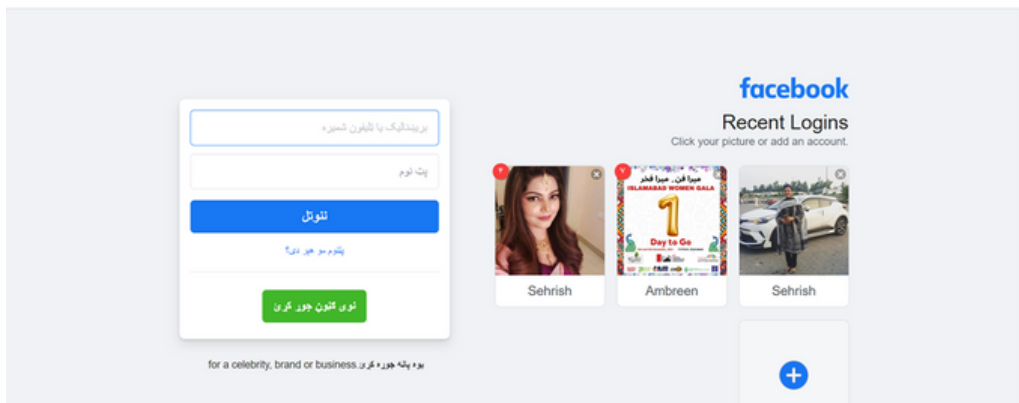
YouTube:

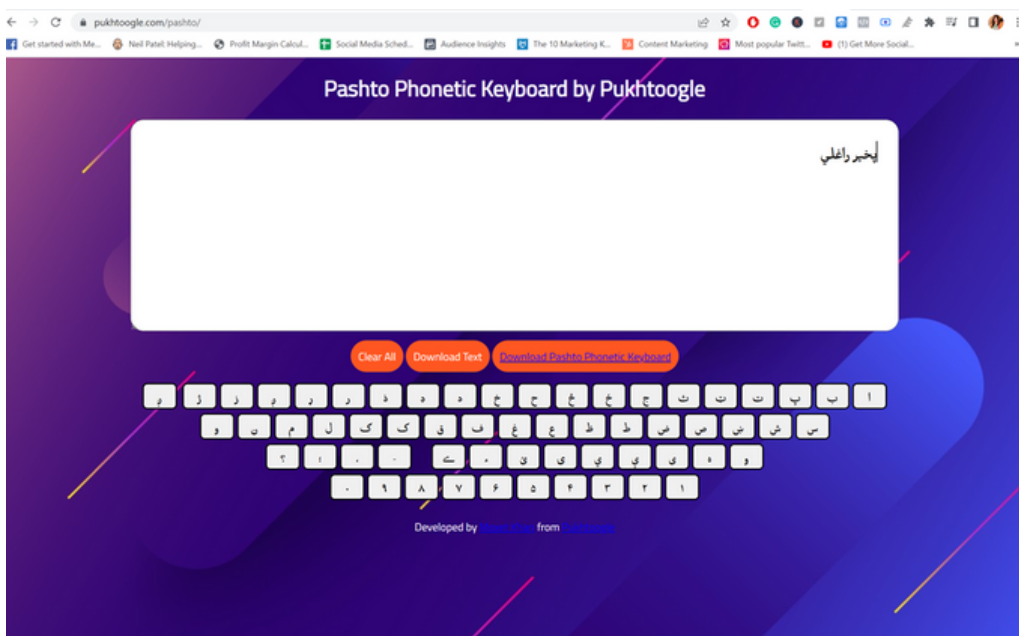
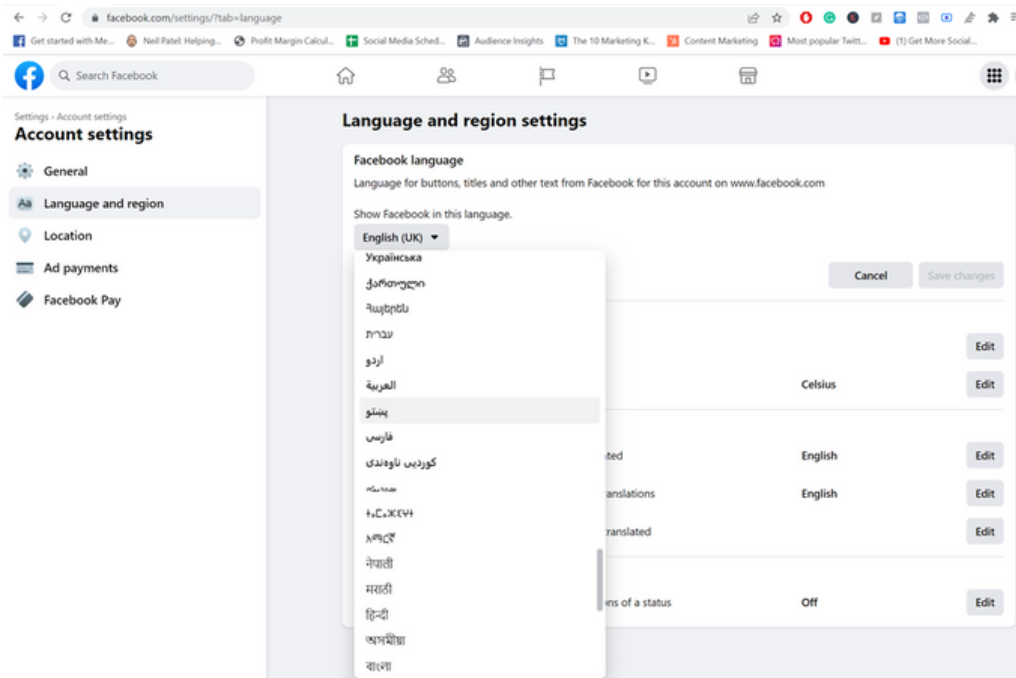
Pakistan has 71.7 Million active users on YouTube

YouTube is used widely to watch TV, Music, Dramas, Movies etc

YouTube can also be used to learn new skills such as dress design ideas, jewelry making ideas, candle making and other skills such as Content Writing, Graphic Designing, Digital Marketing etc.

Using Facebook in Local Language:





Making Popular Content on Instagram:

- What is popular on Instagram in 2023?
- Reels
- Stories
- Feed Posts
- What are Reels?

Reels

Reels are the popular most video content these days – influencers are making revenue using reels which are short videos with magical effects, music and short form content. The more creative reels will be, the more they will be liked, commented and shared.

Show some popular reels from Pakistan – landscape reels, vlogs, motivational messages, business reels, stitching reels, fashion reels, educational reels – find some content and share with the training participants.

Activity: Ask the participants to bring their products – show them how to take good videos by covering the following points:

- Product placement
- Lighting
- Video capture
- Creative ways to capture a video

Using Reels mode on Instagram, show them what effects can be added in the reels, show them how to select the music – which music type is best for reels and how to use popular music to get your reel ranked under that audio.

Ask them to shoot videos using their mobile phone, make a reel and share on their Instagram accounts. Also share those reels in the classroom and show each other to share the best ideas.

Stories:

Stories are very popular – they stay for 24 hours on your Instagram before vanishing away. Stories may include static pictures or short video clip (under 30 second)

How can stories be engaging?

- Storytelling
- Series of stories
- Sharing before and after
- Showing High quality product pictures

Using features given on Instagram stories like stickers, polls, questions, ask me something, GIFs, Mentions, etc.

Using filter on the story add an aesthetic appeal

Stories vanish after 24 hours therefore it creates an urgency to view the story before it disappears

How can we use story section to improve visibility of our page?

- Posting consistently
- Posting engaging stories
- Posting content that is helpful and interesting
- Using stickers, polls & other engagement options available
- Viewing stories of other businesses and people attract views back on your stories and profile
- Use Instagram Live feature to go live and talk about your business

Classroom activity:

.....
 Ask the participants to make 2 creative stories

Ask every participant to use music, GIF, mention or any other sticker

Save the story on your phone and share it with each other to show your creativity

Making Post for Feed:

How do you make posts for feed? What is a feed? Which tools are used to create feed posts?

