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# Navigating the Digital Frontier - AI and MarTech Unveiled

I am thrilled to extend a warm welcome to you as we embark on the transformative journey through the pages of ZimMarketer Magazine. It is with a sense of honour and excitement that I introduce myself, Brian Ngona, as the new Editor, entrusted with the privilege of guiding you through the captivating world of marketing and strategic communication.

Before we delve into the compelling content of this edition, I must take a moment to express my deepest appreciation to Auxilia Katongomara, whose stewardship as Editor for over four years has been nothing short of exemplary. Auxilia's dedication, expertise, and unwavering commitment have been instrumental in shaping the magazine into the esteemed publication it is today. As she embarks on new endeavours, we extend our heartfelt best wishes for continued success and fulfilment.

Now, onto the heart of the matter. Our thematic focus for this issue revolves around the dynamic duo of Artificial Intelligence (AI) and Marketing Technology (MarTech), under the illuminating banner of "AI and MarTech - Impact on Marketing and PR." In an era defined by digital disruption and technological advancement, understanding the symbiotic relationship between AI and MarTech is not merely advantageous – it is imperative.

Within these pages, you will encounter a rich tapestry of articles, case studies, and expert insights that peel back the layers of complexity surrounding AI and MarTech. From demystifying the terminology to exploring real-world applications, our aim is to provide you with a comprehensive understanding of these transformative technologies and their profound implications for the fields of marketing and public relations.

But our exploration does not stop there. Beyond the horizon of AI and MarTech, we have curated a diverse array of articles covering every facet of the marketing landscape. From the latest industry trends to critical discussions on marketing ethics, sustainability, branding, communication, and beyond – we leave no



stone unturned in our quest to provide you with a holistic perspective on the evolving marketing ecosystem.

As you navigate through the myriad pages of this edition, I encourage you to immerse yourself fully in the wealth of knowledge and insights that await you. Let each article be a beacon of inspiration, guiding you through the ever-changing currents of the marketing world with clarity and foresight.

In closing, I extend my sincere gratitude to our esteemed contributors, whose expertise and passion infuse every word of this publication with depth and relevance. And to you, our cherished readers, I express my deepest gratitude for your continued support and engagement. Together, let us embark on this journey of exploration and discovery, as we navigate the digital frontier and embrace the limitless possibilities that lie ahead.

Here's to an enlightening read and a future where the fusion of AI and MarTech propels the marketing industry to unprecedented heights.

*Brian Ngona*

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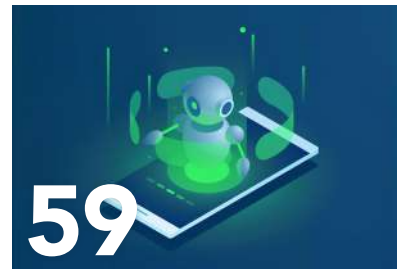
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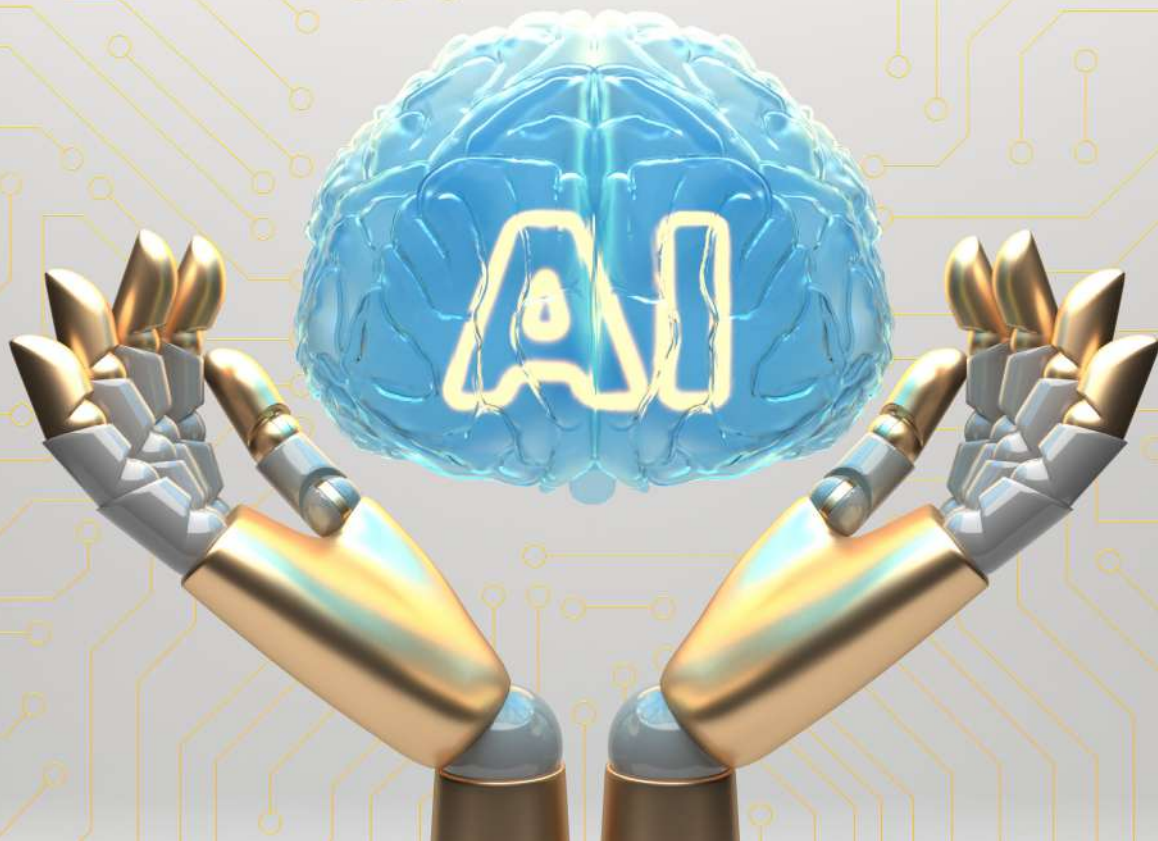
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# AI AND MARKETING TECHNOLOGY FOR SMALL BUSINESSES TO GET AHEAD IN TODAY'S ONLINE WORLD

BY BRIAN CHIKONZO

Artificial intelligence (AI) and marketing technology (MarTech) are two of the most disruptive forces in the modern business world. AI has been rapidly advancing in recent years, thanks to the availability of large amounts of data, powerful computing resources, and breakthroughs in algorithms. AI and Martech are not just for big corporations. Small businesses can also benefit from using these technologies to improve their marketing strategies and customer relationships. Here are some examples of how AI and Martech can help small businesses:

## Personalization

AI can help small businesses create personalized content and offers for their customers based on their preferences, behavior, and feedback. This can increase customer loyalty

and retention, as well as conversions and sales. Personalization is a key factor for small businesses to stand out from the competition and attract more customers.

Hubspot offers various avenues to help you create personalized experiences for your visitors, leads, and customers such as Hubspot CRM - a tool that lets you store and manage all your contacts, deals, and tasks in one place. You can also segment your contacts based on their behavior, interests, and preferences, and send them tailored messages and offers.



### Automation

If you're a small business owner, you know how hard it can be to juggle all the tasks that come with running your own show. Mailchimp is a great tool to help us automate some of the most tedious and time-consuming aspects of marketing, sales, and customer service.

With Mailchimp, you can create and send beautiful email campaigns, set up landing pages and online stores, manage your contacts and audience segments, track your performance and analytics, and much more. It is easy to use, affordable, and integrates with hundreds of other tools and platforms. Whether you want to grow



your audience, boost your sales, or streamline your operations, small businesses can use AI to automate repetitive and tedious tasks, such as email marketing, social media management, and customer service. This can save time and money, as well as improve efficiency and productivity.

### Analytics

AI can help small businesses analyze large amounts of data and generate insights that can help them make better decisions and optimize their marketing campaigns. This can enhance their performance and competitiveness, as well as identify new opportunities and trends.

### Chatbots

Have you ever wondered how some websites or online stores are always available to answer queries? Zimbabwe has some cool chatbots that use ChatGPT, an AI model that works like OpenAI's ChatGPT but without the sanctions. ZivAI is a chatbot that can do a lot of things, like making images and PDFs, selling stuff, and giving you the latest news.

DanAI is similar to ZivAI, but it's made for the whole of Africa. It tries to be more friendly and relevant to African users. Talktoai.co.zw is a website where you can chat with ChatGPT directly. You can ask it for help with your homework, your money, or just have a chat. These chatbots are some examples of how Zimbabwe is using AI to solve problems and have fun.

AI can help small businesses create chatbots that can interact

with their customers 24/7, providing information, assistance, and support recommendations. This can improve customer satisfaction and engagement, as well as generate leads and sales.

### Augmented reality

Martech can help small businesses create augmented reality experiences that can enhance their products and services, such as virtual try-ons, product demos, and interactive ads. Augmented reality (AR) is a technology that overlays digital information on the real world. AR can be used for various purposes, such as education, entertainment, tourism, and health. In Zimbabwe, some examples of AR use are:

- The National Gallery of Zimbabwe has an AR app that allows visitors to interact with artworks and learn more about their history and context.
- The Zimbabwe Tourism Authority has an AR app that guides tourists to various attractions and landmarks, and provides them with information and tips.
- The University of Zimbabwe has an AR lab that develops AR applications for various fields, such as agriculture, engineering, and medicine.
- The Harare Children's Hospital has an AR app that helps children cope with pain and anxiety during medical procedures. This can attract more customers and increase brand awareness and differentiation.

AI and marketing technology can help small businesses achieve their marketing goals more effectively and efficiently. By using these tools, small businesses can create more engaging and personalized experiences for their customers, generate more leads and sales, and gain a competitive edge in the market. They are powerful tools that can help you grow your small business. Don't miss out on the opportunity to leverage them for your success.



# BENEFITS OF AI AND MARTECH ON MARKETING AND PR

BY FELEX CHIVAVE



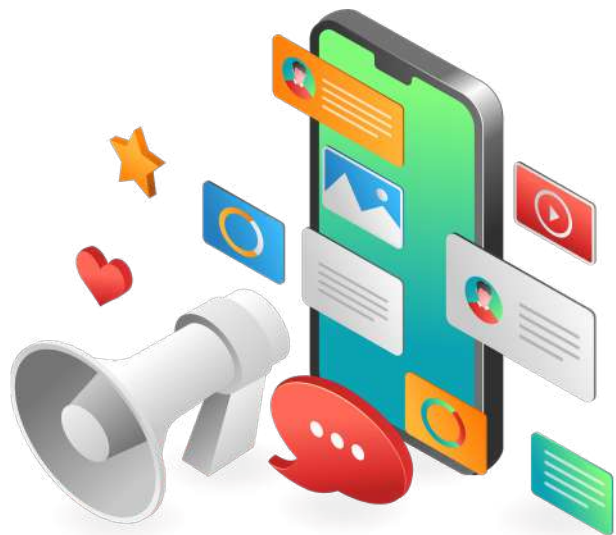
Welcome to the awe-inspiring world where technological innovation meets the art of persuasion. In this era of unprecedented digital transformation, where boundaries blur and possibilities expand, the dynamic duo of Artificial Intelligence (AI) and Marketing Technology (MarTech) has emerged as a force to be reckoned with. These cutting-edge tools have revolutionised the landscape of marketing and public relations (PR), reshaping the way brands captivate audiences, forge connections, and leave an indelible mark in consumers' hearts and minds.

Gone are the days when marketers relied solely on traditional methods to reach their target audience. Today, the relentless march of AI and MarTech has paved the way for a new era of hyper-personalisation, data-driven insights, and unparalleled efficiency. With AI's ability to swiftly analyse vast volumes of information and MarTech's arsenal of advanced marketing tools, professionals in the field have been gifted with a trove of opportunities to unlock the true potential of their campaigns.

Imagine a world where every interaction between a brand and its audience is meticulously tailored to individual preferences, delivering a seamless, personalised experience at every touchpoint. AI algorithms, fuelled by copious amounts of data, allow marketers to gain profound insights into consumer behaviours, interests, and desires. Armed with this knowledge, they can create hyper-targeted campaigns that resonate deeply with their intended audience, fostering an emotional connection that transcends mere transactional interactions.

Moreover, AI-powered chatbots have become the unsung heroes of customer service in the digital age. Local companies have not been left out in this bandwagon with Nyaradzo Funeral Assurance having Sahwi, Batsi from Steward Bank, Fuel bot by Inteli Africa Solutions, Chommie from Telone, Thembie from Ecocash, to mention but these few. These virtual assistants, armed with natural language processing capabilities and machine learning algorithms, can engage in real-time conversations, answer queries, and provide assistance round the clock. By effortlessly handling routine tasks, they free up marketers' time to focus on strategic initiatives, elevating the customer experience to new heights while increasing operational efficiency.

While AI's impact on marketing cannot be overstated, the synergy it shares with MarTech amplifies its transformative potential. MarTech platforms have bestowed marketers with an impressive array of tools, from marketing automation systems to customer relationship management software, enabling them to streamline workflows, optimise resource allocation, and create compelling, multi-channel campaigns with ease.







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The convergence of AI and MarTech has opened doors to uncharted territories, propelling marketers into a future where predictive analytics, machine learning algorithms, and automated decision-making become the norm. By harnessing the power of these technologies, marketers and PR professionals gain the ability to accurately anticipate consumer needs, optimise ad targeting, measure campaign performance in real-time, and adapt strategies on the fly. This agility allows them to stay ahead of the competition, continuously refine their approach, and deliver exceptional results in an ever-evolving digital landscape.

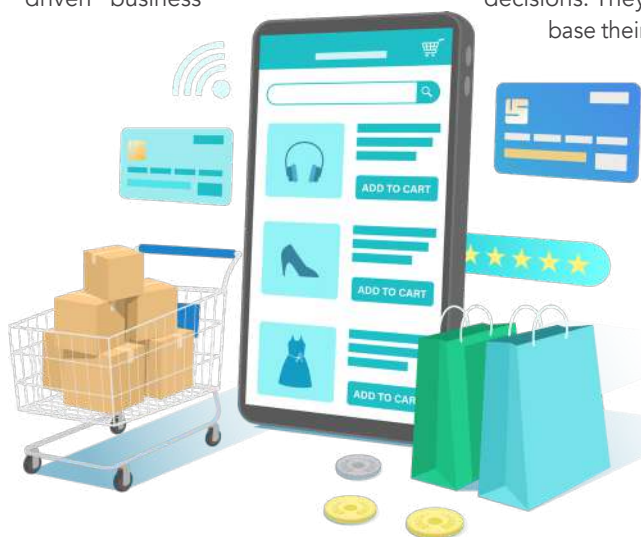
In this article, I elucidate into the remarkable impact of AI and MarTech on marketing and PR. I explore the transformative capabilities of these technologies, from personalised content creation and intelligent ad targeting to sentiment analysis and reputation management. The article unravels the secrets behind leveraging AI and MarTech to captivate audiences, build brand loyalty, and shape the future of marketing and PR.

