



Street talk: Don't hate the player – a practical lesson in getting customers for Shs. 90 each.

Warning: The language in this article might seem dramatic (or “ghetto”), it is meant to be dramatic. But don't entirely blame me, I used to write dramatic plays while in school, and won best script writer and best director for it ;-).

Fact: The poor will always be with us, the good Lord (if you subscribe to religious beliefs) knew it (Matthew 26: 11). He was however re echoing a mosaic law in Deuteronomy 15:11: There will always be poor people in the land, therefore I command you to be openhanded toward your fellow Israelites who are poor and needy .

Fact: The world has never been fair. It will never be. The richest 1% own 99% of the world's wealth. Yes it is true that Bill Gates, Warren Buffet and Carlos Slim the 3 top men's wealth is greater than the GDP of 47 nations for whom half of the population lives on less than \$1 a day. But don't hate Bill Gates for example; he is using his wealth to amazing good. Someone you know is probably benefiting from free polio vaccines due to the Bill and Melinda Gates Foundation. They are also benefiting from mosquito nets and the malaria fight by this foundation.

Tip: *If you want to be wealthy, then stop hating the game (or the player). Learn the rules, keep learning though, the rules are constantly changing. One of the rules of today's wealthy people is that they embrace the internet as a tool for making money.*

The collapse (or near collapse) of well known brands and high street shops in the UK for example, brands like *HMV, COMET* has partially been blamed on internet focused giants (like *Amazon*).

Fact: The internet wave is coming to Uganda. It might not come now, it might seem like a small hole in the dam, but it surely is. In 2007 only about 2% of the Uganda population had internet access but by 2011, 13% of Uganda's population (or 4.5m) people had internet access.

Tip: *Rather than burying your head in the sand, start preparing for it. Embrace internet based marketing, become good at it!*

Why do most business (including Ugandan) fail?

An [article in the respected New York Times](#) summarized the #1 reason for business failure:

“There just isn't enough demand for the product/service at a price that will produce a profit for the company”

Enough talk. Let's move onto action.

How can a start up or SME create demand if they have a small budget?

Let me show you an example. In fact, let me use Inachee as an example.

[Click on this link.](#)

Clicking on the link above, should immediately dispel a few myths and reveal some fundamental truths:

1. As per the link above, our Inachee advert got 301 clicks out of a potential audience of 80,118. We paid \$10.84 for the 301 clicks.
2. Yes, there are people who click on those face book adverts (even if you probably never). If you never click on them, then they are probably bad adverts (LOL) but that again doesn't matter, I will explain later.
3. Our advert could potentially reach 80,000 people, which by the way is more than the *New Vision's* daily circulation which is about 32,000 and *the Monitor*, which is about 22,000 readers.
4. We don't need to pay to reach all the 80,000 people. We only pay for the ones who clicked. In our case, I paid only \$10.84 (Shs. 27,000) for the 301 clicks.

This therefore means even if our advert is bad, we only pay for the people who saw the "bad advert" (I have explained as I mentioned above).

5. **Key fact:** Our potential customers are therefore 301. We therefore paid Shs. 27,000 to get these 301 potential customers. This represents Shs. 90 per customer!

So let's compare the two adverts to assess which is more profitable.

Example to compare advertising campaigns.

Description	Face book	New Vision	Comment
Number of people reached (circulation)	80,000	32,218	<i>For New Vision, readership is based on audited readership figures.</i>
Number of people who actually "saw the advert"	301	10,739	<i>For New Vision, I assume 33% of all readers, see the advert. In practice, you cannot tell.</i>
% of people of reach vs. people who saw advert	0.38%	33.33%	<i>Formulae: Number of people who saw advert/circulation</i>
Cost of advert	27,100	4,900,000	<i>Advertising budget. For Facebook this is \$10 at ROE of 2,500</i>
Cost per person (shs)	90	456	

Warning: The comparison above is not to say don't use traditional advertising (neither am I "dissing" *New Vision*). It is good to use for a different purpose but especially for a mature business (and we have used *New Vision* as well). It's just to show you that there are alternatives.

JUST DON'T DO NOTHING AT ALL. Customers will not magically appear at your door. Another strategy like this is better than none at all. In the above case, spending Shs. 27,000 to get 301 potential customers is better than lamenting about how tough Uganda is (*Twakowa*).

Get out and do something, anything.

Enough talk Inachee, what's next?

It's simple; we really want to help you to succeed. If you would like to promote your business, [send me an email](#) and ask me how I can help your business to succeed: dwasake@inachee.com

You lose nothing by asking, you can only stand to gain.

If of course you really believe this not for you (or you are not ready), then that's fine, but please do me one favour. Share this article with someone who it might benefit. Thank you.

Respect. One Love. (I really had to end the article dramatically, did you expect anything else?).

About the Writer

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