Show them what does an Instagram feed look like & why it is important to have an Instagram feed?

How many posts should be posted every day? What is Instagram algorithm? Which posts are more popular on Instagram and why?

How can we make our posts attractive and beautiful?

Answers to these questions should be realistic and simple.

Ideally, 1-3 posts are suitable for posting on Instagram – over posting or under posting is not recommended.

What would happen if you under post? Instagram will stop promoting your post organically.

What would happen if you over post? Instagram may not be able to analyze which can be your best performing post because your audience is seeing a lot of content on your page and there's a chance that they'll start unfollowing you.

Facebook Page:

In this section, the trainer will show the trainees how to create a Facebook page. The trainer will also explain the difference between a Facebook page, profile and group.

Why Facebook Page?

Facebook page is essential to showcase your products and services. It has a lot of potential to reach out to a larger audience – you can run ads to reach audience within your area, your city, your country or even the whole world.

Tip: choose your audience wisely

Building Audience on Facebook?

Building audience on Facebook can be challenging with organic efforts only. Facebook algorithm works in such a way that you need to do some paid marketing to get more likes on your page. It is also important to only invite people that show interest in your products to like your page.

Inviting irrelevant people will not help.

In the start, you can ask your friends and family to like your page and share your posts.

Facebook Profile:

Facebook profile is your personal profile – you cannot run ads on your personal profile but you can add upto 5000 friends on your profile. Facebook profile should be kept personal otherwise Facebook may sometime block or remove your ID.

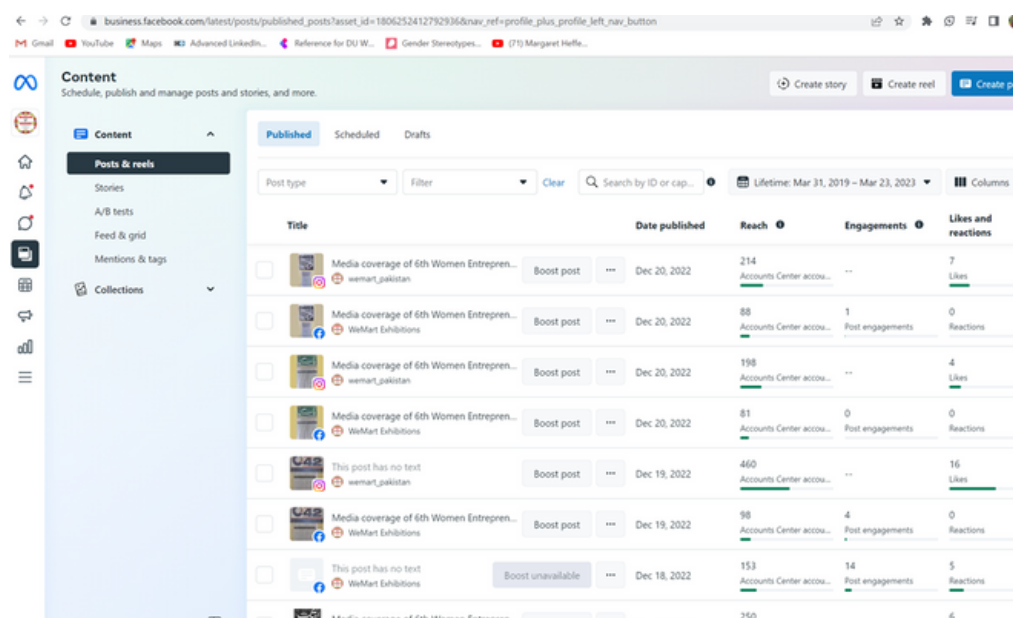
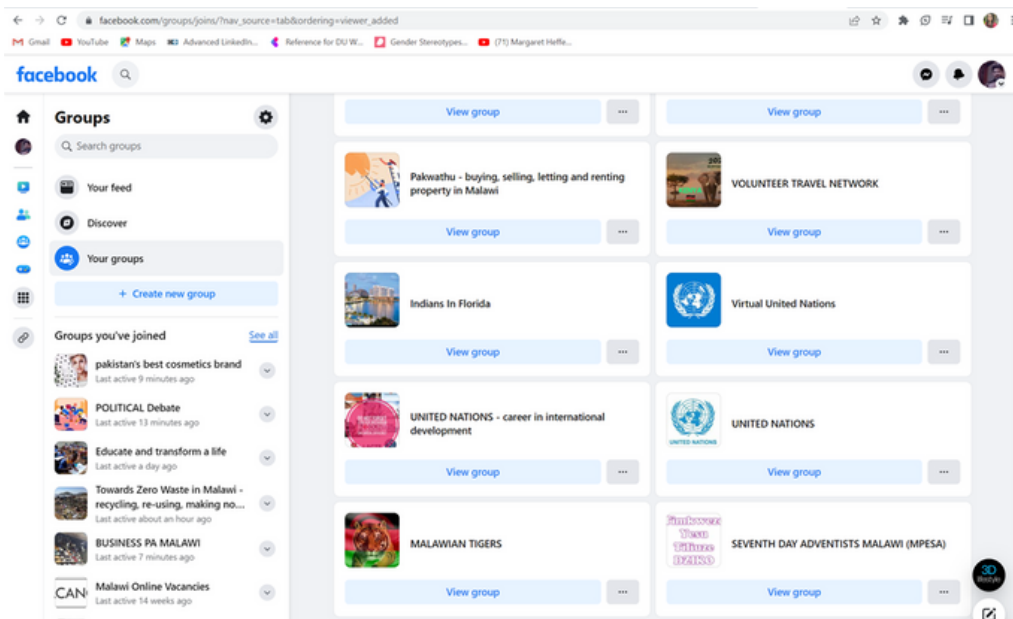
Sharing hate speech, anti-country sentiments, anti-religious sentiments and bullying someone on Facebook is strictly prohibited and you can be permanently blocked from Facebook in case your posts are reported for hate speech.

Facebook Group:

Facebook groups are community fellowship groups where people interact and talk with each other regarding a subject e.g. buying and selling, cooking, stitching, business, technology, fashion etc.

Facebook groups are a good mean of promoting your products if you are not going to run ads. However, maintaining a page is still important to share your business products and services with others.

Various Facebook groups also allow users to post complaints and talk about other issues.



Optimizing your Facebook Page

Here the trainer needs to give a detailed overview of page optimization by demonstrating the optimization of page by running various health checks – a detailed overview from Meta Business Suite will be required explaining each and every section from bio to insights. The trainer needs to open the Business Suite on their laptop and give a detailed overview of how to determine the success of the business page.

Help the trainees read and understand the highlighted section. What is reach, impressions,

business.facebook.com/latest/insights/overview?asset_id=740408952725402&nav_ref=profile_plus_profile_left_nav_button

Update
We are aware of an issue that may be impacting the Stories reach metrics for some Pages from Jan 28 2023 to Feb 8 2023. We are working to resolve the issue as quickly as possible.

Insights
Review performance results and more.

Overview
Results
Audience
Benchmarking
Content
Overview
Content

Your last week in review

Take a moment to review activity and insights for Bakhter Money Transfer from Mar 11 - Mar 17.

Your activity
You published 18 pieces of content this past week.

3 Facebook posts
6 Facebook stories
3 Instagram posts
6 Instagram stories
0 Ads

Your goals
Set your business goals, track progress and find tips on how to achieve them. [Get started](#)

Your results
See your Facebook Page reach and Instagram reach from last week.

