KONNECT AFRICA | Take broadband further

2ND PARTNERS SEMINAR

Marketing Workshop

4 November 2017

KONNECT AFRICA MARKETING SUPPORT SUMMARY

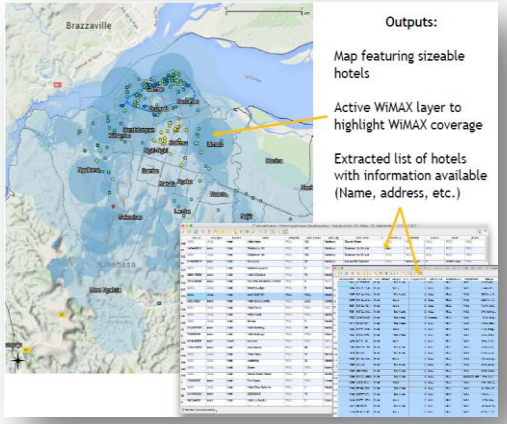
Step 1: Know your Market

- Products & Services information
- Market Sizing Studies
- Geo-marketing tool
- Licensing Handbook
- Certified installers network

Step 3: Marketing Support

- Digital marketing campaigns
- Radio/T.V. campaigns
- Mailing/SMS campaigns
- Tele-marketing
- Promos. & events

Continued Support



Geo-Marketing Tool

Step 2: Know your Product

- Technical trainings
- Marketing trainings

AG Partners

PUBLICIS AFRICA GROUP

Sixth Sense

BLU FLAMINGO

Step 4: Communications Support

- Sales & Marketing brochures
- Promotional videos
- Konnect Africa website and App
- Pictures database

FOCUSSING ON CUSTOMER JOURNEY: THE KONNECT AFRICA PRE-PAID MODEL

OSS: INTRODUCTION

- Service management platform that support management functions:
  - End-User Inventory
  - Service Provisioning
  - Trouble Ticket management

- This web-based automated provisioning and monitoring system has been specifically designed for Partners and End-Users:
  - Partners and End-Users have access to the OSS to interact with Konnect Africa system

END-USER BUSINESS MODELS

LEGACY MODEL: SUBSCRIPTION

- **Plans are automatically renewed every month**
- The End-User Portal provides:
  - An interface to activate Add-Ons through Vouchers
  - Information about data usage

KONNECT AFRICA MODEL: PREPAID

- **End-User accounts are associated with a virtual Cash Balance**
- Cash Balance can be used to:
  - Purchase and activate Plans or Add-Ons
  - Use internet services on a Pay-As-You-Use basis

VOUCHERS

Partner generates Vouchers through the Portal, and sell them or provides it to Reseller

Reseller / Partner sells Vouchers to End-User

End-User can activate the Voucher in the Portal

PARTNER PORTAL

Activation

- Account Creation
- Plan activation and update
- Cash balance management (Prepaid only)
- Voucher generation

Monitoring

- Performance Monitoring of Account
- Notifications
- Invoices
- Documentation
- Reporting

Trouble Ticket Management

- Raise Tickets:
  - Opening of Ticket
  - Follow up
  - Closure of Ticket

END-USER PORTAL

Activation

- Plan and Options activation, renewal and update
- Voucher activation
- Online payments (Under development)