Artificial Intelligence and Marketing Technology have brought about significant benefits to the fields of marketing and Public Relations:

### Data-driven insights

AI and MarTech enable marketers and PR professionals to collect and analyse vast amounts of data from various sources, such as social media, customer interactions, and market trends. By leveraging advanced analytics and machine learning algorithms, they can gain valuable insights into consumer behaviour, preferences, and sentiment. This data-driven approach allows for more informed decision-making and targeted marketing campaigns. To increase its revenues, profitability, and the number of customers it serves online, Jeff Bezos founded e-commerce giant Amazon takes data-driven business

decisions. They base their



recommendations for consumers' next actions on the products that customers rank and review after purchasing, the most popular things, click-through rates, and opt-out rates, therefore improving the entire Amazon purchasing process. Following the data insights and putting your trust in them to guide you towards a more successful sales plan has helped Amazon increase sales and maintain its position as the top online retailer in the globe.

### Sentiment analysis and Reputation management

PR professionals can leverage AI and MarTech to monitor and analyse online conversations and sentiment around their brand, products, or industry. By using sentiment analysis algorithms, they can quickly identify positive or negative mentions, detect emerging issues, and respond in a timely manner. This proactive approach allows for effective reputation management and helps build stronger relationships with stakeholders.

### Customer segmentation and personalisation

AI-powered tools can analyse customer data to create detailed customer profiles and segments. This enables marketers to deliver highly personalised experiences and targeted messaging to specific customer groups. By understanding individual preferences, needs, and purchase history, marketers can tailor their content, offers, and recommendations, resulting in improved customer satisfaction and higher conversion rates. Based on each user's viewing history, Netflix uses customer data to provide personalised recommendations for films and TV episodes. Additionally, they provide unique material in accordance with certain client categories' viewing preferences.

### Automation and efficiency

AI and MarTech solutions automate repetitive and time-consuming marketing tasks, freeing up valuable time for marketers and PR professionals. For example, AI-powered chatbots can handle customer inquiries and provide instant responses, reducing the need for manual customer support. Automated email marketing campaigns can be optimised and personalised based on user behaviour, leading to more effective communication. Overall, automation streamlines processes, enhances efficiency, and allows teams to focus on strategic initiatives.



### Content creation and curation

AI technologies can assist in content creation and curation. Natural Language Processing (NLP) algorithms can generate written content, such as blog posts, social media updates, and even news articles. AI-powered tools can also curate relevant content from various sources based on predefined criteria, helping marketers stay updated with industry trends and share valuable information with their audience.

### Enhanced targeting and advertising

AI algorithms can analyse vast amounts of data to identify patterns and predict customer behaviour. This helps marketers optimise their advertising efforts by identifying the most relevant channels, audiences, and messaging. AI-powered programmatic advertising platforms can automatically target and optimise ad placements, resulting in higher ad relevance, improved ROI, and reduced ad spend wastage. Nike employed AI to develop the “Never done evolving” advertising campaign, which featured Serena Williams. They constructed an AI generated match between Serena’s younger self, specifically her maiden Grand Slam in 1999 and a more recent version of herself from the 2017 Australian Open. This 8-minute, award-winning video advertisement celebrated Nike’s 50<sup>th</sup> anniversary.

### Predictive analytics and forecasting

AI algorithms can analyse historical data and identify patterns to make predictions and forecasts for marketing and PR campaigns. This helps marketers allocate budgets, set realistic goals, and make data-driven decisions. Predictive analytics can also assist in identifying potential influencers, predicting customer churn, and optimising marketing spend.

In a nutshell, AI and MarTech empower marketers and PR professionals with advanced data analytics, automation, personalisation, and predictive capabilities. By harnessing these technologies, organisations can deliver more targeted and effective marketing campaigns, build stronger brand relationships, and drive business growth.

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**DANYAL BOOYSEN**  
Head of Sales (ABC Auctions)

## 3 YEARS ON THE ABC AUCTIONS APPLICATION :

### WHAT WE HAVE LEARNT

Over the past 3 years, our online auction platform has successfully transformed the way people buy and sell goods. We have achieved remarkable milestones and learned invaluable lessons along the way. I would like to highlight key areas of growth and the insights gained from our experience:

#### **Brand Development:**

Developing our strong brand identity has been instrumental in establishing trust and credibility within the auction industry. We developed a brand that reflects our commitment to transparency, reliability and providing a user-friendly platform. Our consistent branding efforts have resulted in increased brand recognition, allowing us to differentiate ourselves from competitors and attract a loyal customer base.

#### **Customer Care Development:**

Our dedication to customer care has been a cornerstone of our success. From the outset, we understood the importance of offering exceptional service to both buyers and sellers. As we grew, we invested in strengthening our customer care department, focusing on training and empowering our staff to address customer concerns promptly and effectively. Through implementing user feedback systems and continuously improving our customer care processes, we have successfully created an environment where customers feel heard, valued and supported throughout their auction journey.

#### **Progression of the Commercial Team:**

A crucial aspect of our growth has been the progression of our commercial team. As the demand for our online auction platform increased, we recognized the need to develop a dynamic team capable of delivering exceptional results. Over the past three years, we have concentrated on attracting top talent and fostering their professional growth. By providing ongoing mentoring and develop-

ment opportunities, our commercial team has become more skilled, adaptable and proactive in driving business outcomes. This progression has allowed us to expand our reach, engage new markets and forge strategic partnerships.

What We've Learned in the Past Three Years: Reflecting on our journey, several important lessons have emerged:

- 1. Embrace innovation:** The auction industry is constantly evolving. To stay ahead, we have learned the importance of continuously embracing new technologies and innovation while keeping the user experience at the forefront of our decision-making process.
- 2. Listen to your customers:** Actively seeking and incorporating customer feedback has been crucial in refining our platform and enhancing the overall experience. Regularly engaging with our users has not only improved our platform but also fostered a sense of ownership and loyalty among our customer base.
- 3. Adapt to market needs:** The needs of our users are dynamic and we have learned that success lies in anticipating and adapting to these changing demands. Our ability to quickly adapt to market trends and offer new features has allowed us to maintain a competitive edge in the online auction space.

As we celebrate three years of success with our online auction platform, our brand has evolved, our customer care has thrived and our commercial team has progressed. The lessons learned along the way have shaped our growth and paved the way for our continued success. Looking ahead, our commitment to innovation, customer care and adaptation will remain the guiding principles as we strive to revolutionize the online auction experience even further.



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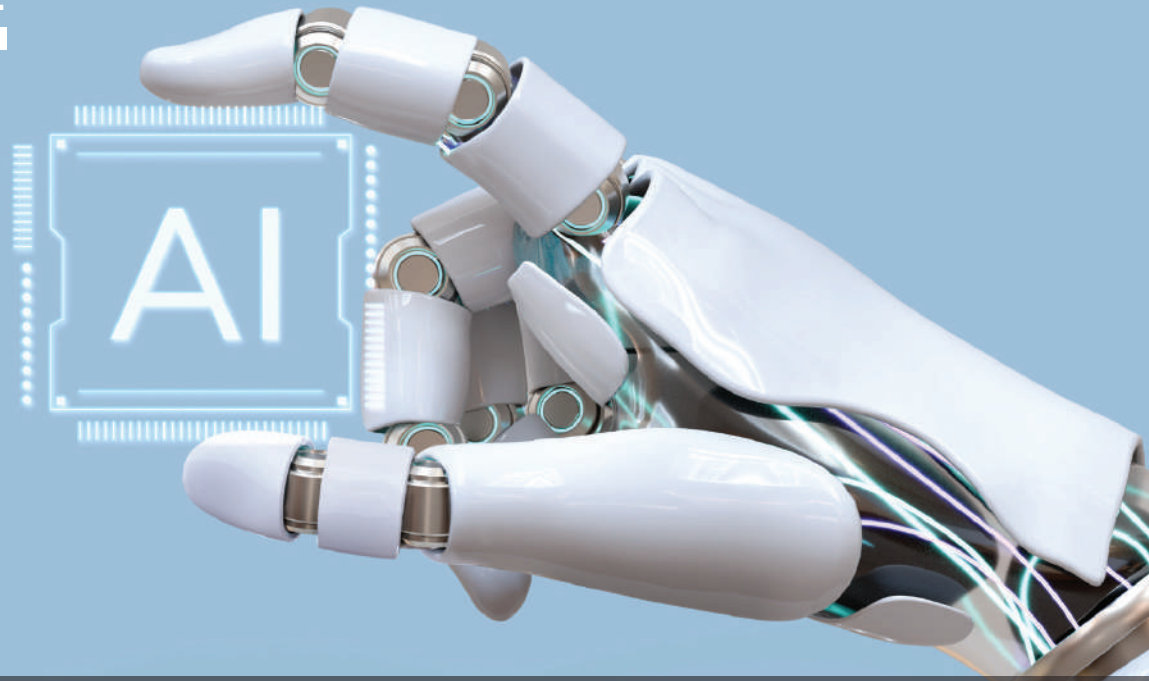
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# ARTIFICIAL INTELLIGENCE MARKETING THE RISE OF A TRANSFORMATIVE FORCE

*“AI is already transforming the way we market. It’s helping us to better understand our customers, create more relevant content and deliver more personalized experiences.”*

David Ogilvy, Founder of Ogilvy & Mather, ‘The father of modern advertising.’

Artificial Intelligence (AI), is a term that was coined by an American mathematician and computer scientist, John McCarthy in 1955. It refers to the ability of computer-based operating systems to mimic and or duplicate meticulous human-like activities such as recognizing speech, making decisions, and identifying patterns. AI in business has become more mainstream as businesses try to save time, cut costs and improve proficiencies. Did you know that AI is predicted to be worth over \$500 billion by 2024?

Artificial Intelligence marketing (AI marketing) is defined by the Forbes Agency Council as a method of leveraging technology to improve the customer journey by anticipating their next move with no additional effort from the marketer. AI marketing uses machine learning, big data analytics and other processes to get a deeper understanding of the targeted audience since much of the guesswork involved in customer exchanges is eliminated thus leading to more effective customer touchpoints. This results in the boost of a marketing campaign’s Return on Investment (ROI). AI marketing is being used by the agile

Chief Marketing officer (CMO) to complement marketing teams or to implement more strategic activities that require less human tact. A recent survey conducted by PwC shows that 72% of business leaders rely on AI marketing to grow their businesses. Jump on the bandwagon, do not be left behind!

AI marketing will collect data, learn the behaviour of the customers, for example, liking a Facebook post or clicking a button, and then it will analyse the information. According to the HubSpot blog, the top three reported uses for AI marketing are content personalisation, predictive analytics to gain valuable insights and targeting decisions. Other uses include media buying, automated email campaigns, sales forecasting and search engine optimisation (SEO) since AI algorithms analyse traffic to a website, identify key words and track competitor activities.

## AI Marketing in Practice

### Chatbots

One use of AI marketing that has been around for years is chatbots. Chatbots solve quick glitches for customers, answer frequently asked questions and much more. A chatbot personalises the customer journey. According to techcabal, Zivai is a chatbot that offers Zimbabweans an alternative to ChatGPT. Techpress says that Talktoai.co.zw is a chatbot that lets you interact with ChatGPT. Apple’s popular Siri, is a chatbot that uses voice-recognition software. Chatbots transform marketing operations. Chatbots are game-changers!



### Netflix

Previous viewing history is used to determine the artwork for recommended movies or TV shows. If one tends to watch Danai Gurira movies or shows, for example, The Walking Dead, Netflix will most likely recommend other movies or shows, she has acted in, for example, Black Panther.



### Amazon

Only those that leave under rocks, don't know that Amazon has an incredible customer experience! It was one of the first companies to build their business around AI and machine learning. Amazon is obsessed with customer experience. An article by Bernard Marr, a world-renowned futurist, influencer and thought leader in the fields of business and technology, says that Amazon's entire organization is constantly humming with artificial intelligence and that founder Jeff Bezos mandated that data is shared across the organization, not hoarded in one department or process. Did you know that Amazon is so confident about its AI that it will ship things to you before you even think about buying them? They are using continuous AI to understand the context and intent behind customer enquiries, so that they know why people are searching for specific products.

### Why should a Zimbabwean business invest in AI Marketing?

AI marketing is a transformative force that will give a business a cutting edge. Adobe Business says that personalized marketing experiences drive sales increases of up to 80 percent and that the development of AI marketing offers the potential for double-digit improvements in outcomes: 41 percent of marketers say that AI leads to higher revenue generation from email campaigns, as well as a 13 percent improvement in click-through rates. According to an Oracle report, 34 percent of marketing leaders believe AI will lead to the biggest improvement in customer experience because it enables hyper-personalized content. With AI, there is a more precise measurement of marketing campaigns, for example, AI marketing tools will pick out which hashtag or hook generates a high volume of leads. AI marketing enables marketers to make quick, informed and cost-effective decisions.

### AI Marketing Drawbacks

Most people don't really know what AI marketing is and what it can or can't do. This, in itself, is a setback. No one will invest in what they don't understand or don't trust. This obviously leads to ethical, legal, safety and other such concerns. The first step would therefore be to understand AI Marketing, its benefits and its limitations. At the same time, no system is perfect. Whatever concerns one might have, there will be ways to mitigate them. After all, the benefits of using AI marketing, far outweigh the drawbacks. AI marketing works best when a company invests in technological advancements, incessant fine-tuning, monitoring and robust feedback to minimise concerns because there are no one-size-fits-all solutions.

AI marketing is without a doubt a transformative force that will change roles and expertise requirements for most companies. It will be a very big differentiator in the near future. Businesses that want to survive and conquer should not ignore, the transformative force that is AI marketing, a force to reckon with. Finding a technology partner to walk with through the AI marketing journey, is highly recommended. Predict and lead industry changes!



**Rujeko Adlyne Bara is a MAZ member and a MAZ Trainer. She is an avid Business Strategist, a Brand Champion and an Author who contributes regularly to The ZimMarketer Magazine.**

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# CREATING CUSTOMER VALUE THROUGH PROACTIVE MARKETING AND SELLING

BY PATRICK M. PARADZA



Source: *Customer Success 360 (2020)*

## Customer Success 360: Synergistic Value Creation, Marketing and Selling

**1** In order to ensure a sale, the prospective customer/client must:  
(a) need the product/service; or  
(b) want the product/service; or  
(c) both need and want the product/service.

It is important to note that a prospective customer may take action on a want which is currently affordable, rather than a more important need which he cannot afford and which he considers postponable. In other words, current wants can be stronger than long-term needs.

**2** Affordability is key in most people's purchasing decisions. If they are interested in the product or service, they will want to know the price up-front. However, you should strive to settle the issue of value first. On the other hand, if throughout the conversation or engagement the prospective customer never gets to ask about the price, this indicates that there is no interest or insufficient interest in the product or service.

**3** Customer care and customer retention are integral parts of a successful and sustainable marketing effort. The way you treat existing customers is very important in their ongoing assessments and decisions to stay in the relationship.

**4** Sometimes in marketing situations a prospective customer's 'no' is not a real no. This response can be an automatic defensive mechanism when the prospective customer feels that his/her private space is being invaded. The response can also be used to avoid having to make an immediate decision on the proposed transaction.

