

Marketing Strategies to Grow Your Business

Utilize TikTok and user-generated content

Younger audiences respond well to visual user-generated content. With so much digital media available at their fingertips, we believe they appreciate the authenticity of User-Generated Content more than traditional advertising methods, especially in shorter video formats

Incorporate creative elements into social media

Your marketing should be fun and engaging. Use memes, trending topics, and other creative elements in your social media marketing campaigns to stand out from the boring B2B communications that are out there. You want your marketing to be memorable and relevant to your audience. In recent times, references from Netflix shows and Taylor Swift songs have been used to talk about product features and create a buzz. Product positioning is all about "no more boring emails," and your marketing strategy should reflect that. Look for new ways to innovate and keep your marketing fresh.

Create buyer personas

By now, most merchants understand that there is power in personalization. True personalization means really understanding your customers. Therefore, drafting a buyer persona is the most fundamental step when it comes to personalized marketing strategies. A buyer persona touches on details like who your target customer is, what their goals are, and likely roadblocks that could keep them from converting. After you have clearly defined these aspects, you will be able to tailor messaging to them in a remarkable way.

MUST-KNOW DIGITAL MARKETING STRATEGIES FOR BUSINESS GROWTH



Use adaptive content marketing strategies

Adaptive content marketing is one of the best strategies that your company can use to stand out in a crowded market. This strategy helps you provide engaging and relevant content to your targeted audience. Significantly, you can customize your content according to your client's feedback to ensure that you deliver content tailored to the audience's interests. In addition, you should also use various social media platforms to leverage your content, attract more clients, and gain their trust

Pay attention to online reviews

Businesses will stand out because they prioritize their online reviews and reputation. Online reviews and reputation management are crucial, but often overlooked. It is important to understand that what customers say about your brand impacts your reputation. A single negative review, tweet, or Facebook status could significantly influence any or all of your business parameters.

Reference: Brett Farmiloe

Gambia Chamber of
Commerce &
Industry

Kerr Jula,
Bertil Harding Highway,
Bijilo

www.gcci.gm

Tel: +220 446 3452



+220-3795505

@GamChamber

GamChamber



How to Use AI to Market Your Small Business and Save Money

Generative AI has taken the world by storm. It's gone viral on social media and attracted billions of dollars in investment, with companies like Google and Microsoft scrambling to integrate these technologies into their products. While scrappy startups and big tech firms will battle it out over the next few years for dominance in the space, generative AI has caused an even bigger disruption in the content creation space for small businesses.

Up until a few years ago, small businesses were paying hefty retainers to content agencies to market their services—and the investment had been well worth it. Most small businesses rely on agencies to create content tailored for different social media platforms and help build an audience for their products and services.



Generative AI has now enabled companies to create their own content—faster and cheaper—through an arsenal of nearly free content creation tools, essentially allowing every small business to have its own private content agency. AI programs and tools can now largely replicate much of what professional agencies do, and businesses can save tremendous money and be fully in control of their own messaging

Text forms the basis of most content created for social media, an area where generative AI excels particularly well. Programs like ChatGPT and Google's Bard can craft high-quality text in seconds based on the prompts entered by the user. Types of content include:

Blog posts: To create a blog post, you can either prompt programs like ChatGPT or Bard to write an entire post, or use them to create outlines for your posts and then fill in the details yourself. The AI will create readable, grammatically correct, and engaging content for your audience. The right prompts will also optimize the post for SEO.

But it's essential to be smart while using generative AI—having AI write posts doesn't remove human intervention altogether. You may still need to refine the posts, double-check the content, and add any brand-appropriate personalization. AI, however, can do a lot of the heavy lifting for your blog, and enable a one-person team to build and execute a whole website's blogging strategy.

Email marketing: Many small businesses have email lists of current and potential customers, but do not engage with them regularly. Generative AI tools can help draft and send regular emails. These emails can even be personalized for specific customers based on the information customers have shared with you.