Monitoring

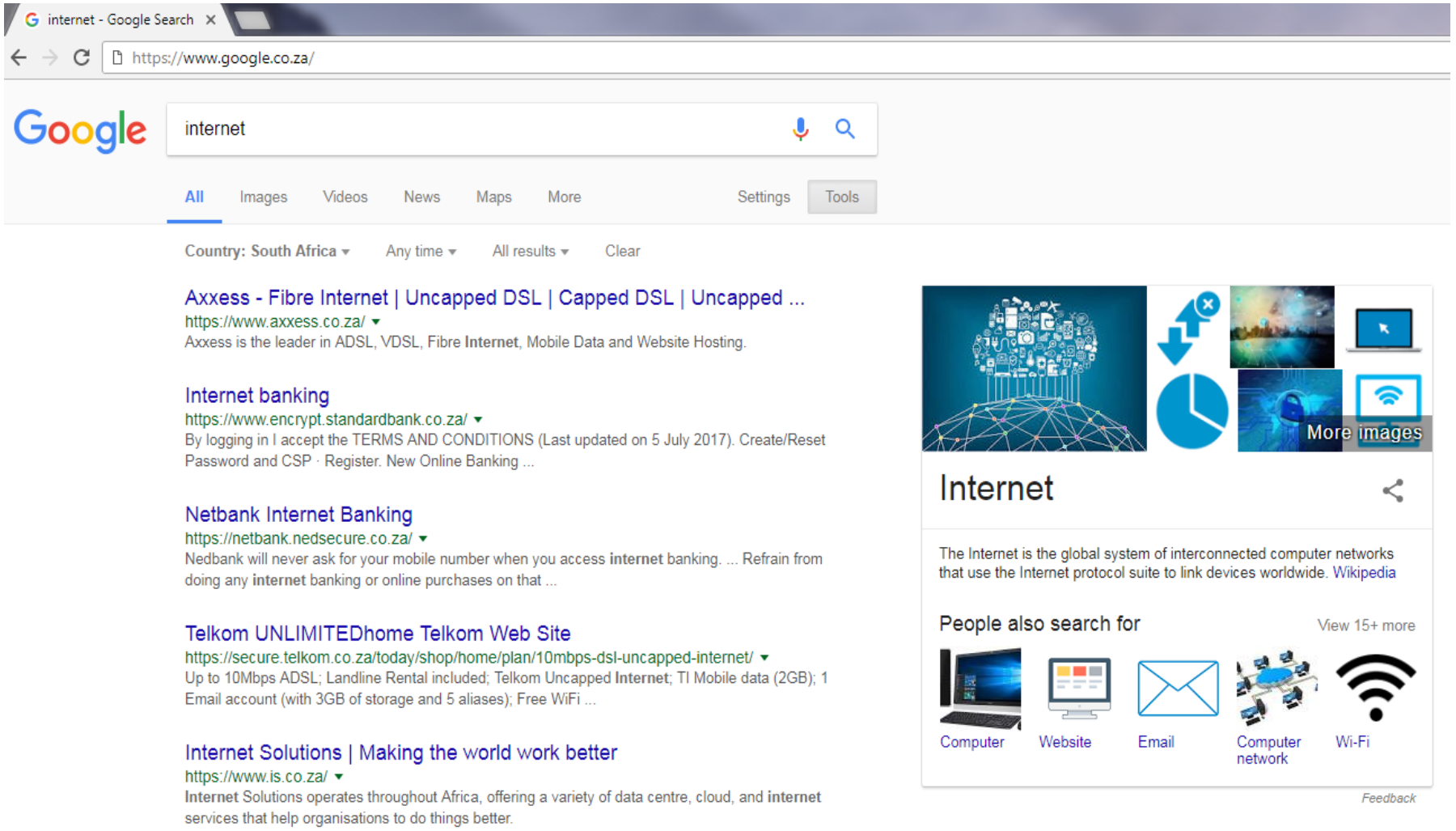
- Access usage, volume and validity
- Notifications and promotions
- Display Plans and Options List
- Account History

Help and Support

- FAQs
- Raise issue through the contact form

MAXIMISING DIGITAL CAMPAIGN IMPACT: GEO-LOCALISED ADVERTISING

GOOGLE ADWORDS



GEOGRAPHIC TARGETING - GRANULARITY

Country

Region

City

Village

- Google determines the location of the user performing the search, which can be used for location targeting ads