**5** Marketing efforts can be boosted by establishing a digital footprint/presence in the targeted segment(s). This can be done through websites or social media. Modern customers value convenience, and the convergence of technology in smart phones can be used effectively to 'capture' and retain new customers.

**6** Do not make 'closing' a do or die issue or exclusively a 'yes' or 'no' affair. It is advisable to give the prospective customer at least two options, both of which are favourable to him. This way he will feel that he has control over the decision that he is about to make, and will not make that decision under pressure.

- Due to the pressure of budgets, if given the opportunity to say 'yes' or 'no' the default and unpremeditated answer from most prospective customers will be a 'no.'

**7** A consultative marketing approach is likely to be more successful than a 'hard-sell' approach which seeks to convince the prospective customer about the features and benefits of the product or service being offered. Educating the prospective customer is important, but emphasis has now shifted to the marketer's understanding of the situation and how the product or service will solve or ameliorate the problems and challenges that the prospective customer is currently facing.

**8** In competitive marketing or selling situations, the biggest question prospective customers usually ask themselves is 'why should I buy from him.' This question is a key issue in the prospective customer's purchasing decision. For the marketer or salesperson, the question poses a big challenge because it is a reminder that customers are spoiled for choice, especially with regard to generic products or services. It is usually a silent question (i.e. not verbalised) which should still be answered to the prospective customer's satisfaction. A related question which is usually not expressed verbally by the prospective customer 's 'what is in it for me.'

**9** Active listening is a big contributor to the success of marketing and selling efforts. According to Ken Dooley, silence is a natural part of effective listening, and not a space to be filled as quickly as possible. Remember that it is possible to say too much, which can make the prospective customer draw back from a favourable decision he is about to make. On the other hand, it is rarely possible to listen too much.

**10** A good presentation should make the prospective customer not only see the advantages of acquiring the product or using the service that is being offered, but also the cost of not doing so. Because most people try to avoid 'unnecessary expenditure,' if the prospective customer decides that the current situation is something he can live with, they are not likely to make the proposed purchase. It is therefore the responsibility of the marketer/salesperson to make a compelling case for the product or service. Additionally, if the prospective customer decides that the value of the product or service is less than what he is being asked to pay, the sale is unlikely to occur.

**11** Advances in technology mean that prospective customers can now do most of their research on products/services they are interested in online or even from other sources. This means that the marketer/salesperson 's role has now shifted from that of being a provider of

detailed information about their products/services. His main responsibility is to uncover the prospective customer's specific needs or actionable wants through effective questioning and listening, and to show how the product/service can solve the problems, challenges and other pain points faced by the prospective customer. Remember that the relevance of the product/service is directly related to its capacity to do this. No matter how good or valuable the product/service appears to you, in most cases it cannot sell itself. Your input is thus the major determinant of the success of your product/service, and ultimately your own success.

**12** The multiple-touch strategy recognizes that it may take at least five attempts to get through to a prospective customer or to set up a meeting, but persistence on your part may pay off. When you eventually get to meet the prospective customer, do not guilt-trip them, because this will only show how amateurish you are. It is much better to express your appreciation for the meeting, and get on with the business on hand.

**13** The power of a marketing communication refers to its ability to evoke or elicit a response from the recipient. The sender hopes that the recipient will respond favourably to the message, and act on it either immediately or in the near future. Most marketers will naturally look forward to a quick, favourable reaction, although this is an unrealistic expectation because the preferred outcome i.e. a sale, will only occur if certain conditions are present e.g.an urgent need, a strong want, affordability etc. In the absence of an immediate decision on the part of the recipient, a key quality of an effective marketing message is its residual value i.e. whether it has sufficient impact to be stored internally or externally by the recipient to be used in the future. This is normally related to the message's perceived value from the recipient's viewpoint.

**14** Expertise and time, not resources, are the biggest assets in the hands of a successful marketer or salesperson. The true value of anybody working in these areas is measured by what he spends most of his time doing. His toolkit should include both hard skills and soft skills. Hard skills are the 'technical' or 'scientific' skills which every professional should have in order to practise in any field. Soft skills are complimentary attributes which in many cases can mean the difference between success and failure, since they highlight differences between excellence and mediocrity.



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# MARKETING TRANSFORMATION

## Adopt Or Sink Into Oblivion

BY FELIX MAMBONDIANI

To thrive in today's rapidly changing market, it requires a "paradigm shift" that affects every aspect of your marketing. A marketing transformation requires a radical change in the way you even think about marketing.

To succeed, your marketing transformation must go way beyond buying some cutting-edge tech, slapping a cute little chatbot on your website, and calling it a day.

It must encompass your company culture, a complete reinvention of your operating model, a restructuring of your marketing processes, marketing capabilities that can shift with every change in your market, an Omni-channel approach, and to support it all – software as agile as your new organization.

### What is a marketing transformation?

Marketing transformation can be defined as **the process of using digital technologies to transform your marketing processes (activities)**. These processes support the following goals: acquiring, growing, and retaining valuable customers.

### Which are the 5 core areas that are impacting marketing transformation?

Analysis of your current situation means identifying the existing status of the five key elements that are integral to any technology-driven marketing transformation project: **process, people, data, technology and culture**. Let's look at each of those elements.

### Process

Consider each aspect of your current marketing process from end to end. Which of tasks are conducted manually and which ones are automated? Could more or better automation help? Inevitably, you'll identify processes that have become overly complicated or time-consuming (or both) and will benefit from reassessment.

Also break down the marketing process in each channel. For example, is there consistency between the in-store and online experience, or between email and telesales or customer service? Are you hindered by departmental siloes or data siloes? How would integration make things more efficient?

### People

After assessing how current job roles contribute to the marketing effort, you'll likely find bottlenecks and identify skills gaps. Digital transformation brings with it a need for new technologies, and for people with the ability to use the new technologies. How best can you develop people so that they are fit for the roles required while meeting their personal objectives for development?

Most of all, do you have the leadership in place — in the appropriate sectors of the business — to continue to push the transformation forward, enforce new behaviors and champion departmental projects?

### Data

Data provides the foundation for all of your decision-making — in your marketing campaigns and elsewhere. At best, poor quality data will hamper any attempts at transformation. At worst, it could be completely misleading.

Identify where your organizational data is held, who "owns" it and how up to date it is. If you are hoping to deliver that seamless multichannel or Omni channel experience that customers like so much, you will have to consider how data flows between your systems.

By analysing the data, you can identify gaps that need to be filled. If there is a skills gap, you can identify early on any training that people need and make sure you have money in the budget to support that training.

### Technology

Review the tools you have available and what your existing technology can do for you. How well are your systems integrated and how will the new technology help your marketing transformation? For example, business intelligence, analytics, big data and public cloud systems are some of the most desirable new technologies. These systems are which are capable of providing a single customer view and conducting real-time customer segmentation are among the most sought-after marketing solutions.

**Culture**

Any marketing transformation initiative must take account of corporate culture and align with wider organizational strategies and the overall business vision. But people are often reluctant to upset the status quo, which makes fostering cultural change often the hardest part of any project that involves deploying new systems and adopting new processes.

Collaboration across the business is key to overcoming resistance to change. By analyzing cross-departmental cultures, you can identify potential points of resistance and plan to either remove the obstacles or navigate around them.

To succeed, marketing transformation projects need to be embraced by the entire marketing team, and they need buy-in and support across the company. This is something big brands have in common: a desire for customer-centricity driven from the top.

Not every project will enjoy top-down support or companywide buy-in, so those pushing for change need to be prepared to take on unfamiliar new responsibilities and develop greater empathy for the challenges faced by colleagues in other departments. However, as the inspirational entrepreneur Jim Rohn once said, "You cannot change your destination overnight, but you can change your direction overnight."

**SUMMARY**

In order to meet the modern demands of consumers, marketing capabilities and technology must also evolve. Successfully updating existing marketing technology, measurements and strategies requires an informed marketing transformation strategy that can guide efforts toward better campaign capability. By understanding the crucial areas of focus, brands can optimize their transformation and set the stage for better ROI and increased campaign impact.



*Felix Mambondiani is Marketers Association of Zimbabwe Training Manager, a holder of a Master of Commerce Degree in Strategic Management, IMM GSM Bachelor of Marketing Degree, a Diploma in ICT and a PhD Student. He is an experienced Marketer with several years of practical experience.*




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# NKOSANA MAPUMA

### **Brief background on who Nkosana Mapuma is (educational & professional)**

Thank you for this opportunity to share a little about myself. I have been told that I am a highly accomplished professional with 19 years of experience in sales and marketing. I have developed a deep understanding of strategic marketing and sales management and, being driven by this passion for creating effective marketing strategies and driving sales growth, I have come to enjoy my career choice. I hold a B. Comm Degree in Business Management, and an MBA.

Throughout my career, I have demonstrated exceptional leadership skills and a strong ability to drive results and successfully led cross-functional teams. With the help of my team, we have successfully developed and implemented innovative marketing campaigns, and built strong relationships with key stakeholders. My strategic mind set has allowed me to identify market opportunities and develop tailored strategies to capitalize on them.

### **Beliefs, Passion & Family**

Professionally, I am known for my strong work ethic, attention to detail, and ability to thrive in fast-paced environments. My passion is in customer satisfaction, and I will forever be a strong advocate for customers and their needs. I believe in customer loyalty as a foundation for business success. On a personal note, I am married with 3 wonderful children,

and I enjoy watching them grow.

### **Motivation, early career life**

I am passionate about selling and creating campaigns to break into new markets. Watching a sales segment grow and being able to contribute towards making people's lives better felt like a dream come true. I started off as an insurance salesperson and I enjoyed talking to people. 19 years later, I enjoy it more. Although the nature and scope of the job has evolved, I still find it enjoyable. In a senior leadership role, my expertise lies in developing comprehensive marketing plans that align with the overall business objectives. My strong analytical acumen enables me to gather and interpret market data to make informed decisions regularly. By leveraging my extensive knowledge of consumer behaviour and market trends, my team and I have consistently delivered successful marketing initiatives that have resulted in increased brand awareness and revenue growth.

### **What are the key lessons that you have learnt in the profession?**

The sales and marketing profession has taught me that the success or failure of an organization

hinges on sales and marketing function. For that reason,

a) Always be prepared.



- b) Build high-performing sales teams
- c) Plan and implement effective sales and marketing strategies.
- d) Always align sales efforts with marketing initiatives to maximize revenue generation.
- e) Motivate and inspire team members and it will result in consistently exceeding sales targets.

#### What makes you tick as an individual?

I have always preferred honesty, robust discussions, and a good laugh. I enjoy laughter because I believe lack of fun stifles creativity.

#### How do you balance work & family?

School run is an important part of my day. I try to spend as much time with my family as possible. Every Sabbath we go to church together, and during the week I make it home before sunset. This gives me time to play with the kids and assist with their homework.

#### What is your leadership style and how has it contributed to your success?

My leadership style is characterized by my commitment to empowering my team members to take ownership of their work and make decisions that align with the company's goals. I believe in providing guidance and support when needed, while also giving the team the autonomy to excel in their roles. This approach has enabled me to build a team of highly motivated and productive professionals who are passionate about their work and dedicated to delivering exceptional results.

#### What is your career highlight? Awards, Position held?

Working with a highly motivated and professional team in launching a new product while commissioning a brand new \$86 million dollar factory in Harare. Throughout my career I have won a lot of awards, but I have always believed that it takes a team to achieve success. So, I wish to celebrate my team at PPC Zimbabwe, whom I have enjoyed working with for the past 9 years, and my colleagues from other organizations who helped me through my journey as a marketing professional.

#### How do you rate marketing in Zimbabwe?

Marketing, as a profession in Zimbabwe, has grown tremendously over the years. MAZ is doing a sterling job in boosting the profession through various initiatives like the Winter school, Digital marketing programs, various panel discussions and informative newsletters. The quality of the university curriculum has helped to develop sharp thinkers while the Zimbabwean environment has created innovative mind sets amongst professionals in the field.

#### As an observer, which areas need improvement?

Embracing more technology in the profession, understanding that the consumer and their needs are changing every day. Gen Z consumers need constant innovative strategies to keep them engaged.

#### Marketing has evolved over the years, what would you say about marketing in the 21st century compared to marketing in the last decades?

It's personalized, it's now Management Information System driven. You can track and analyse trends by looking at data unlike before where it was one size fits all. In the 21st century, marketing is driven by the following factors;

- a) Digital Transformation
- b) Personalization and customer centric approach.
- c) Social media influences
- d) Data driven decisions
- e) Mobile marketing
- f) Content marketing
- g) Influencer marketing

#### What is your understanding of the role of marketing in an organization and how do you relate with the marketing department?

Marketing plays a crucial role in an organization as it is responsible for identifying, creating, and delivering value to customers. It involves understanding customer needs and wants, developing products or services that meet those needs, and effectively communicating the value proposition to the target audience. The marketing department is typically responsible for planning, executing, and evaluating marketing strategies and activities.

#### Words of advice to young professions?

- Build strong relationships: Sales and marketing are all about building relationships with customers, clients, and colleagues
- Be knowledgeable and informed: Stay up to date with the latest industry trends, technologies, and best practices. Attend conferences, workshops, and webinars to expand your knowledge and skills.
- Develop your communication skills: Effective communication is essential in sales and marketing.
- Be adaptable and resilient: The sales and marketing landscape is constantly changing, and you need to be able to adapt quickly to new challenges and opportunities.
- Focus on the customer: The customer should be at the centre of all your sales and marketing efforts.
- Continuously improve your skills: Sales and marketing are constantly evolving, and you need to continuously improve your skills to stay ahead of the competition.





# GROWING BRANDS THROUGH CORPORATE SUSTAINABILITY

BY TAWANDA COLLINS MUZAMWESE

**S**ustainable development is the development which meets the needs of the present without compromising future generations to meet their own needs. According to the Brundtland Commission, *Our Common Future* will hinge on sustainable choices that we make today. Failure to do that will result in dire consequences for humanity. Many organisations have started to embrace sustainability in their business operations and this has resulted in the growth of their brands.

Customers no longer want to be associated with products which are unsustainable. Polluting processes and energy intensive processes have been identified as negative vices that can cause negative perception towards an organisation. Whenever a major oil spillage happens at sea, pressure and civic groups are amongst the first to arrive. In this digital age, social media continues to either promote or destroy brands based on their environmental and social endeavours.

Implementing sustainability means that brands are environmentally friendly, socially just and economically viable. In other words, it means brands are protecting the People-Planet-Profit (3Ps) agenda. The relevance of sustainability varies from company to company depending on the nature of environmental and social issues.

There are many business benefits of implementing sustainability. Firstly, the brand will be more acceptable to customers. Modern customers do not want to be associated with organisations that are insensitive to the toxicology of hazardous substances.

Secondly, there is a potential to save costs on (energy, water, chemicals and waste). Many organisations pay more for energy, water and chemicals. This can unnecessarily increase the bill of these utilities which can be counter-productive to the financial viability of the organisation.

Thirdly, organisations that implement sustainability within communities, such as through Corporate Social Responsibility (CSR) can be viewed as good corporate citizens who have the ability to assist society. On the other hand, there are organisations which do not support local socio-economic development. These fail to garner support from stakeholders. Getting a license to operate from communities, is the only way to attain long term viability as an entity.