Total last week
37.4K Facebook Page reach

Total last week
36.7K Instagram reach

[View all insights](#)

20.0K
15.0K
10.0K

Daily Cumulative

Insights Dr Khadija's Gynae & Infertility Clinic

Last 28 days: 21 May 2022-17 Jun 2022

Overview
Results
Content
Audience
Benchmarking

Results

Paid reach 51,072 ↓ 21.6%

Facebook Page reach 53,438 ↓ 23.5%

Instagram reach 4,775 ↑ 13%

[See Results Report](#)

Content

Sort by: Reach

7 June 00:46 Feel Younger With Vagin... Post Reach 9,405	7 June 04:32 Vaginal Tightening Ad Reach 8,979	28 May 07:00 تکنیک جدید پش پی پی Post Reach 2,354
11 June 06:32 درد کمر کے لیے بہترین دوا Post Reach 2,121	30 May 03:24 IUI - What it is and what ... Post Reach 1,048	14 June 07:43 The PRP ovulation induct... Post Reach 1,039

[See Content Report](#)

Audience

Facebook Page likes 4,633

Instagram followers 1,247

Age & gender

[Need help?](#)

Insights Dr Khadija's Gynae & Infertility Clinic

Lifetime: 18 May 2019-17 Jun 2022

Overview
Results
Content
Audience
Benchmarking

Facebook Page likes 4,633

Instagram followers 1,247

Age & gender

0% 18-24 25-34 35-44 45-54 55-64 65+
Women 54.3% Men 45.7%

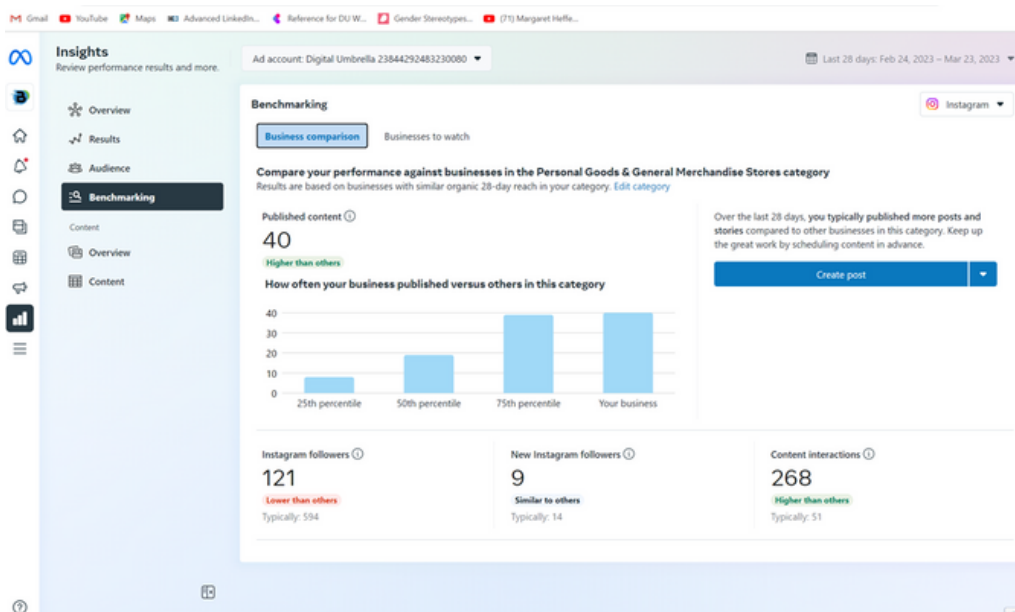
0% 18-24 25-34 35-44 45-54 55-64 65+
Women 71% Men 29%

Top towns/cities

Karachi, Sindh, Pakistan	21.7%	Rawalpindi, Punjab, Pakistan	30.9%
Rawalpindi, Punjab, Pakistan	16.1%	Islamabad, Islamabad Capital Territory, Pakistan	20.9%
Islamabad, Islamabad Capital Territory, Pakistan	14.7%	Karachi, Sindh, Pakistan	7.9%
Peshawar, Khyber Pakhtunkhwa, Pakistan	9%	Lahore, Punjab, Pakistan	7.4%
Lahore, Punjab, Pakistan	3.1%	Peshawar, Khyber Pakhtunkhwa, Pakistan	4%
Mardan, Khyber Pakhtunkhwa, Pakistan	1.8%		

Show your trainees how to read audience insights – what is meant by gender balance and how we take important business decisions using these insights.

Help them learn what is location insights on Facebook page – what is benchmarking (which is the next section)



Describing your product on Social Media:

How will you explain to the trainees about describing their products on social media where the users cannot touch, feel, taste or smell it?

Here comes the magic of playing with words, images and videos:

Images:

Images should be really appealing that a user stop scrolling and look at it.

If the image is of food, it should look delicious and mouthwatering. If the image is of a stitched dress, it should be shown through various angles to highlight the stitching quality, finishing, laces, accessories, style etc.

Classroom activity:

Show them some good quality product photos and some bad quality product photos. Ask them which ones were more appealing to their eyes?

Next, take a few products in the classroom, take some good quality photos and engage everyone in group discussion – discuss the aesthetic appeal, picture angles, colours, lighting.

Classroom Activity:

.....

Ask the trainees to take good quality photos of their products (food, clothes, shoes, accessories, jewelry, whatever they want to work on) and share with you and with the class – discuss each and every photo and appreciate the best photos.

Naming the Business:

Your business is like your baby – naming it right will make its desired identity. When choosing a name, make sure that the name is

- Easy to remember
- Small and catchy
- Represents your business
- Is not too long or too short

Give some examples of names that are easy to remember, catchy and creative like Apple, Microsoft, etc.

Give some examples of business names that are difficult to pronounce locally and do not convey any meaning.

Making a Logo:

What is a logo? A logo is the symbolic representation of your business it can be a picture symbol, name written in a style, abstract image with business name etc.

Show some famous logos to the trainees and ask them to identify them. Take logos of international firms such as Google, Microsoft, Apple, Dell, etc


Show them logo and ask them what it means. Appreciate those who identify the logos.

Explain the importance of having a logo – an identification of your brand.

Activity:

.....

The trainer will engage with the participants and draw a random on whiteboard. Explain to trainees why you're using a certain image, figure, symbol and what is the thought process behind this logo you've drawn.



Note for trainer: It is very easy to pick a logo from Canva and do some practice to draw it with the hand – draw the logo for practice on paper – chalk down some points about the science behind your drawing and explain it to the trainees. This will program their minds to learn the secrets behind logo drawings & they'll be able to practice. Practically, we draw logos using softwares such as Canva and Adobe Photoshop but before doing this practice, paper drawing is important to get clarity.

Brand Message:

Next comes the brand message. A classroom activity in group can be very helpful for the trainer as well as the trainees.

First, explain what is the brand message and how it correlates with the founders' vision of the brand.

Take famous examples like coca-cola, pepsi co, mcdonalds etc

Read out their brand messages and explain to the audience how that brand message is reflected in their ads, social media, tv ads, and how it tunes the minds of its audiences.

Ask everyone to make a group of 5 ladies – give them thematic areas to work on let's say

1. Traditional Jewelry
2. Household Crockery
3. Home based Bakery
4. Designer Clothing
5. Ladies Shoes
6. Kids Accessories like ponies, ribbons, school bags etc.

Ask each group to do the following activity:

1. Name the business
2. Write down a slogan
3. Define their target audience
4. Define their best selling or unique selling point
5. Write down the brand messages
6. Give 5 minutes to each group to come forward & present

Influencer Marketing

Asking the famous people to review your product and give honest reviews. There are many types of influencers .

- Celebrity Influencers
- Mega Influencers
- Big Influencers
- Micro Influencers

Explain who is an influencer. Some local community leaders are very popular and play the role of an influencer. If you are looking to grow your business, you need to ask a few influencers in your reach to shout out your business. This will build trust, and you will be able to gain more customers.

On internet, there are many influencers on Instagram. One shout out from a big influencer can boost your business manifolds.

Endorsement is important.

Giveaways:

Define the importance of giveaways in business. Gifts are appreciated by everyone and when these are business gifts, they increase value in your business. Giving away your products for free is not what everyone wants to do but doing so helps you

- Spreading the word of mouth
- New and long lasting customers for your business
- Soft image of your business
- Generous and kindness
- Shout outs
- Market testing & customer reviews

How many times a business should giveaway? Atleast first 3 months regularly and once your product is developed and you have built an audience, you can reduce the number of giveaways

Sales & Discounts:

Most women love sales & discounts. Giving a 10-15% off should not hurt as long as it helps you reach out to a wider audience.

Sale on occasions is a good idea especially on Eids.