GEO TARGETING – COUNTRY LEVEL

Google AdWords

Keyword Planner

Find keywords | Review plan

Targeting
- South Africa
- All languages
- Google
- **Negative keywords**

Date range
- Show avg. monthly searches for: last 12 months

Customise your search
- **Keyword filters**

Your product or service

internet | Get ideas | Modify search

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. Dismiss

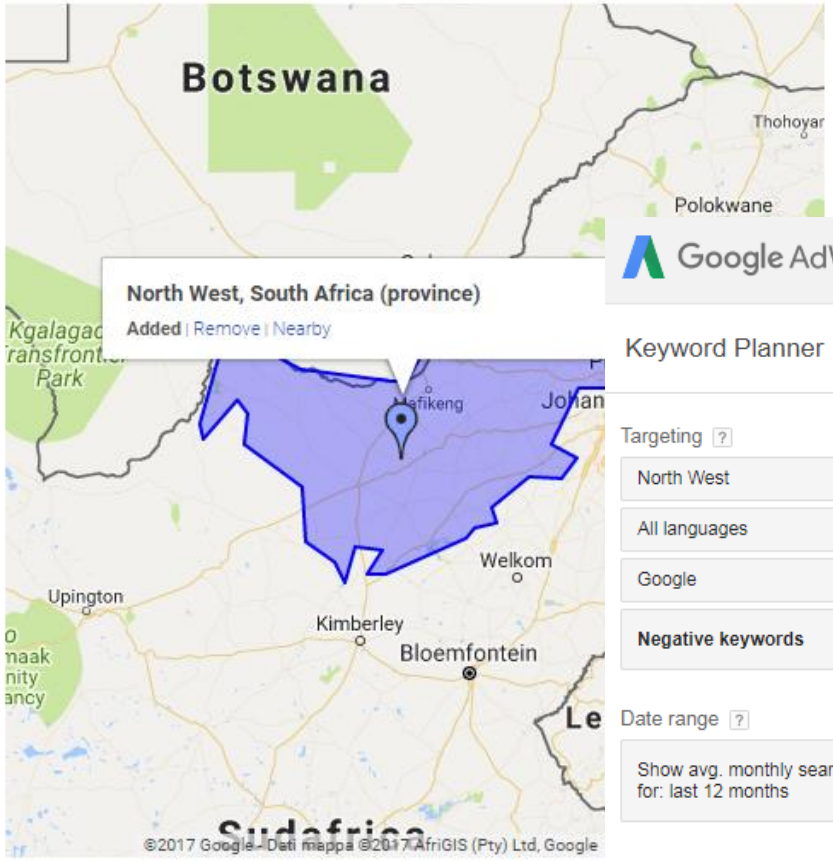
Average monthly searches for all ideas

10K – 100K

Ad group ideas | Keyword ideas

Search Terms	Avg. monthly searches	Suggested bid
internet	10K – 100K	€0.36

GEO TARGETING – PROVINCE LEVEL



Google AdWords

Keyword Planner

Find keywords | Review plan

Targeting
- North West
- All languages
- Google
- **Negative keywords**

Date range
- Show avg. monthly searches for: last 12 months

Customise your search
- **Keyword filters**

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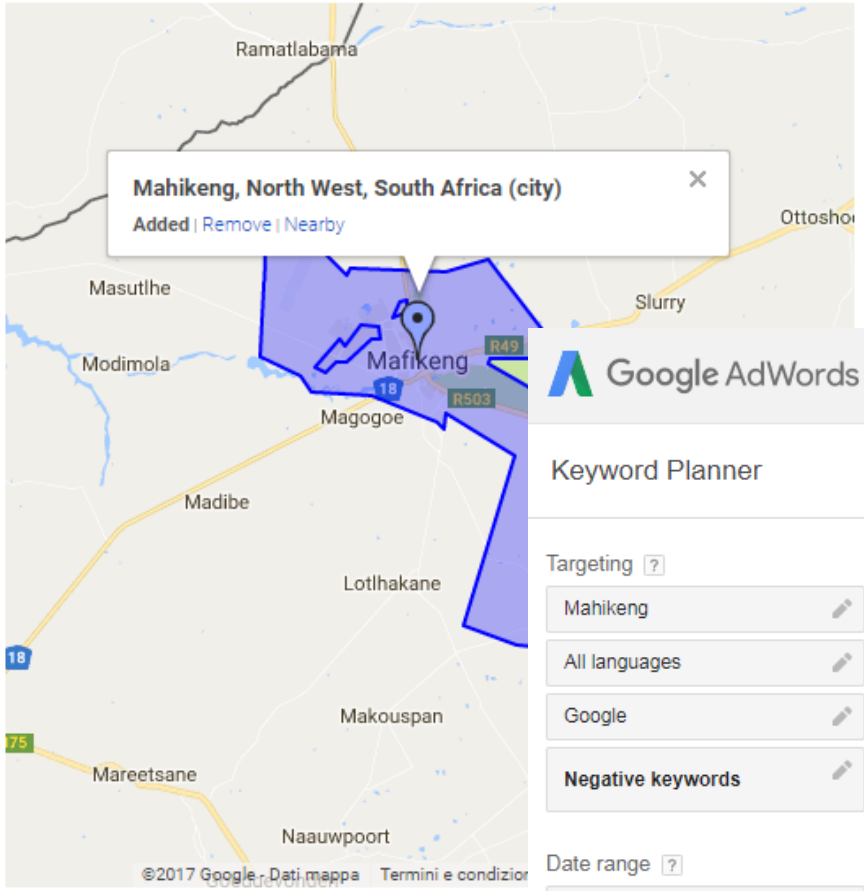
Average monthly searches for all ideas