Non-compliance with environmental and social requirements, may result in your brand tainted as an irresponsible organisation, which does not care for the future. There are some bad examples of organisations which have been involved in oil spillages, disposing wastewater at night, abuse



of workers, child labour as well as poor health and safety practices. Having workers die in the production process of an organisation can result in the organisation being associated with blood and death. This underlines the need for organisations to invest in Occupational Safety and Health (OSH).

Brand loyalty and brand awareness is shaped by the actions that we do as an organisation and what people know our company for. Some of these aspects are shaped by perceived or real beliefs towards a company. The ripple effect of this is shaping the public opinion and thereby polluting the clean status of the brand.

In order to buttress brand awareness and sustainable development within organisations, there is a need for a strategy to be development. It is very common to see successful corporations developing sustainability strategies or mainstreaming sustainability into existing company strategies.

The world is currently reeling from the effects of climate change and natural disasters. Most of these events occur as a result of human induced anthropogenic activities. The push towards renewable energy and electric mobility is gaining traction each and every hour. Brands that embrace clean energy sources are seen in good light by society and can gain more customers.

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Environmental misdemeanours may result in corporates getting sued or being made to pay compensation. Legal cases associated with environmental sustainability are on the increase. Being on the headline each and every day, may make people detest a company's brand. Once that attitude builds up, it may become difficult to sell goods and services.

Financiers have also started to include sustainability as a criterion for granting funding. Due to the potential effects of financing unsustainable operations, banks are undertaking due diligence exercises. Therefore, brands that abuse social trust and those which are unfriendly to nature, will find it difficult to be accepted by financiers and investors. Accessing capital through capital markets and other financial havens is becoming difficult without sustainability. As we progress towards a sustainable future, corporate sustainability shall be at the centre of development.



**Tawanda Collins Muzamwese** is an international consultant in Sustainability who has experience in training, auditing and consultancy in more than 30 countries across the world. He is the founder of Toxiconsol Consultancy and the Green Business

**Gazette.** He holds an MSc in Environmental and Energy Management from University of Twente, Netherlands as well as a BSc in Applied Environmental Science from University of Zimbabwe.

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Students pose for a photo in half jackets sponsored by Image Magic Corporate at the end of the Winter School Program

# MAZ SUCCESSFULLY HOSTS 2023 WINTER SCHOOL

## A RECAP OF PROFESSIONAL EXCELLENCE

In the dynamic realm of marketing, staying ahead of the curve is not just an option; it's a prerequisite for success. Marketers Association of Zimbabwe (MAZ) acknowledged this imperative as it hosted the Annual Continuous Professional Development Master Class, commonly known as the Winter School, at the Troutbeck Resort in Nyanga from July 4th to 7th, 2023.

The event addressed the ever-changing trends in the business landscape that demand continuous upskilling for marketers to remain relevant in their profession. From emerging technologies to evolving customer preferences, the Winter School aimed to equip professionals with the knowledge and skills needed to provide a memorable customer experience.

A noteworthy addition to this year's Winter School was the introduction of the Customer Experience Master Class. Tailored for customer service personnel, contact center staff, front office staff, customer experience managers, and public relations executives, this class delved into strategies and intricacies for delivering unparalleled customer experiences. The three-day Winter School saw participants engaging in four classes running concurrently, each targeting specific practitioner statuses:

### CLASS A: MARKETING PRACTITIONER STATUS

Qualified marketing personnel, Public Relations Executives, Customer service personnel, and Digital Marketers comprised the audience for this class. Topics covered included Strategic Marketing Planning, Management and Marketing Interface: A CEOs Perspective, Measuring ROI in Marketing, Social Media and Influencer Marketing Trends, and Why Employee Experience Trumps Customer Experience.



Delegates sharing insights

### CLASS B: SALES PRACTITIONER STATUS

Sales personnel, Business development professionals, Sales managers, and key account executives were the focus of this class. Strategic Sales Planning, Key Account Management Dynamics, Social Media and Influencer Marketing Trends, and Why Employee Experience Trumps Customer Experience were among the topics covered.

### CLASS C: CUSTOMER EXPERIENCE PRACTITIONER STATUS

This newly introduced class targeted customer service personnel, contact center staff, front office staff, customer experience managers, and contact center managers, along with public relations executives. Topics included CX Strategy, Management and Marketing Experience: CEOs Perspective, Measuring ROI in Marketing, Social Media and Influencer Marketing Trends, Public Speaking Techniques for Business, and Why Employee Experience Trumps Customer Experience.

### CLASS D: CONTINUOUS PROFESSIONAL DEVELOPMENT MASTER CLASS

Senior managers, marketing managers, Digital Managers, existing marketing practitioners, public relations personnel, customer service personnel, and product development and research personnel comprised the audience for this comprehensive class. Topics covered ranged from Management and Marketing Interface: CEOs Perspective to Fintech: Crypto currencies and Corporate Reputation Management in the Digital Era.

MAZ invited corporates and individuals to attend the Master Class of their choice, where they were accorded a Practitioner Status upon successful completion. These statuses were awarded to candidates who underwent a 3-day training in

their respective fields and met the requirements of a Strategy Case Study Assignment.

The Winter School featured a lineup of esteemed local and international speakers, each bringing a wealth of experience to their respective fields. Award-winning marketer Matongo Matamwandi, expert lecturer Izithembisozenkosi Ndlovu, and seasoned business leader Elliot Shonhiwa were among the distinguished speakers who shared their insights and expertise.

MAZ expressed gratitude to the regional and local speakers whose practical experiences enriched the Master Class lineup. Notable figures such as Carol White, Agrippa Mugwagwa, Patricia Mutyavaviri, and Gilbert Tsongorera, among others, played pivotal roles in sharing their knowledge and insights.

The Winter School was a resounding success, reflecting MAZ's commitment to championing professional and career development in the marketing profession. The event brought together diverse perspectives, fostering an environment of shared learning and growth. As MAZ looks to the future, it continues its mission to be the champion of marketing excellence across Zimbabwe and Southern Africa. The Winter School stands as a testament to the association's dedication to promoting marketing professionalism and synergies for the economic sustainability of its members.

For those interested in upcoming events or seeking more information, MAZ encourages reaching out to Roselyn Zinjiva at [training@mazim.co.zw](mailto:training@mazim.co.zw)

The 2023 Winter School was not just an event; it was a transformative experience that propelled marketing professionals towards excellence in an ever-evolving business landscape.



Students pose for a photo in half jackets sponsored by CBZ at the end of the Winter School Program



Delegates sharing insights

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# SUCCESSFUL CONCLUSION OF THE 2023 MARKETING WEEK

*The 2023 Marketing Week proved to be a resounding success, marking another milestone in the annual event's growing prominence.*

Since its launch in 2022, the Marketing Week has expanded its reach, attracting a diverse audience of marketers and related professionals.

Running from the 24<sup>th</sup> to the 28<sup>th</sup> of July, 2023, this year's Marketing Week encompassed various facets of the marketing profession, bringing together professionals from sales, customer experience, digital marketing, and public relations. The overarching theme for the week was 'Marketing: The Engine for Business Transformation.'

Gillian Rusike, MAZ Executive Secretary, emphasized the significance of the Marketing Week in commemorating the achievements of marketing professionals and recognizing their vital role in business transformation. He underscored the need for organizations to embrace marketing as a core driver for growth and development, particularly in the ever-evolving business landscape.

The week commenced with a webinar on the evolution of marketing in Zimbabwe, featuring insightful presentations from industry experts. Speakers such as Andrew Tawodzera, Priscilla Sadomba, and Bhekimpilo Ntini explored the transformation of marketing channels over time, emphasizing the crucial role of understanding and delivering value to customers in the contemporary marketing landscape.



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MAZ Executive Secretary Mr. G. Rusike presents a food hamper prize at the Charity Golf



Players mark their score cards at the Charity Golf



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Various Marketers proudly display their banners at MAZ Harare Office

Digital Marketing took center stage on the second day, with speakers Taffy Gotora, Arthur Suwali, and Tinovimbanashe Hove delving into emerging technologies and their impact on local businesses. Topics ranged from the prevalence of AI-powered tools and chatbots to prompt engineering and the creation of content calendars using Generative AI.

The focus shifted to Sales in a Turbulent Environment on the third day, with Edmore Munyanyi and Conchita Veermak sharing insights on the causes and strategies to navigate challenges in the corporate sales landscape. The discussions covered external factors, such as changes in consumer preferences and global trends, as well as internal factors like rapid product innovation.

The fourth day explored Managing Corporate Affairs in the Era of Social Media, featuring PR experts Arthur Choga, Lloyd Gumbo, and Firstme Vitori. The speakers provided valuable insights into effectively managing corporate affairs amidst the ever-evolving social media landscape.

The week concluded with a webinar on Measuring Customer Experience Success, where Patricia Chigwa-Mutumha, Tich Gandanhamo, and Sharon Tapesa discussed key metrics for measuring customer experience success. The session highlighted the importance of aligning metrics with organizational goals and using data to enhance customer experience.

Various provincial activities added a local touch to the Marketing Week. In Harare, professionals enjoyed a Marketers Braai/Karaoke Friday, while Mutare hosted a Marketers Speed Networking Cocktail. In Bulawayo, a Public Lecture on "Grooming for Work" took place at Bulawayo Polytechnic.

The grand finale in Harare featured a Braai/Karaoke session attended by almost 100 people, providing an opportunity for networking and entertainment. The collective success of the

2023 Marketing Week affirmed its position as a pivotal event for marketers and related professionals, fostering knowledge exchange, networking, and celebration of achievements in the dynamic field of marketing.



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# UNVEILING THE ZIMBABWE ASSOCIATION OF BUSINESS COMMUNICATORS (ZABC)

We are thrilled to announce the inauguration of the Zimbabwe Association of Business Communicators (ZABC).

Dedicated to fostering a supportive and inclusive community, ZABC aims to nurture, connect, and develop public relations and communication practitioners both in Zimbabwe and beyond. Emerging from the aspiration to enhance professionalism and credibility in the business communication realm, ZABC is poised to promote excellence, skills development, and collaboration among its members. Our strategic focus includes driving sustainability initiatives to attract capital, instill investor confidence, and fortify brand identity.

Comprising a board of leading experts in Public Relations and Communication within the country, ZABC addresses existing gaps in the Public Relations and Corporate Communications industry. One of our primary objectives is to champion the

Environmental, Social, and Governance (ESG) agenda on a national level.

In addition to serving as a vital resource hub, ZABC offers corporate communications and Public Relations consultancy services to both public and private enterprises. Leveraging the extensive experience of our members, organizations can tap into valuable insights and benefit from PR research and consultancy services.

At the core of ZABC’s mission is the commitment to drive standards and inspire excellence in business communication. We seek to elevate professional standards that contribute to transformative outcomes, emphasizing the pivotal role of business communicators in organizational development.

In the face of rapid technological advancements, including Artificial



Delegates pose for a photo along with the newly elected board members of ZABC

Intelligence, metaverse, and Chat GPT, ZABC recognizes the imperative to cultivate agile business communication practitioners who stay current with sector trends and best practices.

ZABC is poised to create an internationally connected community of astute practitioners, fostering exchange, collaboration, and co-creation. Our initiative also includes spearheading the sustainability agenda and equipping practitioners with insights into the dynamic landscape of corporate affairs.

Zimbabwe Association of Business Communicators (ZABC) announced the appointed its first ever, 10-member board led by Delta General Manager - Corporate Affairs general, Ms

Patricia Murambinda as the president.

Patricia Murambinda is deputised by Dr George Manyaya, from ZESA. Firstme Vitori from Civil Aviation Authority of Zimbabwe (CAAZ) will assume the Treasurer position, with Arthur Choga from Premier Service Holding Company (PSHC) coming in as the Spokesperson.

Other additional board members appointed are Sibon Muteyiwa (POTRAZ), Lenox Mhlanga (Lenox Mhlanga & Associates), Marjorie Munyonga (ZINWA), Lyndon Nkomo (Zimbabwe Stock Exchange), Ropafadzo H. Gwanetsa (Schweppes Zimbabwe Limited) and Angela Machonesa Rusike.



Panel discussion with Arthur Choga (left), Lenox Mhlanga (center) and Ropafadzo Gwatidzo (right)



# SAVE THE MAZ 2024 CALENDAR OF EVENTS AND TRAINING

## 1st QUARTER EVENTS 01

MAJOR EVENTS	DATES
Business Review Conference	23 February

OTHER EVENTS	DATES
Corporate Speed Networking	14 March
Pachoto	15 March
Women In Marketing: Wellness & Fun Day	16 March
Annual Digital Marketing Summit 1 <sup>st</sup> Edition	28 - 29 March

SOUTHERN REGION	DATES
Marketers Business Expo	8 March
WIM Event (Sister's Keeper)	29 March

### MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Digital Marketing	Jan Online	3 Months	5 February
	Jan Physical	3 Months	3 February
	March Online	3 Months	5 March
	March Physical	3 Months	9 March
Graphic Design	Feb Online	2 Months	20 February
Post Grad in Digital Marketing	March	1 Year	27 March
<b>DIGITAL MASTERCLASSES</b>			
Social Media Marketing in the 4 <sup>th</sup> Industrial Revolution		1 Day	14 February
<b>WORKSHOP</b>			
Predictive Analytics & AI: Unleash Marketing Potential		1 Day	1 February
<b>EVENTS</b>			
Digital Networking Social		3 Hours	23 February
Annual Digital Marketing Summit 1 <sup>st</sup> Edition		2 Day	28 & 29 March
<b>WEBINAR</b>			
Voice Search SEO and AI: Optimising for the Future of Digital Marketing	Evening	2 Hours	29 February

MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Event Planning	Jan Online	2 Months	30 January
Professional Certificate in Retail Management	Feb Online	3 Months	27 February
ZimChartered Marketer	Feb Online	1 Year	4 March
MAZ Diploma in Marketing and Sales	March Online	1 Year	26 March
Post Grad Diploma in Marketing Management	March Online	1 Year	28 March
<b>WORKSHOP</b>			
Entrepreneurship Training Workshop	1 March	1 Day	1 March
<b>MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)</b>			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	March Online	3 Months	06 March
Professional Diploma in Customer Experience Management	March Online	12 Months	22 March
<b>WORKSHOP</b>			
Customer Experience Management for Service Personnel	1 Day	Physical	23 February
<b>WEBINAR</b>			
CX WEBINAR	Afternoon	1 Hour	26 March

## 2nd QUARTER EVENTS 02

MAJOR EVENTS	DATES
Superbrand Business Breakfast	24 May
Annual Continuous Development Program (Winter School)	4 - 7 June

OTHER EVENTS	DATES
ZITF	23 - 27 April
Marketers Link UP	25 April
Pachoto Launch	31 May
WIM High Tea	28 June

### MAZ BUSINESS INSTITUTE

MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Diploma in Digital Marketing	March Online	1 Year	3 April
Professional Certificate in Digital Marketing	May Online	3 Months	13 May
	June Physical	3 Months	19 - 22 June
<b>MASTERCLASSES</b>			
Digital Marketing Strategy	Physical	2 Days	7 May
<b>EVENT</b>			
ACPD – Digital Marketing Practitioner		3 Days	4 - 7 June
<b>WEBINARS</b>			
"Influencer Marketing: Building Authentic Connections"		2 hours Evening	25 April
"The Art of Storytelling: Engaging Audiences through Compelling Content"		2 hours Afternoon	30 May

MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Certificate in Project Management	May Online	6 Months	16 April
Professional Certificate in Marketing Research and Insights	May Online	8 Weeks	16 May
<b>WORKSHOP</b>			
Essential Selling Skills	June	1 day	28 June
<b>EVENT</b>			
Sales Boot Camp	May	2 Days	30 - 31 May
ACPD – Sales & Marketing Practitioner		4 Days	4 - 7 June
<b>MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)</b>			
PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	March Online	3 Months	28 June
<b>MASTERCLASS</b>			
Customer Analytics and Metrics	Physical	Days	16 - 17 May
<b>EVENT</b>			
ACPD – Customer Experience Practitioner	Physical	3 Days	4 - 7 June
Customer Experience Networking Social	Physical	1 Day	7 June

## 3<sup>rd</sup> QUARTER EVENTS

03

### MAJOR EVENTS

### DATES

Marketing Week	22 - 26 July
MAZ Charity Golf	26 July
AMC Conference (Mombasa, Kenya)	28 - 30 August
Exceptional Marketing Awards	13 September
<b>OTHER EVENTS</b>	
Women In Marketing (Business Soiree)	16 August
Pachoto	16 August

### SOUTHERN REGION

SMEs Expo	16 August
WIM Wellness Day	28 September

## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Graphic Design	July	3 Months	18 July
Professional Certificate in Digital Marketing	August	3 Months	10 August
Executive Certificate in Marketing	September	2 Months	23 September
<b>EVENTS</b>			
Industry Meet Up (Marketing Week)	August	1 Day	
Website and SEO/Digital Marketing Analytics	July	1 Day	31 July
<b>WORKSHOPS</b>			
AI Powered Personalisation: Revolutionizing Digital Marketing	September	1 Day	25 September
Chatbots and AI: Transforming Customer Engagement in Digital Marketing	September	1 Day	26 September
<b>WEBINARS</b>			
Mobile Marketing Strategies	August	2 Hours Afternoon	27 August

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Event Planning	July	8 Weeks	16 July
Certificate Sales Management	August	3 Months	8 August
<b>EVENTS</b>			
Sales Webinar	September	1 Day	6 September
<b>WORKSHOPS</b>			
Key Account Management Workshop	September	1 Day	20 September

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Customer Experience Management	September Online	3 Months	4 September
<b>CUSTOMER EXPERIENCE MASTERCLASS</b>			
Customer Experience Management in the Digital Era	Physical	1 Day	26 July
<b>WORKSHOPS</b>			
Customer Service for the Public Sector and SMEs	Physical	1 Day	23 August
<b>WEBINAR</b>			
CX WEBINAR	Afternoon	1 Hour	23 September

## 4<sup>th</sup> QUARTER EVENTS

04

### MAJOR EVENTS

### DATES

Annual Marketers Convention	23 - 26 October
Superbrand Awards	22 November
<b>OTHER EVENTS</b>	
End of year braai	6 December

### SOUTHERN REGION

Walkathon	2 November
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## MAZ BUSINESS INSTITUTE

### MAZ INSTITUTE OF DIGITAL MARKETING PRACTITIONERS (MIDP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>COURSES</b>			
Professional Certificate in Digital Marketing	October Online	3 months	8 October
<b>WEBINARS</b>			
Email Marketing Secrets	October	2 Hours	31 October
SEO Unlocked	November	2 Hours	28 November
<b>EVENTS</b>			
Digital Networking Social	October	3 Hours	11 October

### MAZ INSTITUTE OF SALES PROFESSIONALS (MISP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>WORKSHOPS</b>			
Sales Strategy Workshop	October	1 Day	25 October
Role of AI in Marketing Webinar	October	1 Day	11 October
Marketing Strategy Workshop	November	1 Day	15 November

### MAZ INSTITUTE OF CUSTOMER EXPERIENCE PRACTITIONERS (MICXP)

PROGRAM TITLE	INTAKE	DURATION	PROGRAM / START DATES
<b>EVENTS</b>			
Customer Experience Conference	Physical	1 Day	4 October
Customer Experience Social	Physical	1 Day	18 October
<b>WORKSHOP</b>			
Customer Experience Strategy (1 day)	Physical	1 Day	8 November

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 Bulawayo, ZW

# MAZ COMMENDS EXCEPTIONAL MARKETING ACHIEVEMENTS



Delegates pose for a photo

The prestigious National Exceptional Marketing Awards, organized by the Marketers Association of Zimbabwe, unfolded on September 29<sup>th</sup> at the Golden Conifer in Harare. Sponsored by Surface Wilmar, under their renowned Buttercup Margarine brand, the event showcased and celebrated the remarkable accomplishments of marketers and their organizations in Zimbabwe, featuring a dazzling all-black theme with accents of green and gold.

In each category, the Diamond winner claimed the top spot, signifying the pinnacle of achievement and excellence. Notable highlights included Nyaradzo Group clinching the Diamond in the Best Video/TV Advert of the Year 2023 with the “Rongeka Advert,” followed by Pure Oil Industries’ captivating “Aura Beauty Soap Skin That Glows” advert. ABC Auctions and Maisha Health Fund secured the Gold winner position with their impactful adverts.

Econet Wireless claimed the Diamond spot for the Best Radio Advert of the Year 2023 with the engaging “Hallo 25 Advert.”

In the same category, Nyaradzo Group’s “Wamuwana” advert earned them the Platinum spot. Other noteworthy mentions were AFC Commercial Bank and Cashel Valley, both securing the third position as Gold winners.

The Best Outdoor Advert of the Year 2023 was bestowed upon Zimnat Construction House Status Branding, followed by OK Zimbabwe Grand Challenge. Croco Holdings and Surface Wilmar attained the Gold winner status with their compelling adverts.

Croco Motors earned the top spot for the Best Website of the Year 2023, followed by Zimnat, while Stanbic Bank Zimbabwe and Nyaradzo Group shared the Gold winner position.

Econet Wireless dominated the Best Social Media and Digital Marketing Campaign of the Year 2023 with the Econet Victoria Falls Marathon campaign. West Property claimed the second spot, surpassing Pacific Cigarette Company and Duly Holdings Limited, who both secured the third position.



MAZ management poses with the 2023 EMA Adjudication team

Nyaradzo Group stood out as the Diamond winner for the Best Customer Experience of the Year 2023, followed by OK Zimbabwe as the Platinum winner. Duly Holding Limited and ZB Financial Holding shared the third position.

National Foods Limited claimed the Diamond for the Best New Product or Innovation of the Year with their Pearlenta Nutri Active Breakfast Cereals product. Old Mutual secured the Platinum spot with the O'mari product. WestProp and Pure Oil Industries took the Gold winner positions.

Powerlive Zimbabwe shone as the Diamond winner for the Best Marketing Oriented SME of the Year 2023, followed by The Legacy Car Rental as the Platinum winner. Best Travel and ClicknPay Africa tied for the third position.

StarFM earned the Diamond spot for the Best Marketing Services Supplier of the Year 2023, with Askeland Media & Advertising securing the Platinum position. Urban Media Africa and Image Magic Corporate claimed the third position.

Delta Beverages seized the top spot for the Best Corporate Event of the Year 2023 with the Chibuku Neshamwari Traditional Dance Festival. Econet Zimbabwe secured the Platinum award for the Econet Victoria Falls Marathon. Jacaranda Culture & Media



(left to right) Simba Kadye, Dr Michael Louis, Ken Sharpe, Joana Sharpe, Koos Ellis, Simukai Whande, Amanda Chabvonga, Collin Zvenhamo, Mark Mukunga



Mr Rusike (MAZ Executive Secretary) handing over an award to Tariro Muchena along with Kudzai Munemo



Female award winners pose for a photo with the MAZ President (center), showing women empowerment

Corporation and Old Mutual were both Gold winners.

Econet Wireless attained the Diamond for the Best Interactive Marketing/Gaming Excellence of the Year 2023 with the Econet Journey VR, Scan & Win challenge at ZITF 2023. Zimnat claimed the Platinum spot with their Zimnat Scratches campaign.

Zimnat also secured the Diamond position for Excellence in Viral Marketing of the Year 2023 with their Zimnat Construction House Cover campaign. Econet Wireless followed with the Platinum award for the Hall 25 Blue Week campaign.

Econet Wireless once again stood out as the Diamond winner for the Best Promotional Campaign of the Year 2023 with the Econet Hallo 25 Thematic Campaign. Ecocash secured the Platinum spot with the Chakachaya PaEcocash USD promotion. OK Zimbabwe and ZITF were both recognized as Gold winners.

FBC Holdings claimed the Diamond for the Best Corporate Social Responsibility (CSR) of the Year 2023 with their "The Human Face of FBC CSR Campaign." SPAR Zimbabwe secured the second position, and Old Mutual and Scientific and Industrial Research and Development Centre (SIRDC) tied for the third position.

The Young Achiever/Upcoming Marketer

of the Year 2023 title went to Gamuchirai Sibanda from Zimnat as the Diamond winner. Cuthbert Nduwure from CIMAS claimed the Platinum spot. Kudakwashe Chiutsi from Pacific Cigarette Company and Tawanda Rusike from the Marketers Association of Zimbabwe shared the third position.

Kundai Sasha Sunduz from SUNDUZ Design emerged as the Diamond winner for Best Creative Designer of the Year 2023. Tawanda Chibayiwa from ZITF Company secured the Platinum spot, and Nyasha E. Mhazo (Artmosfear Graphics) and William Duri from Croco Motors were awarded Gold winners.

Kudzai Munemo from Econet Wireless earned the Diamond spot for Brand Manager of the Year 2023. Nomagugu Matafare from National Foods Limited claimed the Platinum award. Ralph Wilson from OK Zimbabwe and Rungano Rukawo from Nemchem tied for the third position as Gold winners.

Dr. Douglas Mboweni from Econet Wireless was honored as the Diamond Winner for Marketing-oriented CEO/Managing Director of the Year 2023. Kenneth Sharpe (WestProp) secured the Platinum position, and Aman Jyoti (Pure Oil Industries) claimed the Gold winner spot.

Dr. George Manyaya from ZESA stood out as the Diamond winner for Public Relations Practitioner of the Year 2023. Kissmore Murandu from Delta Corporation earned the Platinum spot, and Constance Rudo Makoni Thodhlana from Cottco was recognized as the Gold winner.

Tafadzwa L. Gotora from Bakers Ogilvy was crowned the Diamond winner for Digital Marketing Practitioner of the Year 2023. David Duri from Econet secured the second position, and Tinovimbanashe Hove from Bakers Ogilvy claimed the third position as Gold winner.

Darlington Mabvure from Nyaradzo Group was honored as the Diamond winner for Sales Manager of the Year 2023. Shalmore Khuleya from Dendairy Private Limited secured the Platinum position, and Clemence Ngoni Kawadza from Econet and Batsirai Tembo from Sixspeed Tech System were both recognized as Gold winners.

Tariro Muchena, GM-Marketing Services from Econet Wireless, emerged as the Champion Marketer (Executive) of the Year 2023. Lesley Gibbons from Pureoil Industries claimed the Platinum award, and Patience Dingani from Delta Corporation secured the Gold winner position.

The National Exceptional Awards were made possible through the generous support of several sponsors and partners, including Askeland Media, Dailynews, Pacific Cigarette Company, Premier Gifts, Image Magic Corporate, Star FM, 3Ktv, ZiFm Stereo, ZTN, Financial Gazette, Zimpapers, Showcase It, among others. The overall sponsor for this remarkable night was Surface Wilmar, with their Buttercup Margarine Brand.

Heartfelt congratulations to all the winners!



MAZ Exec. Secretary, Mr. Gillian Rusike, presenting a book on superior marketing in the digital age



MAZ President Ms. Lilian Mbayiwa presenting at the National Exceptional Marketing Awards 2023

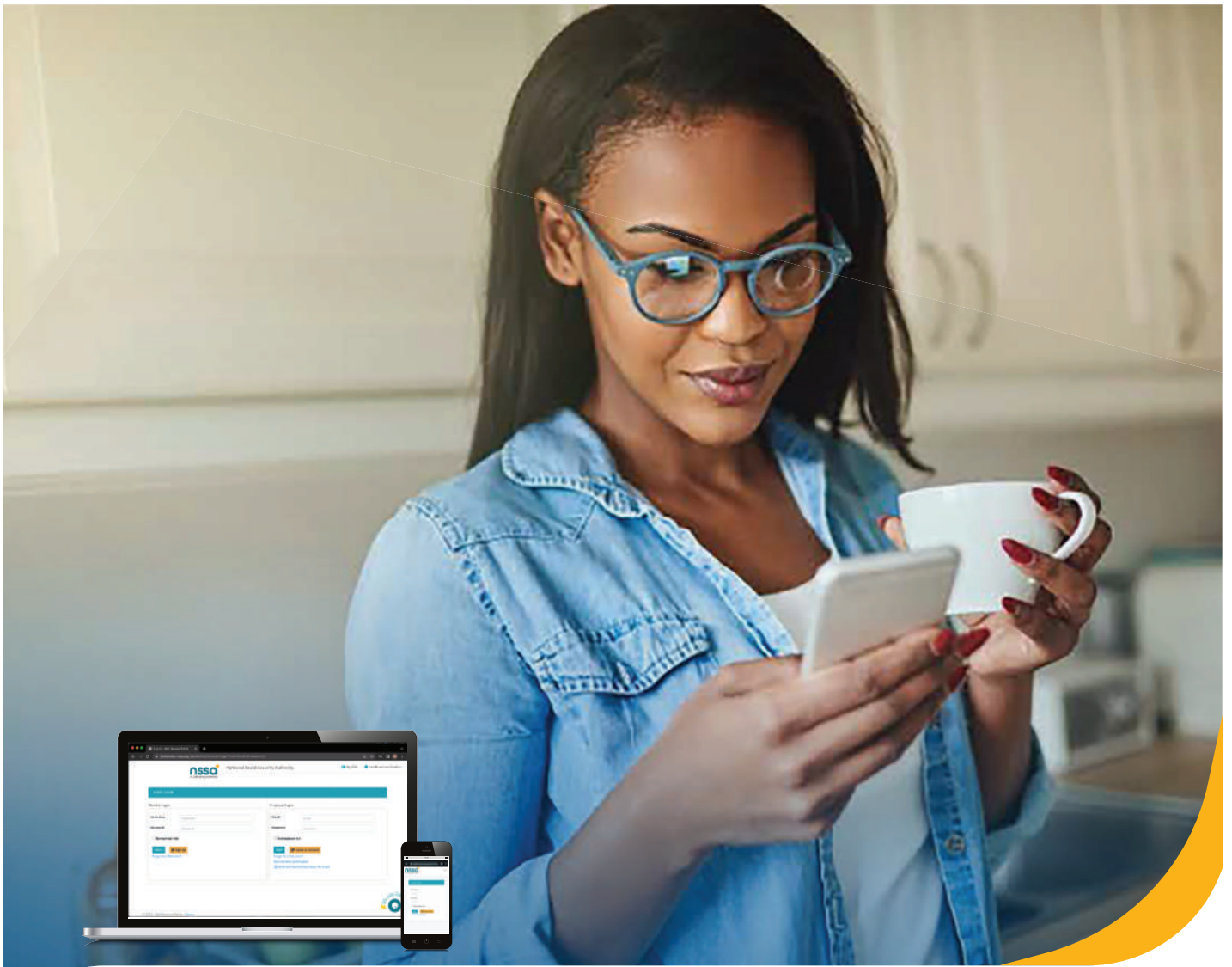


MAZ Former President Prof. Zororo Muranda, MAZ Exec. Sec. Mr G. Rusike and MAZ President Madam Lilian Mbayiwa, enjoying dinner at the awards



Guests follow through the proceedings





# Stepping into the Future of **SERVICE DELIVERY**



5034

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Delegates pose for a photo

# 14<sup>th</sup> ANNUAL MARKETERS CONVENTION A RESOUNDING SUCCESS

The 14<sup>th</sup> Annual Marketers Convention, was a huge success that demonstrated Marketers Association of Zimbabwe’s continued ability to hold meetings of such magnitude.