Tweets and Instagram captions: Generative AI can generate very convincing tweets and even add appropriate hashtags to your X (formerly known as Twitter) posts. You might need to work on your prompts so that your tweets can convey your business' tone, but AI can help you save countless hours. It also can create Instagram captions and hashtags.

Source: Bart Eshwar

Upcoming Events

DOHA EXPO

Date:
2nd Oct. 2023 to 28th March,
2024

Venue:
Qatar

MADE IN GAMBIA SHOW

Date:
11th October, 2023

Venue:
SDKJ Conference Centre

GITEX GLOBAL Tech Exhibition

Date:
16-20 October 2023

Venue:
World Trade Centre
Dubai

3rd Edition
Intra-African Trade Fair (IATF)
Afreximbank
9 th- 15th November 2023
Cairo, Egypt

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Meetings & Visits



The GCCCI in partnership with the Sahel Executive Education held a transformative 3-day Public Private Partnership Master Class & Conclave on Asset Recycling, with participants from Government Ministries and Private Sectors.



The MasterClass was aimed to Evolve appropriate partnerships and working relationships with development partners across the globe and to maximize opportunities for progress.



The GCCCI completed a three-day intensive training on Financial Management and Bookkeeping

These dedicated members have sharpened their financial acumen, gaining invaluable insights into budgeting and financial planning, effective record-keeping, tax compliance, and cash flow management.



The GCCCI was proud to be part of a delegation in Lagos, Nigeria, for the ECOWAS Transit Regulation Sensitization Meeting!

This important event was aimed to promote seamless cross-border trade and enhance understanding of the ECOWAS Transit Regulation among private sector stakeholders.



The GCCCI renewed its engagement with the Istanbul Chamber of Commerce towards a new era of mutual cooperation through trade relations and capacity building.



The GCCCI bid farewell and extends its deepest gratitude to the outgoing UNDP country representative Aisata De, for her invaluable contributions during her tenure. Her collaborative spirit and determination have been pivotal in strengthening the partnership between the GCCCI and UNDP.

Personalised business advisory services

Access to business plan review services

Linkage to funding opportunities

Access to Capacity building and trainings

Promotion on GCCCI media platform

Priority access to trade mission opportunities

Free membership in GCCCI start up association

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Members

Business Name	Business Address	Contact Person
Amadou Sillah's Fashion Shop	Brikama	Amadou Sillah
Amikaaa's Catering	Old Yundum	Ms. Aminata Manneh
ASO Enterprise	Manjai	Mr. Stephen Ayodele Oke
B. Keita Mansare & Brothers Enterprise	Sinchu Sorry, Highway	Mr. Buba Keita
BIO-MED 24 HRS LABORATORY	No. 6 Independence Drive	Mr. Landing. M. Faal
Dembo Samateh T/A Samateh & Xue Enterprise	11 Cotton Street	Demba Samateh
Fabala's Electronic Trading	Bundung	Mr. Fabala Sanyang
Fadija's Collection	Sukuta Nemasu	Ms. Fatoumatta Jawo
Group Refet Janitez	Bijilo	Ms. Isatou Gaye Joof
Jabbi Kunda Enterprise	New Jesuwang	Mr. Muhamadou Jabbi
Jay Touray Enterprise	KMC	Ms. Jainaba Touray
Jeng's General Trading and Couture	WRC	Ms. Fatou Jeng
M. Sillah Farm	WRC	Mr. Muhamadou Sillah
Mendez Enterprise	Manjai	Ms. Ida Mendy
Samori Touray Building Shop	Jambur, Kombo South	Mr. Baboucarr Touray
Seedy Sanneh General Trading	Brikama	Mr. Seedy Sanneh
Soninkara Investment Group	Jimpex	Mr. Muhamadou Jabbi
Tida Sillah's General Business	Yarambamba Estate	Ms. Tida Sillah
Zanzibar Trading	52 Kairaba Avenue	Ms. Jaey Khan

Membership benefits

Personalised business advisory services

Access to business plan review services

Promotion on GCCI media platform

Free membership in GCCI start up association

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