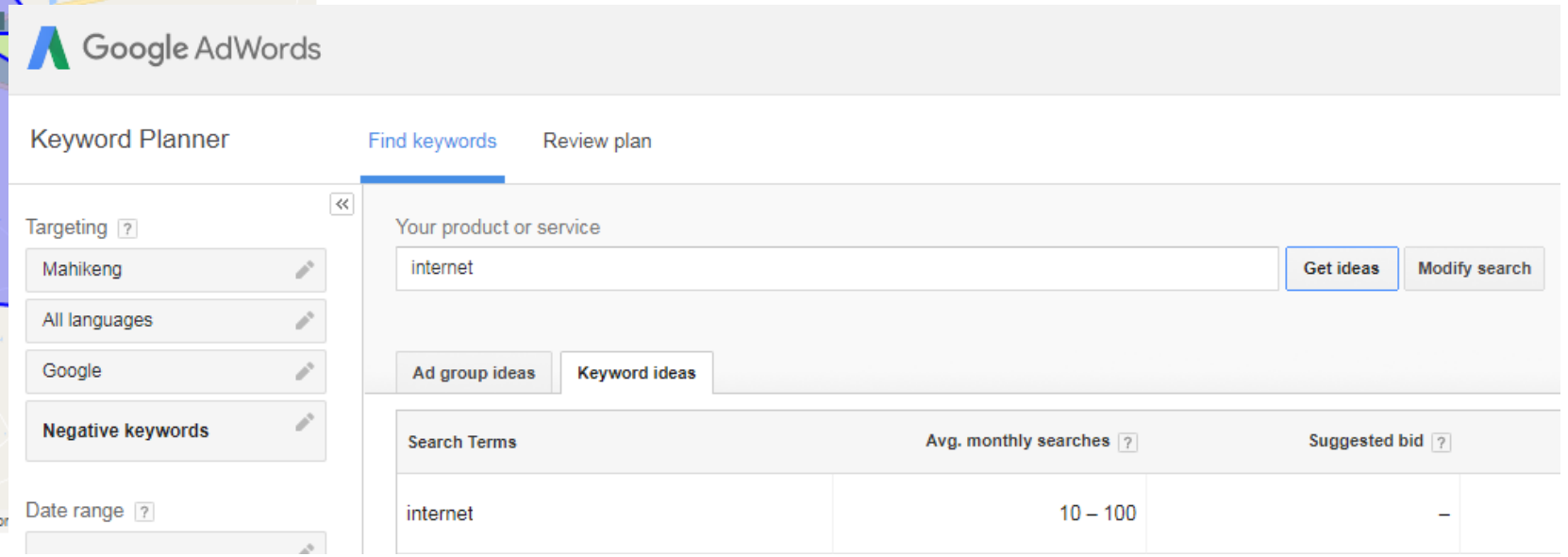
10K – 100K

Ad group ideas | Keyword ideas

Search Terms	Avg. monthly searches	Suggested bid
internet	100 – 1K	€0.21

GEO TARGETING – CITY LEVEL





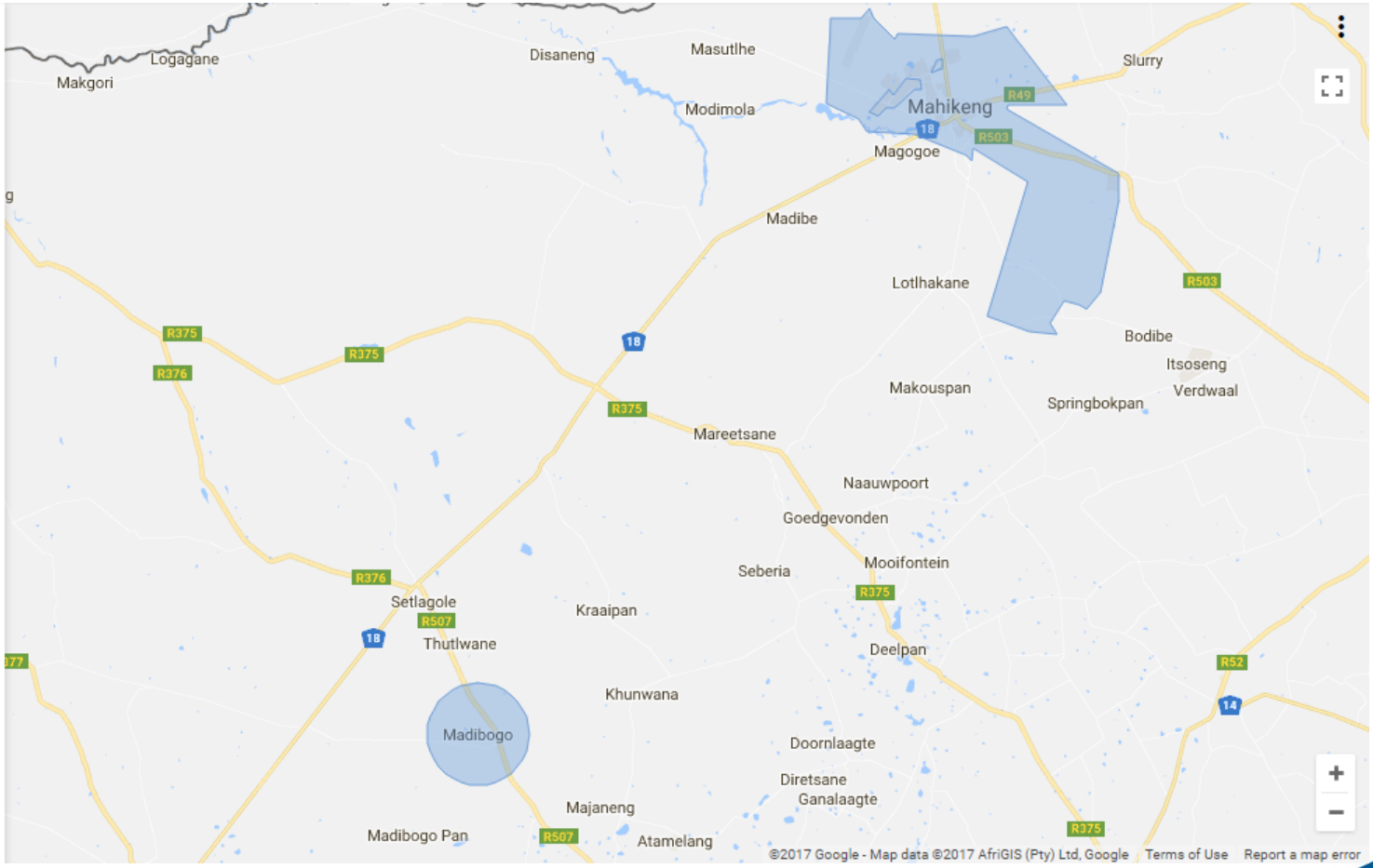
GEO TARGETING – CITY LEVEL PLUS RADIUS

Konnect Africa

Location Radius

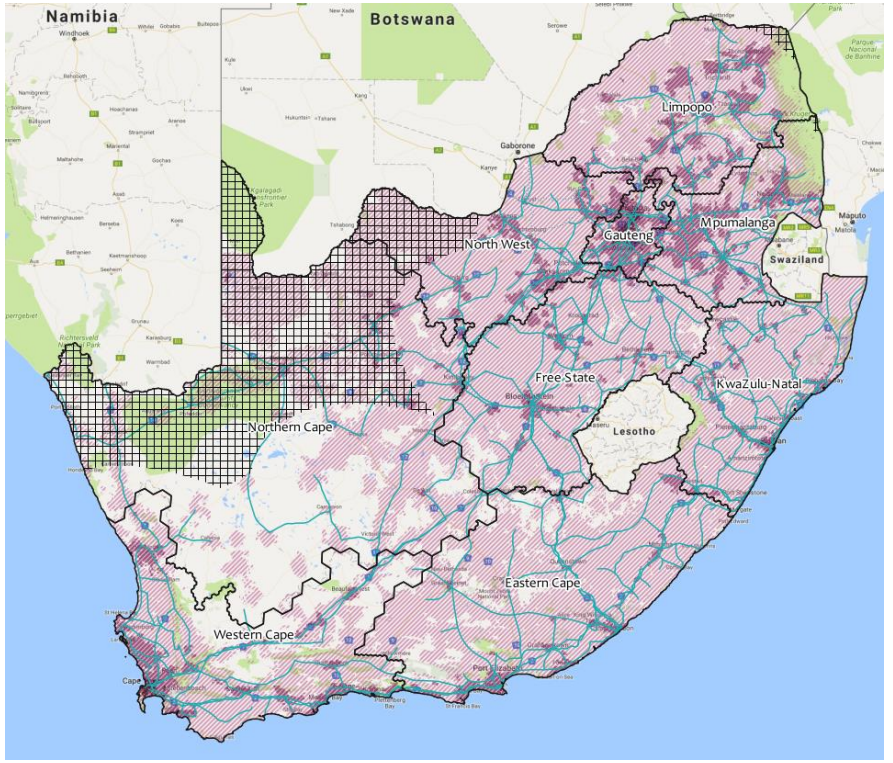
Enter a place name, address or coordinates 5 km