This year’s Annual Marketers Convention was held at Elephant Hills Resort in Victoria Falls from October 25 to 28 under the theme: The future is Now-Marketing, PR, Communications Winning through Sustainability and Innovation.

The first speaker at the Convention was Pilate Machadu, Chief Executive Officer of Jester Media Services Group. Pilate Machadu presented an Overview of the Media & Advertising Landscape in Zimbabwe.

He delivered an insightful presentation that unpacked the media industry value chain and emphasized key roles being played by Advertising Media Association (ADMA), Zimbabwe Association of Accredited Advertising Practitioners (ZAAPA), Marketers Association of Zimbabwe (MAZ), Broadcasting Authority of Zimbabwe (BAZ) and Zimbabwe Media Commission (ZMC).

Professor Obert Sifile from Chinhoyi University of Technology presented Critical Financial Intelligence for Marketing and PR Success. He highlighted the importance of Sustainability Development and Financial Intelligence.

The first night excursion was the Opening Night Dinner at Simunye Theater where delegates embarked on journey with SIMUNYE We Are One. The story of Simunye is simple yet powerful. Bomani, the son of a chief, is banished from his tribe

for failing to perform a traditional rite of passage. He sets out into the African wilderness, accompanied by his only friend, Ndlovu, an orphaned elephant. As the “tribe of two” travel together, they learn valuable lessons about compassion, acceptance, and the strength that lies in unity. They find solace in each other’s company and, through their shared experiences, forge a bond that transcends their differences.

President of the Professional Speakers Association of Southern Africa, Tsitsi Mutendi spoke on Leveraging AI & MarTech for Effective Marketing & PR Campaigns. Her presentation provided extensive information on Martech tools and role of AI in Marketing and PR. Tsitsi Mutendi also gave practical case studies from Netflix, IBM, Shopify, Hubspot and Coca-Cola.

Kiaran Knight, Head of Business Development for ABC Auctions presented on Successful Integration of E-Commerce into Day to Day Business Operations.

While officially opening the conference, Minister of Women Affairs, Community, Small and Medium Enterprises Development Honorable Monica Mutsvangwa challenged marketers to grasp the import of the new economy being spawned by His Excellency, President Dr. E.D. Mnangagwa, which bears all the hallmarks of versatility, sustainability and innovation.

“President Mnangagwa is attracting global class investments from top notch billionaires and high net worth players into our lucrative and world class lithium, platinum and iron and steel resource sectors. All of these investors are also pouring

funds into beneficiation. Indeed, President Mnangagwa is the marketer par excellence and in order to augment his efforts, we need to advertise the profiles of global class companies like Tsingshan Holdings Group, Huayou Cobalt, Xengchin Sabi Lithium, Varun Beverages and their sizable turnover and market reach in world commerce," said Honorable Mutsvangwa.

Winnie Muchanyuka, Chief Executive Officer for Zimbabwe Tourism Authority spoke on CEM: The game changer in improving the bottom line. She took delegates on customer experience journey and recommended tips to enhance customer experience.

"Achieving customer centric organizations is not a walk in the park. Customer Experience leaders must articulate their end game and set actionable initiatives and targets, identify stakeholders and operating model CX strategy," said Winnie Muchanyuka.

Tinashe Nyaruwanga, Team Lead for SocialMe Advertising Agency, David Duri, Digital Marketing Marketer for Econet Wireless Zimbabwe and Arthur Suwali, Digital Marketing Manager for Liquid Intelligent Technologies, jointly presented in a panelist session on Digital Marketing Trends and its relevance in Brand Building.

The other panel session focused on the Sustainability Question - Marketing and PR's Role in ESG was jointly presented by Lillian Mbayiwa, Head of Group Marketing and Innovation for Old Mutual, Rumbidzai Moyo, Strategic Partnerships and Private Sector Engagement Manager, CARE International in Zimbabwe and Irimayi Muzorewa, Marketing Director for Delta Corporations.

Khensani Nobanda, Group Executive for Marketing and Corporate Affairs at Nedbank Group gave the key note address on The Future Fit Marketer.

"In this environment, we have to work hard to prove that the products we market demonstrably add value to a household with a stretched purse. And we also need to earn our place at the board table, when convincing our finance executives to support the strategies and plans we are presenting, such that our colleagues see the value we can add to bottom line – i.e., providing proof points to demonstrate the returns



Hon. Mutsvangwa and delegates following through Marketers Convention proceedings



MAZ Head Mktg. & Mngmt. Enia Zimunya (left) handing over a certificate to Precious Murena Nyika (right)



Delegates following the 2024 14<sup>th</sup> Annual Marketers Convention proceedings



MAZ President Lillian Mbayiwa handing over an Appreciation Certificate to Honourable Monica Mutsvangwa patron for MAZ



Kieran Knight sharing his presentation at the AMC Conference





Honourable Monica Mutsvangwa officiating the 14<sup>th</sup> Annual Marketers Convention



MAZ Vice President Mr Liberty Kazhanje handing over a certificate to one of the presenters Winnet Muchanyuka after an insightful presentation



Delegates enjoying breakfast



MAZ Corporate Communications Manager Brian Ngona handing over a certificate to Professor Sifile



MAZ Corporate Communications Manager Brian Ngona handing over a certificate to Professor Muranda



Delegates following through the event proceedings



our executive colleagues can expect on the investments we need for our marketing initiatives," said Khensani Nobanda.

"Technological innovations and digital disruption are opportunities which we need to harness to our own benefit. We should not allow ourselves to be left behind by fearing innovations that feel like the great unknown – AI is a good example of this. Tech innovation also means that marketing executives have more proof points to demonstrate return on marketing spend than ever before. We have access to complex data that ought to inform the decisions and strategies we develop and employ, and that make sense to finance executives," she said.

The President's Dinner hosted by National Foods rounded off the day with MAZ President, Lillian Mbayiwa sharing on the Association's activities and achievements for the year.

To cap the three-day Marketers Convention on Friday were presentations by Pheodor Munda from Kenya, Gavin Llewellyn- CIM Facilitator, UK, Professor Zororo Maranda, CEO for Consumer Protection Commission, and Precious Murena Nyika, Founder and CEO for Winfield Strategy. In her presentation on Interpersonal Skills for Managing Functional Relations, Precious spoke about emotional intelligence and provided tools for building self-awareness such as 360Degree Assessment, Personality Tests, Performance Review 180d and Emotional Intelligence Tests.

Delegates enjoyed dinner at Chipala cultural experience, an African boma themed eating house with African select dishes. Dinner was served at the open style buffet in the traditional way.

This year's convention was well supported by corporate sponsors including, National Foods, Delta Corporation Limited, Pacific Cigarette Company, Zimpapers, National Social Security Authority (NSSA), Potraz, Econet Wireless Zimbabwe, Passion Events, Marketev, Daily News, Financial Gazette, Telone Zimbabwe, Old Mutual, Image Magic Corporate (IMC), Hyundai-Automotive Distributor Incorporated Pvt Ltd, Nissan Clover Leaf Motors among others.

2023



Team Chicken Inn celebrating their victory alongside Kudzai Violet Gwara (KVG)

## CHICKEN INN BRAND RULES THE ROAST IN 2023 SUPERBRAND

In the highly competitive fast food industry, it takes more than just great tasting food to be a top performer. Chicken Inn, a Zimbabwean chicken restaurant chain, has proven itself to be a cut above the rest, earning the title of Overall Winner in the 2023 Superbrand Awards.

The awards took place at Rainbow Towers hotel, Main Auditorium HICC on the 1<sup>st</sup> of December 2023, under the theme "Anchoring Brand Success on ESG" – an event that celebrated brands making significant strides in Environmental, Social, and Governance practices.

The Superbrand Awards are a prestigious recognition program that honors exceptional brands across various industries. The awards are based on a rigorous selection process that considers factors such as branding, marketing, customer loyalty, and overall performance.

Chicken Inn's triumph in the 2023 Superbrand Awards is a testament to its unwavering commitment to excellence and its consistent delivery of high-quality products and services. The brand secured its position as the Overall Winner by demonstrating exceptional performance across various categories.

The brand's success in the brand-to-consumer category, where it secured the top position, reflects its strong connection and resonance with consumers. This accomplishment signifies that Chicken Inn has not only established itself as a preferred choice among consumers but has also outshone other industry giants like Econet, Proton, Coca Cola, and Mazoe.

The victory in the fast-food category, where it outperformed

rivals like KFC and Chicken Slice, underscores Chicken Inn's dominance and popularity within the fast-food landscape. This achievement attests to its market presence and its appeal to consumers seeking fast and convenient dining options. Moreover, Chicken Inn's recognition in the business-to-business category further cements its status as a leading brand.

On 6<sup>th</sup> position was Nyaradzo Funeral Services, followed by Zimgold, OK Zimbabwe on 8<sup>th</sup> position, Netone and Vaseline on 10<sup>th</sup> position.

Among the Top 20 Business to Consumer, Bakers Inn was on 11<sup>th</sup> Position followed by Chibuku Super, EcoCash, Carling Black Label, Mukuru, Huletts, Puredrop, Red Seal, Cerevita and Pepsi on 20<sup>th</sup> Position.

In the Business to business category, the winner was Delta Corporation, followed by CBZ Bank, Simbisa Brands, National Foods and Dairibord on fifth position.

On 6<sup>th</sup> position was Telone, and Nash Paints on 7<sup>th</sup> position. The last three in this category were PPC on 8<sup>th</sup> position, CABS and Old Mutual on 10<sup>th</sup> position.

Positions 11 to 20 in Business to business category had the Irvine's, Probrands Pvt Ltd, Dendairy Toyota Zimbabwe, Cimas, Swift, Colcom Foods, Seed-Co Zimbabwe, Schweppes Holdings Africa Limited, and Steward Bank in that order.

In the Abattoirs and Butcheries sector, Texas Meats was honoured for its dedication to ESG on 3<sup>rd</sup> position, with Colcom occupying 2<sup>nd</sup> position and Irvines leading the category on 1<sup>st</sup> position.



Delegates pose for a photo in their Red carpet swag



Schepes team receiving their award for excellent commitment to ESG practices



Delegates pose for a picture while enjoying cocktails



ZimGold representative Lesley Gibbons having an interview with StarFM



The guest speaker Professor Robert Ebo Hinson giving keynotes on ESG



The MAZ President Lilian Mbayiwa presenting at the Awards Ceremony

Irvine's emerged as the winner in this category, demonstrating excellence in ESG practices within the sector.

Recognizing brands within the Agro Chemical sector for their ESG achievements, the awards highlighted 3<sup>rd</sup> position scooped by Superfert, and ZFC Limited on 2<sup>nd</sup> position. Agricura was acknowledged as the leading brand in the Agro Chemical sector for its sustainable practices and contributions to ESG goals.

The Banking Sector witnessed commendable performances with Steward Bank on 3<sup>rd</sup> position, CABS on 2<sup>nd</sup> Position, CBZ Bank leading the category on 1<sup>st</sup> position.

In recognition of sustainable practices within the Beauty and Health sector, Jade was on 3<sup>rd</sup> position, Geisha on 2<sup>nd</sup> position and Vaseline on 1<sup>st</sup> first position.

The Car Hire sector recognized brands that excelled in integrating ESG considerations into their operations were Legacy on 3<sup>rd</sup> position, AVIS on 2<sup>nd</sup> position and Impala on 1<sup>st</sup> position.

Celebrating sustainable practices within the Clothing & Fashion sector, the awards honored Truworths taking 3<sup>rd</sup> position, Jet on 2<sup>nd</sup> position and Edgars as the winner.

In the construction sector, Beta Bricks took home the 3<sup>rd</sup> position award, while Zimtile emerged as the winner.

In the print media sector, The Sunday Mail took 2<sup>nd</sup> position, while The Herald emerged as the winner.

In the detergents and disinfection solutions sector, Multiklean took 2<sup>nd</sup> position, while Nemchem, the sectoral certificates sponsor, emerged as the winner.

In the freight, logistics and transport sector, DHL took 2<sup>nd</sup> position,

while Fedex emerged as the winner.

Looking in to the health insurance sector, Fidelity Life Medical Aid Society took 2<sup>nd</sup> position, while First Mutual Health emerged as the winner.

In the hotel sector, Cresta Hotels was on 2<sup>nd</sup> position, while Rainbow Towers emerged as the winner.

The following brands were awarded for excellent commitment to ESG practices Econet Delta, Nedbank, Zimplats, Schepes.

Superbrand Awards witnessed a notable shift from telecommunications to fast food, with Chicken Inn emerging as the victor. The chairperson of the adjudication process acknowledged this transformation, attributing it to Chicken Inn's expanded distribution network, contributing significantly to its brand visibility.

The event's success was made possible by the support of partners, including Zimgold and Zimswitch, our sponsors such as Premier Gifts, Image Magic, Chicken Inn, Irvines, Esnell, Arenel, ZiFM Stereo, Financial Gazette, The Herald, Zimbabwe Independent, 3kTv, Dailynews, CIMAS, Nemchem, Hulleys, Probrands, Alliance Media, ZTN Prime, Star FM, Askeland, Simbisa Brands, Hinnposs, Tanganda, Delta Corporation Limited, Truworths, PPC, Zimpapers, and research collaborator Expert Research Insight, as well as research auditor Grant Thornton.

Also not forgetting our Research Partner Expert Research Insight and research auditor Grant Thornton for making sure our Superbrand process is up to standard.

As Chicken Inn basks in the glory of its Superbrand triumph, the accolade serves as a testament to its enduring commitment to excellence, innovation, and the satisfaction of its diverse consumer base.