Canva:

This activity should be covered in 1 week.

The trainer must be proficient in the use of Canva.

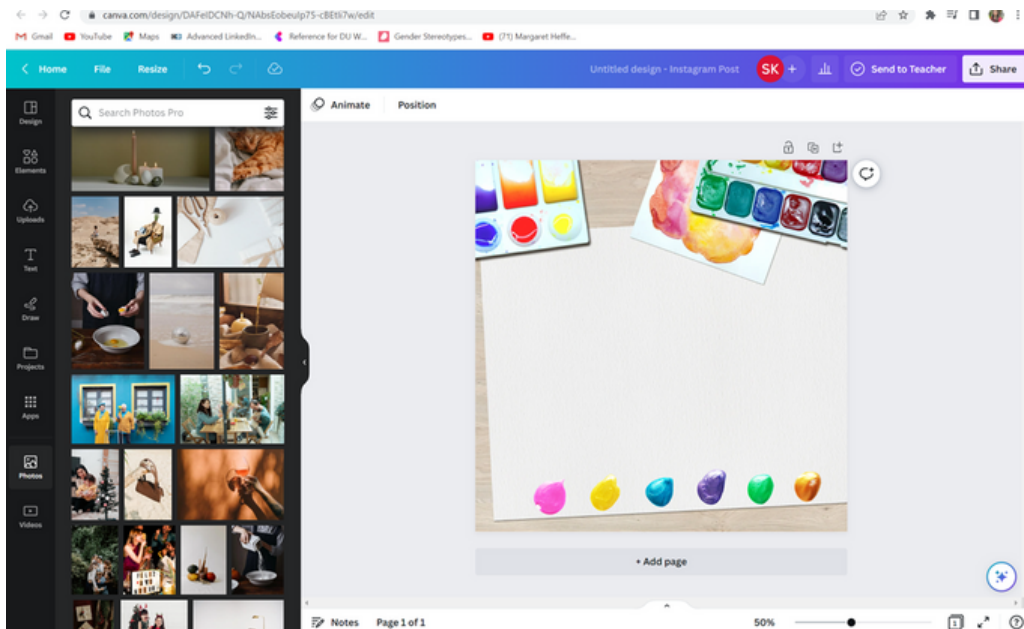
Explain what is Canva and why it is used.

Open Canva on your system and show them what it looks like.

Explore various features of Canva – what type of documents can be created using this software.

Who should use Canva and when?

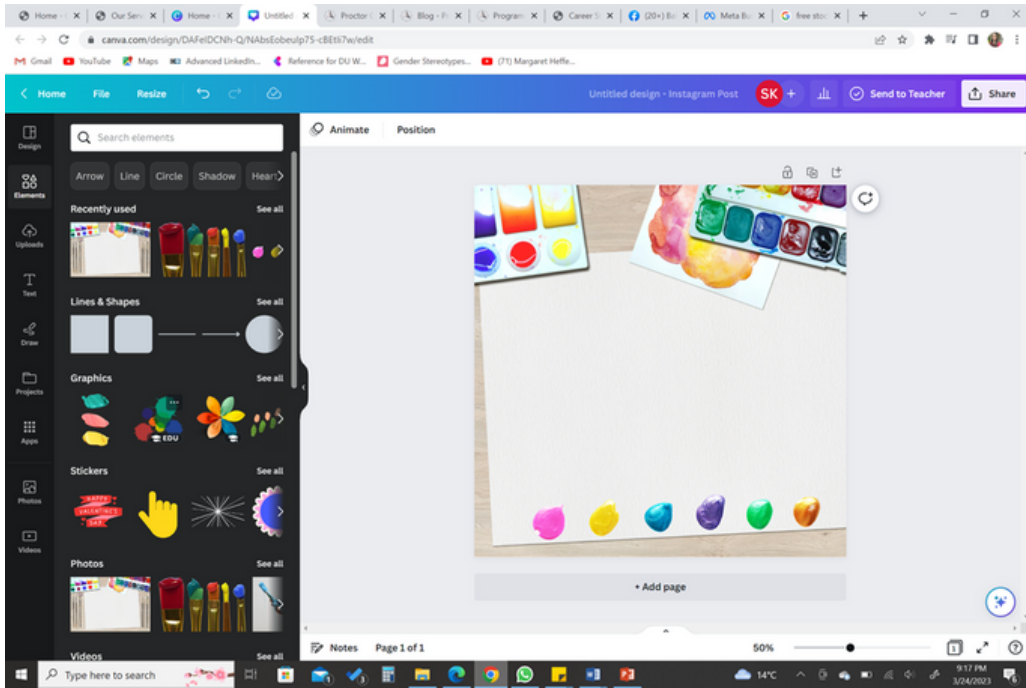
Logo, Business Card, Invitation Card, Letterhead, Presentation, Application, Documents, Social Media posts, Stories, Videos
Canva is becoming a need for everyone these days.



Now Open Canva and run through it – engage the participants and ask them to open Canva on their tabs/systems.

Activity: Help the trainees draw a social media post 1000 x 1000 and edit a video

1. Explain various features like fonts, font size, font colour, style etc.
2. Use various elements like shapes, frames, images, music etc
3. Use of various templates for making posts and stories
4. Uploading media files (photos, videos)
5. Using different search words, help them find photos from photo section
6. Help them search pictures from sites other than Canva like Pexels, Unsplash, Pixabay
7. Use Canva to help the trainees make a logo
8. Help the trainees understand the colour wheel
9. Use of different photo effects
10. Use Canva to edit a video, add transitions to the video, music



Let the trainees practice on Canva – it’s completely ok even if this section takes upto 10 days. Canva is very important and without its knowledge, trainees won’t be able to create posts for their social media



YouTube is used to search content. Browse YouTube and various long tail keywords to search for product ideas.

Classroom Activity:

.....
Open YouTube and search keywords related to dress designing, jewelry making, unique designs of kids frocks – use some keywords to search for creative ideas for making Instagram stories. Play those videos and ask the trainees to repeat the same process on their smart phones.



Section 3: E-Commerce

1. Introduction to E-Commerce
2. Making your page ready for customers
3. Messenger – one the biggest tools available for sales
4. Ads – Facebook ads, Insta ads
5. Finding competitor ads
6. Analyzing your competitors and their products
7. Ordering from the competitors to analyze their products, packaging and sales channels
8. Selecting the Courier service or finding a local rider
9. Customer acquisition
10. Whatsapp for Business
11. Customer testimonial
12. Post-Sale Service
13. Various sales channels available
14. Re-seller channels (Facebook groups, Instagram page, Facebook page, various reselling websites)
15. Getting your products ready for exhibitions



What is E-Commerce?

E-Commerce is the online buying & selling of products. E-Commerce growth rate currently stands at 6% in Pakistan. Post COVID era has largely pushed e-commerce in Pakistan. A lot of demand exists for online purchase of makeup products, cosmetics (Serums etc), clothing, shoes, jewelry, accessories etc.

Trust building is the key factor in e-commerce. The more trustworthy your brand is, the more customers you will start getting.



Making your page ready for Customers

Here in this section, the trainer needs to revise the page optimization steps – run health checks on Instagram and Facebook page to cover the following steps:

1. Instagram bio section, contact section, DP, feed and account settings are optimized for business
2. Facebook page name, cover photo, DP, About section, messages sections etc. are all well set up

If necessary, repeat the steps as a revision for the trainees.

Discuss the importance of making your page ready for customers who are going to visit it. The page should display:

1. Product pictures
2. Product videos
3. The trainees should have clearly defined the prices and promotions
4. If someone asks the price, the trainees should be able to inbox them prices
5. If there is an ongoing promotion, the due date should be clearly mentioned on the promotion post
6. Discuss the importance of consistently posting on Facebook & Instagram
7. If possible, take shout outs from some influencers and re-share them on your pages to increase reach and engagement



Messenger – the Biggest tool for getting new customers

1. Show the trainees the layout of Facebook & Instagram messengers – show them Meta Business Suite preview where Facebook & Instagram messages can be seen in one window.