Targeted locations (2)	Reach
5 km around Madibogo, North West, South Africa radius	–
Mahikeng, North West, South Africa city	46,000



KONNECT AFRICA'S GEO-MARKETING TOOL

- Konnect Africa has developed a Geo-Marketing tool, which is provided to its partners
- The tool provides a detailed overview of the market, highlighting for example:
  - Areas covered by 3G / LTE
  - The fiber backbone
  - Population density
  - Industry specific areas
  - Companies covered / not covered by internet connectivity

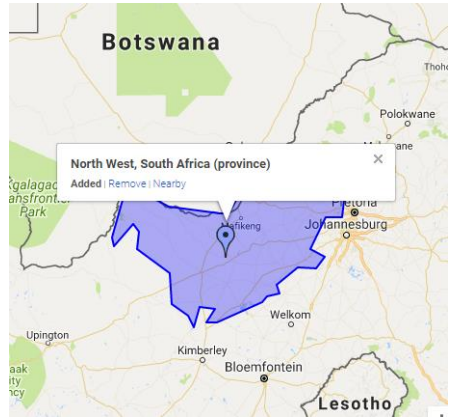


GEO-TARGETING APPROACH

Geo-Targeting By Radius

- Very precise geo-targeting allows the use of basic keywords with higher reach, such as:
  - Internet
  - Broadband
  - Wi-Fi
  - ...