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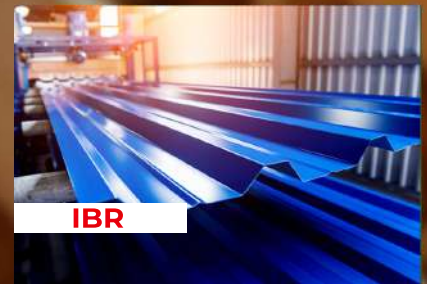
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## FOSTERING THE FUTURE OF MARKETERS: MAZ REFLECTS ON SUCCESSFUL GRADUATION CEREMONY

On October 6, 2023, the Marketers Association of Zimbabwe Business Institute (MAZBI) held a graduation ceremony at the Monomotapa Hotel, celebrating the achievements of three intakes of the Certificate in Digital Marketing program, as well as the 2022 ZimChartered Marketer class. This significant event also highlighted the growing need for versatile employees who can effectively multitask in today's job market.

At the graduation ceremony, digital marketing expert Kupika emphasized the evolving nature of digital marketing and its growing importance in the marketing and business sectors. He encouraged graduates to apply the practical skills they acquired during their digital marketing program, highlighting the numerous opportunities available for digital marketers. According to Kupika, digital marketing is now a full-time job, offering ample opportunities for those with the right skills and knowledge.

Kupika also announced the introduction of several new programs by MAZ, aligning with current job market demands. These programs include an Event Management Program, Certificate in Customer Experience Management, and National Certificate in Sales and Marketing. Additionally, MAZ has collaborated with the Harare Institute of Technology to offer a one-year Diploma in Digital Marketing, aiming to provide further specialized education for recent Digital Marketing graduates.

As well as the achievements of ten intakes, comprising students from diverse programs such as Public Relations Diploma, Professional Certificate in Digital Marketing, Marketing Practitioners, Sales Practitioners, Customer Experience Practitioners, Professional Certificate in Customer Experience Management, and Professional Certificate in Event Planning. The wide range of programs reflects the growing demand for specialized skills in various areas of marketing and business.

Ms. Lilian Mbayiwa, the President of Marketing Association of Zimbabwe (MAZ), extended her heartfelt congratulations to the graduates and encouraged them to remain steadfast in their pursuit of knowledge. She expressed her enthusiasm about

the participation not only from Zimbabwe but also beyond borders, indicating the growing interest in marketing and business programs. The presence of international students highlights the global appeal of these programs and the importance of digital marketing in today's interconnected world.

The recent gathering of ZimChartered Marketers provided a platform for Kupika to commend the attendees for their unwavering dedication to the program. Addressing the audience, he highlighted the esteemed status that comes with being a ZimChartered Marketer, emphasizing the significance of this professional designation within the marketing industry. Kupika's speech resonated with the audience as he encouraged them to explore consultancy roles, leveraging the wealth of knowledge they had acquired through SME mentorship during their training.

Simultaneously, MAZBI's steadfast commitment to nurturing excellence in the marketing field has solidified its position as a premier institution in Zimbabwe. Through its continuous efforts, MAZBI has become synonymous with offering valuable educational resources and professional development opportunities for marketers across the country. The institution's dedication to upholding high standards in marketing education has earned it a reputation as a leading authority in the industry.

The meticulously organized event, which brought together ZimChartered Marketers and showcased MAZBI's commitment to excellence, was a testament to the professionalism and dedication of both entities. The seamless coordination of the event by MAZ ensured that all attendees had a memorable and enriching experience, further reinforcing the institution's reputation for delivering top-notch events that cater to the needs of marketing professionals.

These two events underscored the importance of continuous learning and professional development in the field of marketing. By recognizing and celebrating the achievements of ZimChartered Marketers while highlighting MAZBI's role in shaping future marketing leaders, the event served as a platform for inspiration and growth within Zimbabwe's marketing community.



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BRAND  
REPUTATION

NEWS

VIDEOS &  
IMAGES

WEBSITES

# BRAND REPUTATION MANAGEMENT IN THE DIGITAL AGE

BY IZITHEMBISOZENKOSI NDLOVU

*In the digital age, one post from a disgruntled customer can wreak havoc to a brand's reputation within seconds!!!  
Never before have consumers had such an influence on the reputation of corporates as in this age.*

## The need for reputation management in the digital age

Audiences are no longer passive – *user-generated content* is now a critical part of how a company is perceived. The speed and reach of digital sharing is endangering corporate reputation. Local mistakes can become global reputation crises within minutes. The audience has indeed been empowered. Reputation is now sculpted by the masses and is no longer easily manageable.

Today, the internet plays a key role in how businesses are perceived due to the consumer's heavy reliance on *online reviews and ratings* to make purchase decisions.

*Over 80% of potential customers conduct an online research before making a purchase.*

Positive online reviews and ratings can improve a brand's online reputation, increase customer trust as well as boost sales, on the other hand negative reviews & ratings can damage an organisation's online reputation, hurt customer trust and also

drive away potential customers.

The challenges of effectively managing a brand's reputation have certainly grown in the digital age. New social media sites are sprouting up at a much faster rate availing new platforms and opportunities to businesses for greater reach, enabling them to access new customers, launch creative campaigns and tell their stories. The downside of this *greater reach* however, is that it comes with even *greater risk*.

Brands both big and small have experienced a public relations nightmare in this digital era, a number of brands come to mind, take for instance, the H&M sweater saga that turned into a racism disaster, the Samsung Galaxy Note 7 debacle, the United Airlines' –United breaks guitars PR crisis just to mention a few.

The modern consumer has the power to turn one local mistake into a viral meme and global reputation crisis literally within seconds!



No brand is immune to reputational crisis online!

If your brand hasn't encountered a reputation crisis yet, consider yourself very lucky but always be prepared for such crises.

In spite of all this, brands and marketers don't necessarily have to feel helpless because of this *shift in the power of consumer opinion*. New digital touch points and media are available to help brands build their reputation online. Through social media platforms for example, businesses can offer much more transparency, share positive stories and experiences, have engaging conversations with customers, call on advocates in a time of need, outsource marketing and advertising to their fan-base and get instant feedback on products and services.

**What is brand reputation management?**

A 'brand' is a promise while 'brand reputation' is about the fulfilment of that promise.

Although an organisation owns its brand, it's the stakeholders who own its reputation.'

Brand reputation management therefore is the practice of *monitoring perceptions and conversations, responding to reputation threats and proactively seizing opportunities to boost reputation*.

Reputation management is about eliminating the discrepancy between how a company perceives itself and how the public perceives it.

We cannot control brand reputation, but we certainly can manage it!

**Your reputation must resonate with your brand!!!**

Corporate reputation management in the digital age is about *giving businesses more control over how they are perceived online*, using technology to improve the processes of listening to stakeholders, learning

from their views and taking necessary action thereafter. Fortunately for today's marketer, various tools and software are available that can help brands monitor their reputation online.

**The value of corporate brand reputation**

Reputation offers numerous benefits to brands; It gives an organisation that competitive edge that sets it apart from other competing firms. Reputation builds credibility and brand trust in your products or services. It improves customer acquisition and retention, improves sales and profitability, improves market share as well as brand equity.

Corporate brand reputation attracts top talent from people wanting to work for your company, it builds brand confidence among a corporate's employees, customers, investors, influencers, partners and within its industry. Most importantly, *reputation can help an organisation to recover from a crisis*.

In order to proactively build a positive corporate reputation, there is need to:

1. first assess your performance across all departments and channels
2. ensure that your performance and the face you present to the world match stakeholder expectations.
3. Manage both internal and external factors to keep public perception positive.

**Conclusion**

Reputation is built over a lifetime, but can be lost instantly. Whether managed or not, every brand has a reputation. The digital era has presented new challenges in the area of reputation management. It's absolutely imperative to monitor what is being said about your company online. Corporates therefore must take proactive steps in building and protecting their reputation for business success. Overall, a positive brand reputation reduces the cost of marketing, hence many organisations are increasingly investing in corporate reputation management.



ADVERTISED



REALITY

# MATCHING THE BRAND PROMISE TO THE ACTUAL DELIVERY

BY PAMELA GWANZURA

We are living in an age where organisations have mastered the art of branding and presenting the brand in a glorious way to customers. This incorporates both the product and services industries. The creativity across the board is very impressive and the advertising campaigns have done well to tick all the key boxes which incorporate the following elements:

- » Is the targeted market clear in the advert
- » Is there a hook factor that grabs the attention from the target market
- » Is the advert creating awareness
- » Is the advert creating interest
- » Is the advert creating a desire to get the product or service
- » Does the advert have a call to action that results in the customer actually taking steps to go and access or purchase the product or service

Most campaigns have done well to create tangible visibility and presence in the market. Alongside this has been the respect that has been built for such brands. Advertising brands also tend to win the automatic trust of customers and they are viewed as the authentic brands due to the fact that they can afford to advertise. Those organisations that are not big on advertising are treated with suspicion and often trusted after they have proved themselves.

Delivering on promises made through advertising is a crucial

aspect of building a brand's equity. Advertising serves as a bridge between businesses and consumers, fostering a symbiotic relationship that brings about numerous advantages to the latter. Here are some benefits of delivering on promises made through advertising:

- Advertising disseminates useful information about the relative merits and unique features of the product or service in terms of quality, utility, price, durability, and convenience. As such, it guides and helps consumers to make the right purchase decision. It explains the reasons to buy and convinces consumers. It makes buying decisions much easier. Advertising helps customers to buy intelligently, from an informed position.
- Advertising stimulates the sales of quality products. It creates the right image of good products. Advertising reduces the risks of buying low-quality products. It promotes quality by presenting information, proof, and comparison.
- Modern advertising has evolved to include creative and entertaining content, leveraging storytelling, humor, or emotional appeals to capture consumers' attention. Engaging advertisements not only entertain but also leave a lasting impression on consumers, making them more likely to recall and consider the advertised products

when making purchasing decisions. Thus, advertising not only informs but also captivates and connects with consumers on a deeper level and it is the linger effect that results in the actual purchase of the product or service.

- One of the primary benefits of advertising is its role in fostering a competitive market landscape. Businesses engage in advertising to differentiate their offerings from competitors, ultimately leading to increased consumer choice. A robust advertising environment ensures that consumers have access to a diverse range of products and services, tailored to cater to their unique preferences and requirements.

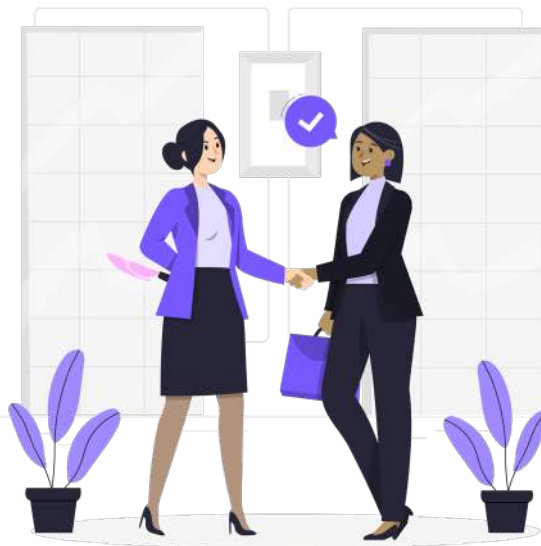
Matching the promises made by an organization through advertising and actual delivery to the customer is crucial for building trust and loyalty with customers. When a company makes a promise to its customers, it sets an expectation that the customer will receive a certain level of service or product quality. If the company fails to deliver on that promise, it can lead to a loss of trust and loyalty from the customer. After coming across some brilliant radio and press adverts for a specific local bank in Zimbabwe, I decided to visit one of the branches to open an account since the adverts promised that one could open an account instantly within minutes. Upon arrival at the bank, I was amazed to discover that the staff in the branch were unaware of the campaign and to cut a long story short it took 3 weeks to open the account.

Companies may make false claims in advertising to attract customers and increase sales such as in the case of the bank mentioned above. However, this practice can lead to negative consequences such as a damaged reputation. I became a strong opinion leader in discouraging people from opening accounts with that bank and there were many people who would indicate an interest to open an account but as soon as I shared my experience with them they would look for other options.

Many companies have been caught out for peddling mediocre products, using wild claims like "scientifically proven" with "guaranteed results." For companies that cross such lines, it can cost millions and lead to a damaged reputation. An example is the Ambi skin products which were skin lighteners that contained a chemical called hydroquinone which after a period of use would damage the skin. Keeping promises to customers should underlie everything that a company

does. It should be at the core of customer service excellence. Customers understand that there would be service lapses and problems. They can be forgiving if they know a company tried its best and would do anything to make amends. Clients must perceive effort and commitment from the company in keeping its promises to them. Breaking promises to customers is a sure way of driving them away, and ensuring that they never come back.

False advertising is used to increase the number of customers to the company or business with the intention to increase profits. Some types of false advertising are more noticeable to consumers than other advertising schemes. Companies whose only goal is to rack up as many profits as possible tend to use advertisements that may conceal important facts, or use misleading images in a bid to get customers to buy a service or product. The proof of the pudding is always in the eating, such companies are usually found wanting at the point of delivery.



When a brand follows through on its promises, it results in a loyal and happy customer base, ready to advocate for the business and help it grow. This results in increased word of mouth referrals and these tend to be more effective as customers tend to believe those who have an experience with the product or service. On the other hand, when a brand breaks its promise, it shatters customer trust, leading to a damaged brand. Breaking the promises made to the customers leads to negative reviews and as a result reduced revenue.

Promises made through advertising that are not fulfilled can have severe consequences for both consumers and businesses. False promises can deceive consumers into making uninformed decisions about products or services. This can lead to dissatisfaction, loss of trust. Unfulfilled promises can erode consumer trust in a business, making it difficult for the business to attract new customers and retain existing ones.

In conclusion, matching promises made by an organization through advertising and actual delivery to the customer is essential for building trust and loyalty with customers. Companies should set clear expectations when beginning an association with a new customer, ensure that sales staff do not overpromise or narrate half-truths when making their sales pitch to customers, keep customers informed in case of inadvertent delays, and promise only as much as they can deliver. It is important for businesses to be truthful in their advertising practices so as to uphold the brand's equity.

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## WHY BRANDS & BUSINESSES SHOULD BE PURPOSE LED

### 'BUSINESSES SERVING THE GREATER GOOD OF THE SOCIETY'

... ABOUT IMPROVING OUR PLANET AND IMPROVING PEOPLE'S LIVES

BY JULIET ZISWA

*\*In this article I will use the words brand and business interchangeably\*.*

I will start with a few questions in order to give a bit of perspective:

- What exactly is a business purpose? Why should brands and businesses be purpose led?
- How different is purpose from a vision & mission?
- Is it necessary to call out a brand purpose & how does that help the brand?
- Have brands and businesses not been doing enough through Corporate Social Responsibility (CSR), Cause Related Marketing, Donations & Sponsorships?
- What then is ESG (Environmental, Social and Governance)

These are pertinent questions to help unpack the purpose-led business model & conversation. I have noted that a lot of businesses donate and support good

causes during the Festive Season. That's really great, but my challenge to the brands and businesses is how to make 'doing good in society' a **sustainable pillar** in the brand and business strategy. My intention in this article is to provoke, spark & inspire good conversations with Business Leaders & Marketers.