Messenger is a place where your new and regular customers will be visiting to check products, prices, delivery time, delivery areas, etc. Some customers may also message you if they have a query or complaint.

Communication skills must be polished to address the customer.

Greet the Customer

Greeting your customer is necessary. Greet them by saying salam and asking how are you?

Read the customer question carefully and respond

- Read the question or query carefully and analyze what is the customer trying to ask
- If the customer is new, try to give him maximum detail as a reply to his message. If the customer is repeat, thank him for coming back and ask him what would he like to order or address his concern accordingly.
- If the customer is angry, try to calm him down. Understand his concern or complaint – if he has a negative experience with your product, apologize to him and refer him to your return and exchange policy
- Make sure you have a written policy for returns and exchange
- Do Not argue with a customer who is angry instead deal patiently

Responding to Negative Feedback

- If the customer is threatening you or making unreasonable arguments, make sure you clear your point before leaving the conversation

- If the customer puts negative review on your business page, act according to the situation – either respond to the review as per the real scenario or ignore
- If the customer puts negative review in a facebook group, make sure you clear your position and do not leave the post without responding

Defining your Return & Exchange Policy

- Return and Exchange policy are very important documents for an e-commerce business. When you have well-defined return and exchange policy, it is easy for customers to read and follow the rules
- Download return and exchange policies of some famous brands and read some of them in the classroom, explain the clauses and help the trainees define return and exchange policies for their businesses.
- You can also download a format template and share it with the trainees to go through them and fill the template with your own policy terms

Booking an Order via Messenger

- If a customer is interested in booking an order via messenger, make sure you state your terms n conditions
- Take clear instructions on number of pieces required, sizes required, colour etc. (product information)
- Clearly communicate your payment terms – take 50% advance payment for customized orders
- COD – cash on delivery option should be available for non - customizable items
- For COD orders, take complete address of the customer and an alternate phone number
- Share the final bill amount
- Take final confirmation before closing the conversation

Packing your Order

Pack your order in a proper packing material like bubble wrap in case of fragile items – plastic sheet in case of non fragile items or fabric like suiting etc – jewelery can be packed in a box package –

Trainers are required to show pictures of various packing material available in the market and which can also be ordered from online marketplaces such as Daraz.

Dispatching your Order

Various courier companies are working in Pakistan – explain the importance of having a proper courier company on board. If taking a courier company on board is not possible, then using bykea for local orders or Pakistan post option is also available.

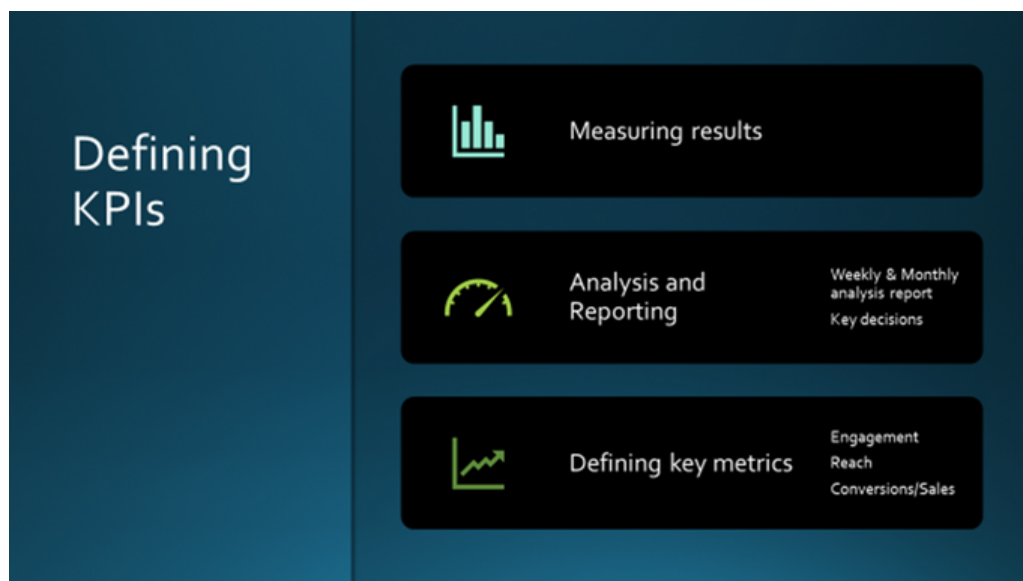
Managing Returns

15–20% orders usually return in E-Commerce setup. Returns usually occur because the customers change their mind or they are not available or they simply do not want to receive the order.

Whatever the reasons are, returns will occur which will be a loss on company's account.

Upon receiving the cancelled or returned order, call the customer and ask him if he'd still like to receive his order. 10–15% customers will receive the product when sent again.

Ads – Running Ads on Facebook and Instagram



Explain the importance of defining KPIs. Key Performance Indicators will determine the performance metrics vs results.

On a whiteboard, write down the goals/KPIs

- Growing your Page – 500 followers in 3 months
- Growing engagement – getting 10 likes/comments on each page in 3 months
- Getting orders – 10–15 orders a week in next 3 months

Now discuss all the efforts that will be required to achieve your KPIs. Ads play a vital role in getting the desired engagement – let's start from boosting a post

6th WOMEN ENTREPRENEUR EXHIBITION & FAMILY GALA

Thank You

Everyone for visiting us!

ROUBINAZ events
0323-5523632 | 03350646376

Boost this post to reach up to 2354 more people daily if you spend PKR1,956.

Boost post

What is Boost Post?

Boost post is used to promote your post and place it in front of a larger number of audience.

Reach vs Impressions:

Reach is the unique number of accounts that see your posts.

Impressions is the number of times your posts are viewed.

As a Marketer, you need to work on both.

Boosting a post is important to gain paid marketing audience.

facebook

Ad Account: Bakhter (5835523966172...)

Boost post

Goal
What results would you like from this ad?
Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Advantage+ creative
Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.

Button
Button label: Send message

Special Ad Category
Ads about credit, employment, housing, or social issues, elections or politics.

Messaging Apps
Choose where you want people to message you. Select at least one messaging app.

Ad preview

Estimated daily results

Accounts Center accounts reached	22.1K - 64K
Replies	37 - 107

Payment summary
Your ad will run for 7 days.

Total budget	£1955.80 GBP
Total amount	£1,955.80 GBP

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

By clicking Boost post now, you agree to Meta's [Terms & conditions](#)

[Need help?](#) [Boost post now](#)

facebook

Messenger

Instagram
wemart_pakistan

WhatsApp
0335 0646376

WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the Meta Advertising Policies. Your business and ads must also comply with the WhatsApp Commerce Policy.

Your ads that click to WhatsApp show "Active on WhatsApp" when you're using the WhatsApp Business app. This lets people viewing your ads know they can expect a quick reply. You can turn this off in your WhatsApp privacy settings.

Welcome message
Set up your greeting and frequently asked questions. [Edit](#)

Greeting: "Hi Shazal! Please let us know how we can help you."
Frequently asked questions: 1. "Can I make a purchase?" 2. "I'm interested. Can you tell me more?" 3. "Is anyone available to chat?"
Automated responses: Off

Audience
Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location - living in: Pakistan; Latitude 26.91 Longitude 67.73 Islamabad (+30 mi) Sindh
Age: 18 - 65+

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facebook

Audience details

Location - living in: Pakistan; Latitude 26.91 Longitude 67.73 Islamabad (+30 mi) Sindh
Age: 18 - 65+
People who match: Interests: Online shopping, Luxury goods, Men's clothing, Property management, Fashion design or Real estate development
Advantage Detailed Targeting: On

Improvements to ad delivery
We may deliver ads beyond your lookalike audiences and detailed targeting selections for your selected objective, if it's likely to improve performance. [Learn more](#)

People you choose through targeting

- People who like your Page
- People who like your Page and people similar to them
- People in your local area

[Create new](#)