Geo-Targeting by Administrative Boundaries



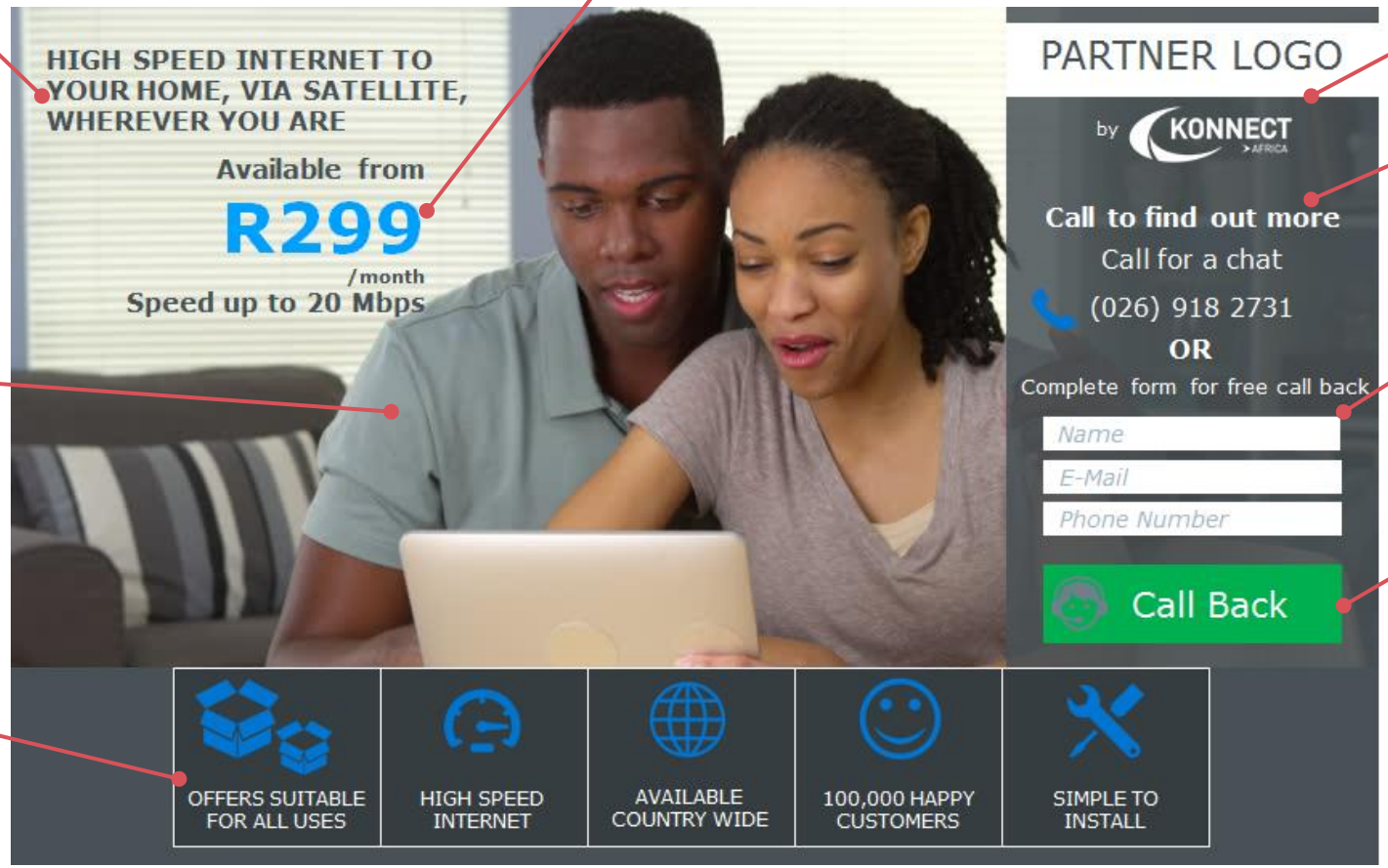
- Targeting cities with a larger audience requires the use of more precise keywords, cheaper and directly related to our product, such as:
  - Internet rural connection
  - Satellite internet
  - Broadband rural areas
  - …

- **The goal is to combine geo-targeting and keywords setup to optimise the balance between volume of searches and Cost-Per-Click**

LANDING PAGE EXAMPLE

Starting price

Unique selling point



Branding

Call to Action

Subjects in line with the targeted market
(here example of domestic users accessing internet at home)

Very short form, the minimum required to be called back

Attention to the use of colours

Information to reassure the prospect

WRAP-UP

- Right targeting is one of the key factors in our business:
  - Optimising the balance between volume of searches and Cost-Per-Click is key
  - A "small detail" can make the difference on the ROI of the campaign

- Setup and the tracking of the campaign is essential
  - Performances review on a regular basis to monitor campaign relevance and fine tune

- Konnect Africa and its network of Marketing agencies provide full support to Partners' marketing campaigns