Duration

Days: 7 End date: Apr 2, 2023

Estimated daily results

Accounts Center accounts reached	22.1K - 64K
Replies	37 - 107

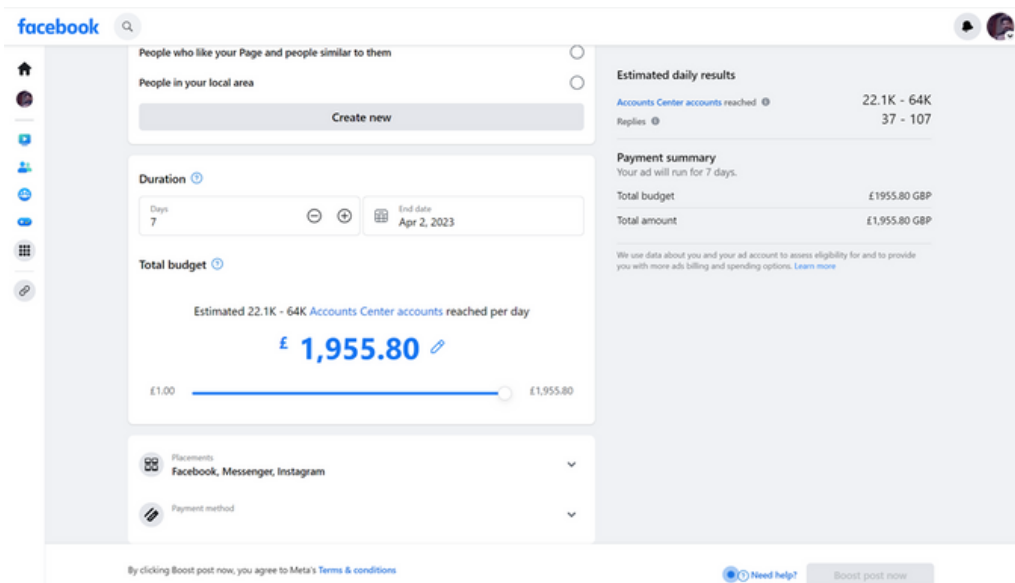
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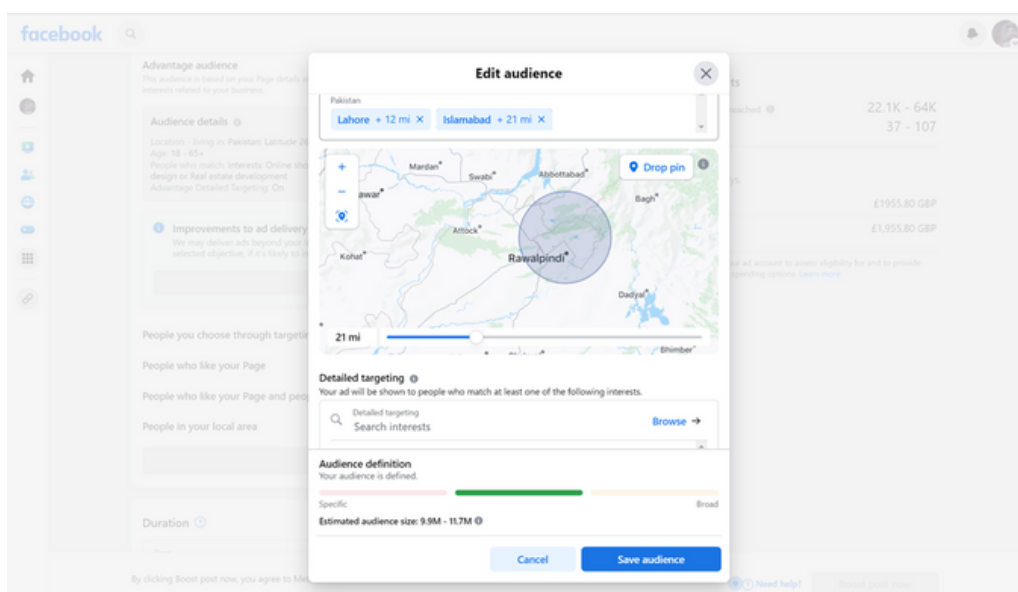


Explain each and every slide in detail. Points to emphasize:

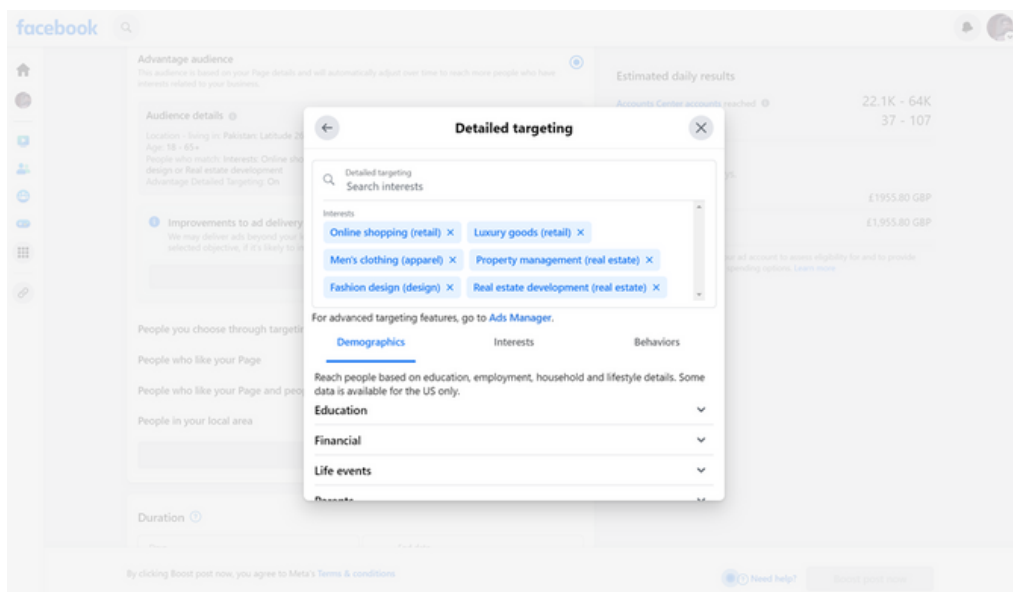
- Audience selection
- Interest selection
- Budget selection
- Call to Action
- Placements
- Daily Results

Selecting the Audience

Locations – select the location where you want to show your ads



Detailed Targeting – detailed interest targeting



Explain Demographics, Interests and Behaviours.

Classroom Activity:

Take 2-3 days and explain the process of detailed targeting audience. Select 5 different thematic areas and ask your trainees to think about all the interests their audience may have.

Let's say someone is interested in selling traditional jewelry online – how are we going to define their audience?

Let's make their ideal buyer persona:

- Gender: Male or Female? Answer Female
- Age Group: Now think about the females who buy jewelry for parties, occasions, Eid, wedding functions etc. they're usually between the age of 18-45.
- Income Level: What is the income level of your ideal customer? If you're selling expensive jewelry, then your ideal customer should be someone who has more money to spend on jewelry than an average customer.

If you're selling low price jewelry, then you need to look for audience on low class income group.

- Interests: What could be the interests of the women who are looking for jewelry?

Jewelry, Traditional Jewelry, Afghan Jewelry, Wedding Dress, Shoes, Shopping, Online Shopping etc.

Do this complete exercise with your trainees and ask your trainees to complete this activity in groups before moving on to the next section.

Analyzing your competitors and their products

How do you check your competitors online?

You can search them by name – write down their name on Google, Facebook or Instagram and check their:

Website

- Design and Layout
- Functionality
- Navigation
- Product Listing
- Product Designs
- Product Colours, Sizes, Designs, Finishing etc

Facebook Page Likes

- Number of page likes and followers
- Number of posts in a week/month
- Number of comments
- What type of comments are being made
- Are people complaining or appreciating a certain product
- What are the most liked and commented posts
- What is the overall Marketing strategy?

Instagram Profile Followers

- Number of followers
- Number of following
- Who are their followers
- Who are they following
- Are they working with influencers?
- Are they running giveaways and promotions?
- What is the overall Marketing strategy?
- Which products are their best sellers by looking at comments

Another way of checking your competitor's products is by ordering from them. Order their products and check their packaging, labeling, product sizes colours finishing etc. This will help you design your product in a better way.

Check which courier companies most of them are using, what is the working style of the courier company, do they resend the agent after you have returned the order or not, what is the payment cycle? Trax sends COD payments to your account after 24 hours of receiving payments from COD customers. Some courier companies take 15-30 days to transfer money.

Pick a company that suits you.

Let's make their ideal buyer persona:



Acquiring and retaining a customer is the most important and sensitive part of the journey.

Here the trainer can give some local examples of how businesses retain their customers – start from local examples like your grocery guy's positive attitude, humble personality and helpful nature forces you to go back to the same store for your every purchase.

Similarly, a vegetable seller adds some extra coriander or green chilies to make sure you return to him next time you need vegetables.

These small gestures sometimes a lot of value to the customer services experience.

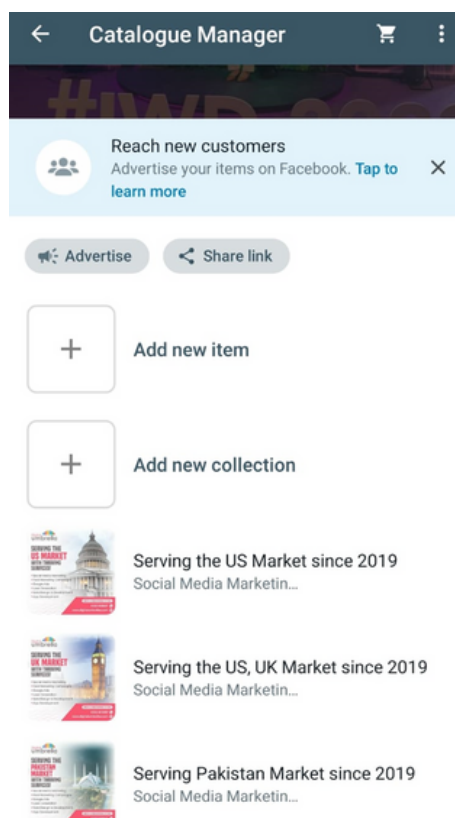
Now ask the trainees to think of strategies through which they can acquire their customers – list down all the strategies/ideas and evaluate them.

You can acquire the customers by any of these strategies:

- Offering unique and high quality products
- Offering unique products in reasonable price
- Offering unique product that no-one is offering in your area
- Showing excellent customer service and patience
- Any other unique strategy that appeals to customers

In order to retain a customer, you can also connect with them over whatsapp. Whatsapp communities are small, strong and well-connected. A lot of businesses generate orders through Whatsapp for Business and Whatsapp status.

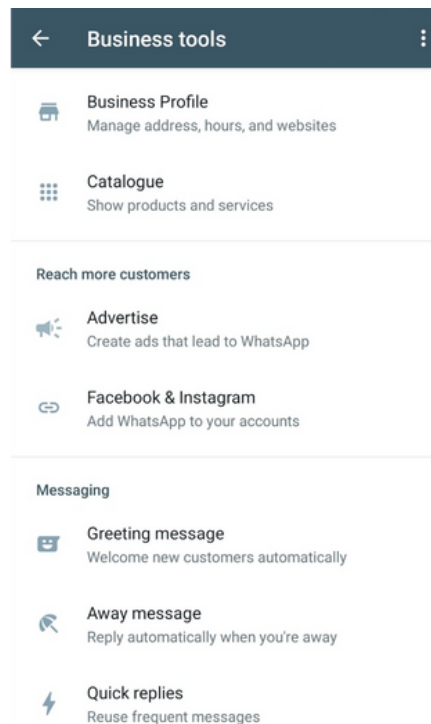
Developing Catalogue on Whatsapp for Business



Whatsapp for Business can be used to Reach new customers. Conversion ratio is usually higher on Whatsapp messenger because of the trust level that is built during conversations.

Business Profile:

- Catalogue:
- Advertise
- Facebook & Instagram
- Messaging:
- Greeting Message
- Away Message
- Quick Replies



Open Whatsapp for Business in classroom and explain every feature. Business profile explains the business address, hours, and website. Catalogue section is an excellent section for showing your products. You can add new products and share new designs as they're coming. Reaching more customers is now easier with Whatsapp for Business reach feature. You can advertise on your Facebook and Instagram page and redirect the customers to your Whatsapp for Business page. This will generate new conversations for your business.

- Messaging
- Greeting
- Away
- Quick Replies

These are three different types of messaging options available on Whatsapp for Business. You can send instant replies and quick replies to customers and can also share an away message when you're on holidays.

Customer Testimonials



Importance of customer testimonials – a simple 5 star from customer can help you a long way to generate new clients for your business.

How can you take customer testimonials?

- Written Testimonial
- Video Testimonial



A written testimonial can be a simple whatsapp message in which a customer is appreciating your product or it can be a structured message which a customer writes to give a five star review to your business.

Reviews can be given on the reviews section of the Facebook page or they can be simple Whatsapp messages.

Use the reviews and show them to your new customers to build their confidence.

Video reviews are best because they are more engaging and easily delivered. Always request your customers to give you video reviews. A positive video review may help you generate many more customers than your other marketing efforts.

Post- Sales Service:

Post sale service is usually largely missing in countries like ours. A business that offers post-sales service will be able to retain customers better than a business who doesn't know how to retain a customer. Explain to your trainees about the importance of post-sale service.

GROUP ACTIVITY

Ask your trainees to recall an experience where they experienced very good post sales service and zero post sale service. (Share the ideas in the class and ask they'll feel about a business that doesn't offer any post sale service)?

Note down their Responses and share with the classroom

.....
Note: This activity will help your trainees understand how important it is to offer post sale service

Ask your trainees how they will offer post sales service to their customers? Ask them to write atleast 2 points each

Sales Channels:

The purpose of this section is to help identify various sales channels available for women entrepreneurs.

Local Channels

Local channels such as women bazars, eid bazars, exhibitions at Lok Virsa, and other local events where women entrepreneurs are encouraged to participate. These local channels are a good channel for making new customers and reaching out to a lot more audience who would have direct exposure to your products.

Online Channels

Online channels include social media pages, groups, whatsapp communities, online marketplaces such as Daraz etc.

Getting your Products Ready for Exhibitions

Start preparing in advance atleast 30 days before the event. Prepare an ample amount of stock ready for the exhibition.

Encourage your trainees to take part in local exhibitions and network actively with other women entrepreneurs.

Section 4:

Financial Management

- Book-keeping – an Introduction
- Why bookkeeping is important
- Various modes of book keeping
- Keeping a day to day register to maintain expenses
- Debit and Credit – In and Out
- Managing cash flow
- Monthly profit and loss accounts
- Difference between cash-in-hand and profit
- How are profit and loss calculated?
- Various free apps available to manage bookkeeping



Book-keeping – An Introduction

What is book-keeping? Keeping books for your business is extremely important especially if you're running a business that requires your attention 24/7. Many entrepreneurs do not maintain books and hence do not realize at the end of the month how much revenue / profit has been earned.

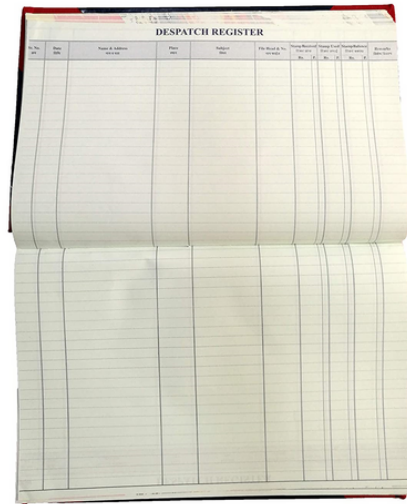
Maintaining books can be attained through:

- Keeping a stationery register
- Making an Excel sheet
- Using a professional software such as Quickbooks
- Using free mobile apps such as Hisab Kitab

Why Book-Keeping?

Book-keeping is necessary to keep a record of day to day transactions such as what is incoming and what is outgoing. Hence it is a written record of

- Income/Revenue
- Expense



What is Income?

Any amount that is coming in through your clients is income – any incoming amount which is coming through your business is income or revenue. Its main source is your clients paying you for your services or products.

Let's say you have sold 50 pieces of shirts – each shirt was for Rs. 500
How much income you earned? $50 * 500 = 25,000$

Income is the foundation of your business but managing your income and recording it properly is also very important. Once you have your income, you can determine your expenses easily.

What are Expenses?

Any amount that you're paying off for your business is termed as expense. It could be the amount you pay for sourcing your products, your staff salary, your factory or office bills, etc.

Hence any amount that is going from your business to meet your business expenditures is termed as expense.

Managing and properly recording your expenses is very important since without knowing how much money is going out from your business, you won't be able to determine your profit or loss at the end of the month.

You have paid: 10,000 for Raw Material
 5,000 Electricity and Gas Bill
 8,000 your staff salary
 How much you paid in total? 23,000
 23,000 is your total expense for the month

If you are receiving cash on a daily basis, then it is very important to maintain a record of it to make your money management effective.
 Determining Profit or Loss

Date	Income (Rs.)	Expense (Rs.)
1-04-2023	5000	2000
15-04-2023	5000	3000
30-04-2023	5000	5000

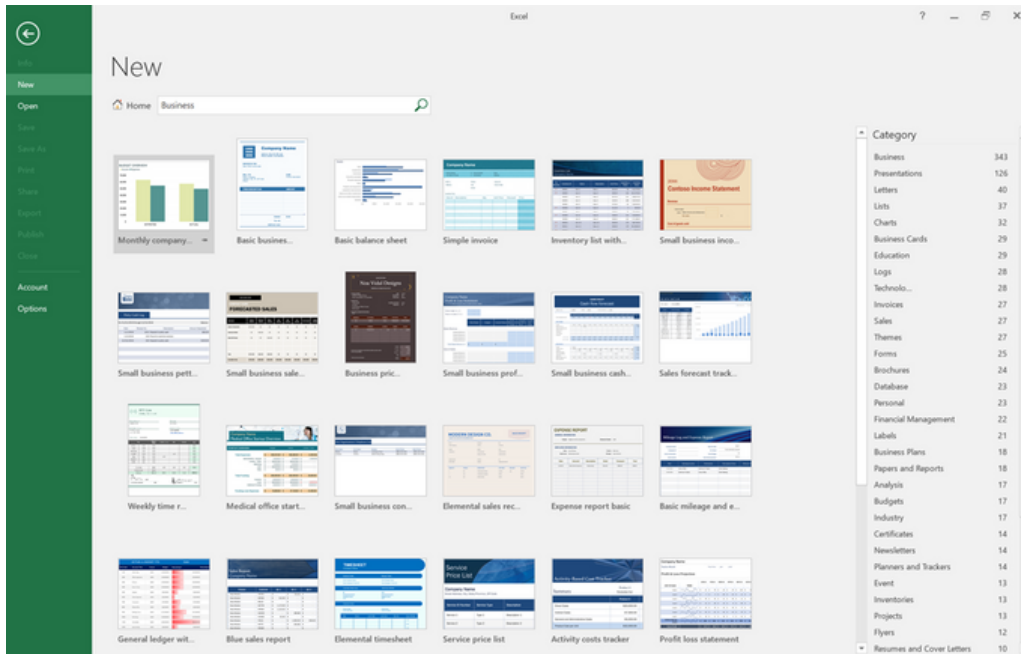
Total Income: $5000+5000+5000 = 15,000$
 Total Expense: $2000+3000+5000 = 10,000$
 Balance: $15,000 - 10,000 = 5000$
 Rs. 5000 is the profit you have earned.

What is Cash in Hand and what is Profit?

Let's say some of your customers are in credit – let's say 5000 Rupees is in credit so your income is still receivable but you have already earned it hence your cash in hand will be:
 $15,000$ (Income – Credit) – 5000 (Credit)
 Income is $15,000$
 Cash in Hand is $10,000$
 Profit is 5000 but cash in hand is 0
 Because your 5000 is still in credit

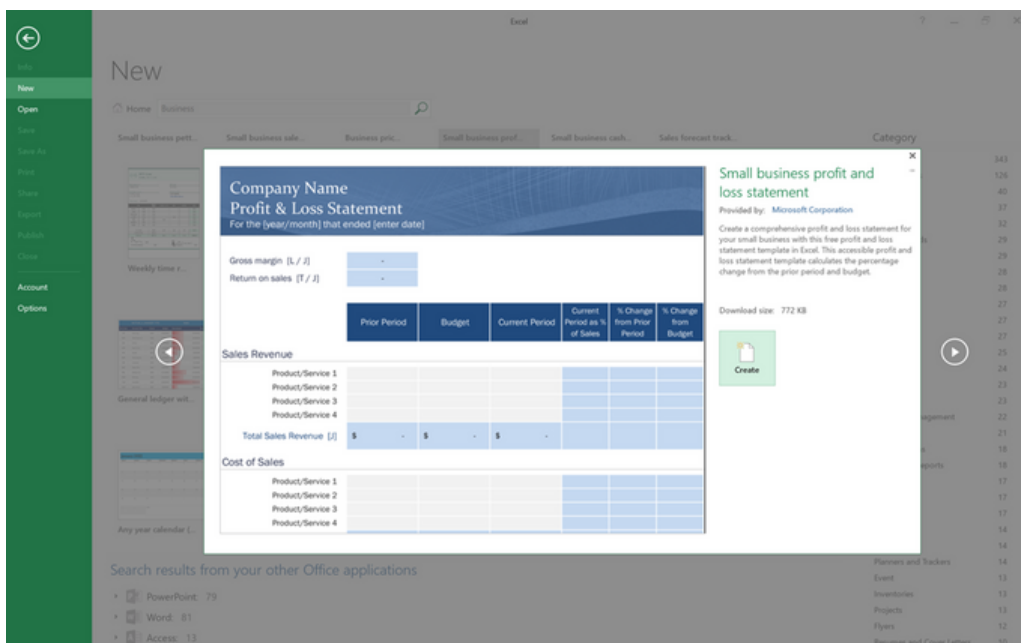
Maintaining Excel Sheet for Book-Keeping

If you know how to work on Excel, then it's a great idea to use Excel for book-keeping.



Excel contains thousands of templates for easy-use. You can use a free template for making any kind of business document such as invoice, monthly sales sheet, journal, Expense report, general ledger, profit and loss and balance sheet.

Excel makes it very easy to record income and expenses. You can also use formulas to add, subtract, average, multiplication etc.



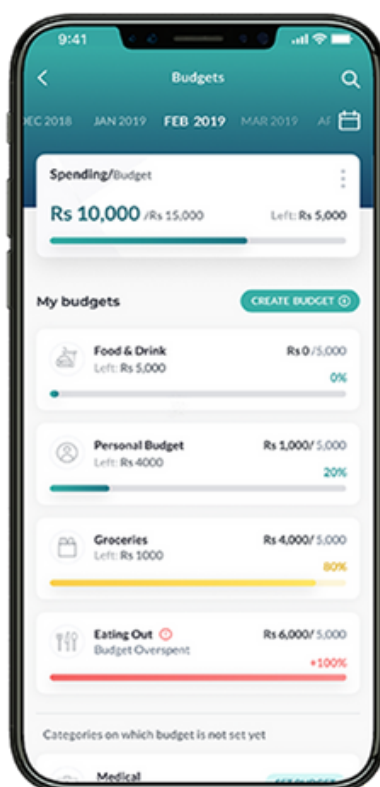
The trainer will use Excel template – input values of a business and show the trainees how profit n loss is calculated.

At this point, this information is enough for your trainees to understand the importance of working out on these figures.

For professional trainees, you can also highlight Quickbooks as a tool for book-keeping. It is the most professional tool for small, medium and large enterprises. The trainees that are interested in online earning through freelancing platforms can also learn Quickbooks separately and earn thousands of dollars every month just by selling this service to international clients.



Free Apps Available Online:



Various online apps available in PlayStore or Apple Store are very easy to use for small businesses.

The trainer will download the app Hysab Kytab and practice herself before demonstrating it to the trainees.