We currently live in a world with socio-economic & environmental challenges. Unemployment is high, health issues, power issues, economic issues, drought, pollution, you name it! Is this something businesses and brands should worry about and meaningfully take a strategic view? For a business to do well and succeed, the question to ask is **'what bigger problem are we solving for as a business/brand'**. Global exposure is pushing people to increasingly want to buy & engage with brands serving the **greater good of the society**. Our own children now look at the

difference they can make to the world as their biggest motivation in life. This therefore means that *being a purpose led business is no longer an option. Brands that ignore purpose are becoming irrelevant.*

Brand purpose is one of the most hotly debated business principles in the last 10+ years. It is a topic very dear to my heart as I have been privileged enough to work with brands that were probably pioneers of a purpose led business model. I have not encountered many African brands that have **clearly articulated** their #purpose even though I am pretty certain that their purposes are hidden in the vision or mission & possibly values too.

It is very important for a brand or business to 'call out' its purpose internally and externally. Writers like [Jim Stengel](#) have presented **brand purpose/brand ideal** as a key driver of commercial success. A brand ideal is a

higher purpose of a brand or organization, which goes beyond the product or service they sell. *Jim explains it this way: "The ideal is the brand's inspirational reason for being. It explains why the brand exists and the impact it seeks to make in the world. The New Engine for Business Growth Millward Brown outlines the background principles for more deeper reading..*

A good example that brings to life the purpose led business model is the 2019 #Netpreneur Prize winner Ms Temie Giwa-Tubosan who founded **LifeBank**. The company believes that *'No African should die from a shortage of essential medical products at the Hospital level'*. Now that's a #Purpose-Led business.

*My simplistic definition of purpose-led brands is 'how brands contribute to making the world a better place at a profit'.*

Sometimes brand purpose is mistaken for Corporate Social Responsibility (CSR), Donations & Sponsorships, it is NOT. CSR sometimes tends to be 'knee jerk' with no 'deeper and bigger reason' of why that particular CSR plan. If the demonstrations of brand purpose are intermittent, consumers will perceive such initiatives, regardless of their true authenticity, as "goodwashing", greenwashing or "purpose washing. This is an important point to remember as knee jerk executions can damage the brand into the future.

**6 Reasons Why Brands should be #Purpose-Led**

**1. Purpose drives GROWTH & PROFIT**  
- Brands with a high positive impact on people's lives grow faster than those with a low perceived impact. **Kantar's Purpose 2020** study shows that brands considered by consumers to have a positive impact grow at **2x the rate** of other brands.

**2. Purpose galvanizes Leadership Team**  
- I can personally testify that a business purpose galvanizes the Leadership Team. Leadership is fully unified when they have a shared intention. It is known that high performing teams have clarity of purpose. As Peter Drucker observed, *'The most successful company is NOT the one with the most brains, BUT the most brains acting in concert'*.

**3. Purpose attracts & inspires good Talent**  
- People like to be associated with brands perceived to be making a meaningful difference in society. 'Purpose makes people 3 times more likely to stay in an organization. It also creates 75% more customer retention. This is all because purposeful organizations value their people' Digitalist Magazine.

**4. Purpose drives Brand Relevance, Engagement, Competitiveness & Distinctiveness**  
- Purpose-driven brands are able to create more emotional & profound bonds with consumers. They are not perceived as a standard commodity, rather, they are seen as a business serving a bigger movement towards a better world. Purpose opens the business beyond ordinary product pitch, it forms the basis for a deeper consumer - brand relationship: a connection built on shared values. Purpose paves the way for increased brand relevance and distinctiveness as reflected in the Lifebuoy case.

**5. Purpose drives INNOVATION** - Purpose opens the way to innovation that does more for the greater good of the world. Innovation will come through not only from a product functionality perspective but will include service innovation, market execution innovation and innovation from a creative & marketing communication perspective.

**6. Purpose makes the World a Better Place:** - With a purpose, brands become a force for good in the communities they operate in. The society itself will go the extra mile to support purposeful brands, which makes the whole execution sustainable. That way, businesses make the world a better place!

**Afterthought**

- 1. Purpose inspires Creative Agencies to develop game-changing campaigns
- 2. Purpose attracts the right Partners to scale up businesses.
- 3. Purpose Led Personal Brand: We all ought to craft our personal purposes. Try it & let me know how it goes.

More Examples for your reading pleasure & conversation! What are your views and thoughts on 'purpose-led' brands and businesses?



Our Sustainability Philosophy  
Sustainability to us means meeting our present generation's needs without compromising the ability of future generations to meet their own needs.



Safaricom's Purpose: 'Lives Transformed'. This purpose has seen Safaricom truly transforming lives through Digital Technology. This is the company that pioneered M-Pesa Mobile Money which completely revolutionized the Telecoms and Banking sectors. This is an example is a #Social Enterprise with a clear purpose.



One Acre Fund Purpose  
This is an example is a #Social Enterprise with a clear purpose. I like the way they talk about: '... making more farmers more prosperous'.



Lifebuoy  
This article would not be complete without mentioning my all time favourite brand which I was privileged to work on. Lifebuoy has a purpose and Social Mission to bring safety, security and health to people through the active promotion of hand washing with soap. This has consistently been supported across countries and has seen the brand engaging with people in the most relevant way.





# MASTERING PROFESSIONAL ETIQUETTE: NAVIGATING THE INTERSECTION OF AI, MARTECH, AND HUMAN CONNECTION

In the rapidly evolving landscape of Marketing and Public Relations (PR), where Artificial Intelligence (AI) and Marketing Technology (MarTech) are reshaping the industry, the significance of professional etiquette remains unwavering. As marketers and PR professionals embrace cutting-edge technologies and engage in high-stakes meetings, the fusion of traditional etiquette principles with modern practices becomes paramount.

In the age of AI and MarTech, where algorithms analyze data and automate processes, the human touch remains irreplaceable. Etiquette in this realm involves striking a harmonious balance. It means understanding the capabilities of these technologies while ensuring they enhance, not overshadow, the personal touch in marketing and PR endeavors. Cultivating a respectful approach towards technology fosters collaboration and ensures that AI and MarTech become powerful allies rather than distant forces.

### Meeting Etiquette in the Virtual Realm

Virtual meetings have become a cornerstone of contemporary business interactions. Effective meeting etiquette goes beyond punctuality and polite discourse; it involves leveraging AI tools for seamless virtual collaboration. Ensure a professional backdrop, use AI-driven scheduling tools for optimal time management, and embrace video conferencing features judiciously. A combination of technical proficiency and traditional meeting decorum contributes to

a seamless and productive virtual meeting experience.

### Dressing for Success in the Digital Era

The digital realm hasn't diminished the importance of dressing professionally. In the era of virtual engagements, dressing appropriately for online meetings is a form of respect for colleagues and clients. AI-powered video conferencing may have automated backgrounds, but the attention to personal presentation remains crucial. Dressing professionally, even in the digital space, communicates a commitment to excellence and enhances the overall perception of your brand.

### Networking Etiquette in AI and MarTech Events

Navigating industry events centered around AI and MarTech requires a refined approach to networking etiquette. Be genuine in your interactions, acknowledging the role of technology while valuing the human connections that drive the industry forward. AI and MarTech events provide unique opportunities to forge alliances, exchange ideas, and build relationships. Respectful and insightful networking, both online and offline, contributes to a positive professional reputation and long-term success.

### The Etiquette of Adapting to Changing Trends

In a field as dynamic as marketing and PR, staying abreast of evolving trends is

crucial. Etiquette extends to embracing change gracefully, adapting strategies to incorporate emerging technologies, and acknowledging the transformative power of AI and MarTech. A mindset that values continuous learning and embraces innovation contributes to professional growth and positions individuals as leaders in the ever-evolving landscape.

In conclusion, professional etiquette in the realm of AI, MarTech, meetings, and dressing is not an afterthought but an integral part of success in modern marketing and PR. As technology continues to advance, those who seamlessly integrate etiquette with innovation will stand out as true leaders in the industry. Embrace etiquette, empower innovation, and excel in the digital age.



**Brian Ngona is the Corporate Communications Manager for Marketers Association of Zimbabwe. Brian is a holder of BSc Hons International Marketing (CUT), Cert Dig Mktg (MAZ), Certified Marketing Practitioner (MAZ, IMM Graduate School). Email: brianngona@gmail.com.**





## AI NOT A THREAT TO PR PROFESSIONALS: NEW CIPR REPORT

A new report says that AI is not a threat to the jobs of PR professionals, but rather is a threat to the jobs of PR professionals who don't use the technology.

The report entitled **Humans Needed More Than Ever** has just been published by the Chartered Institute of Public Relations - CIPR's AI in PR Panel.

"Authored by Professor Emeritus Anne Gregory, Jean Valin, and Dr Swati Virmani, the report revisits the Panel's 2018 Humans Still Needed report that highlighted the need for public relations professionals to have a strong understanding of technology and data analytics to remain competitive in the communications sector," says the CIPR in a press release.

The aim of the report was two-fold: First, to characterize the level of human displacement on the practice of public relations, and to provide practitioners and managers pathways to learn how to use artificial intelligence tools and how to govern the use of AI.

The report examines the use of artificial intelligence (AI) in public relations (PR) and its impact on the profession. It discusses the tasks that AI has replaced or assisted with, as well as the challenges and opportunities that come with its adoption. The report emphasizes the importance of human involvement in PR, particularly in advisory roles, strategy development, and ethical behavior. It also uses the Global

Capability Framework to assess the extent of AI's influence on different aspects of PR practice.

The researchers found that up to 40% of tasks performed by public relations professionals are now assisted by AI tools. The report reveals that, while the adoption of AI tools has accelerated, they are still not widely used even though they make task execution more efficient and effective.

According to the report, some specific tasks in public relations that have been replaced or assisted by AI include, social media management, data analytics, content creation, crisis management, and video footage analysis. These are just a few examples, and the report provides a more comprehensive list of tasks that have been impacted by AI in public relations. The researchers asked to what degree each task has been either assisted or replaced by AI tools.

"To complete our picture of the profession, we should add activities where there are no recognised AI tools, although such tools can be used to inform them," the report said.

For example, it mentioned acting as an adviser, contextual and ethical analysis, judgement, strategy development, reputation management, relationship development, human resource management and development, personal development, and maintenance of competence.

“These activities are among the broader capabilities of practitioners and cannot be reduced to the level of tasks. In recognition of this, we used the Global Capability Framework to show the full range of public relations work,” according to the study.

The Global Capability Framework is the internationally recognised benchmark for scoping the profession and adopted by professional associations worldwide. The framework assesses the influence of AI on different aspects of PR practice by mapping the use of AI against the 11 main capabilities in the framework. It identifies the tasks that have been replaced or assisted by AI tools and the extent to which AI is being used in each capability.

The framework highlights that AI tools are being used significantly in areas such as communication, research, relationship building, and reputation management. It also recognizes that there are activities within PR practice that cannot be reduced to tasks and require the unique capabilities of practitioners, such as advisory roles, strategy development, ethical analysis, judgment, and personal development.

The framework emphasizes the importance of maintaining a balance between AI tools and the human element in PR practice.

Human involvement is still important in PR despite the adoption of AI for several reasons, says the reporter. While AI tools are effective at automating repetitive tasks and providing data analysis, they lack the ability to make complex decisions that require human judgment, critical thinking, and creativity. Public relations often involves strategic decision-making, crisis management, and reputation building, which require human expertise and understanding of nuanced situations.

PR professionals need to have emotional intelligence to understand and navigate human emotions, build relationships, and effectively communicate with stakeholders. AI tools cannot replicate the empathy and emotional understanding that humans possess, which is crucial in managing public perception and reputation.

AI tools can have biases and limitations that may lead to unethical practices or decisions. Human involvement is necessary to ensure that AI tools are used responsibly, ethically, and in compliance with legal and regulatory frameworks. Humans can provide the necessary oversight and governance to prevent the misuse of AI in PR.

PR is a dynamic field that requires adaptability and flexibility to respond to changing circumstances and emerging trends. Humans are better equipped to quickly adapt to new situations, think creatively, and come up with innovative solutions. AI tools may not be able to keep up with the rapidly evolving PR landscape.

Building and maintaining relationships with stakeholders is a fundamental aspect of PR. Humans excel at establishing

personal connections, understanding individual needs, and building trust. AI tools cannot replicate the interpersonal skills and human touch required for effective relationship building.

In summary, while AI tools can enhance efficiency and effectiveness in certain PR tasks, human involvement remains crucial for complex decision-making, emotional intelligence, ethical considerations, adaptability, and relationship building.

Public relations will have to accelerate adoption of AI and automation tools, especially those which offer a productivity boost, the report found that human skills were still highly valued and in demand.

“Humans are needed more than ever to govern the use of AI tools, avoid the ethical pitfalls inherent with many of them, such as bias and hallucination, and to provide guidance to organisations using these technologies,” says the study.

The tasks that are being performed by AI tools are supportive of more sophisticated decisions and processes which have complex, human dimensions that cannot yet be replicated by AI tools and systems. Overall, the report emphasizes the need for a balanced approach that combines AI tools with human skills and expertise.

Founded in 1948, the Chartered Institute of Public Relations is the world’s only Royal Chartered professional body for public relations practitioners with over 10,000 members.

The report can be accessed through this link:



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 **FUN FACT**

**\*Article prepared by  
LENOX MHLANGA with  
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# WHATSAPP CHATBOTS IN ZIMBABWE:

## ARE THEY WORTH THE BUZZ?

BY INNOCENT MUSHAMBA

Zimbabwe, a country known for its vibrant culture and resilient people, is now embracing the digital revolution with the introduction of chatbots in its business landscape. As the nation strives to grow digitally and improve payment options for products and services, chatbots have emerged as a potential solution, promising improved customer service and streamlined transactions. But are these chatbots really worth the hype? Let's delve into the intricacies and assess their viability in the Zimbabwean market.

Let's begin with a definition. Chatbots are intelligent software applications designed to engage with users through Messenger apps. They provide prompt responses to customer inquiries by employing advanced algorithms to recognize keywords and deliver preprogrammed replies. Nowadays we have chatbots enabled by artificial intelligence but that's a topic for another day.

In the global race of chatbot technology, China is yards ahead of the rest with its super-app, WeChat, which is the "digital life blood" of 90% of the Chinese population. WeChat encompasses a wide range of activities, from booking flights and hotels to purchasing goods from supermarkets and street vendors. It is the dominant method of payment and money transfer in China. All the major social media platforms want to do the same thing, including Elon Musk who openly shared that his intentions are to make x.com an "everything app". Simply put, he wants to develop the former Twitter to become a super app.

Why do we need to consider all of this? It's because this is one of the key reasons why Zimbabwean businesses need to invest in chatbots right now. The world is fast adopting digital innovations and collaborating to create new business models. The pandemic itself has taught us that it only takes a crisis to change the business landscape. Early adopters to technology trends often destroy their competition or take them by surprise at the very least.

Banks and Fintech companies around the world have already adopted open and shared systems to make payment integrations seamless and prepare the world for a cashless society. This has been foundational for new payment gateways such as Google Pay and Facebook Pay.

When it comes to payments in Zimbabwe, the options are rather limited (for now). Banks, insurance companies, MNOs, humanitarian agencies and companies both small and great are using this. Banks have integrated services such as VISA card enquiries via WhatsApp chatbots. However, because our banking systems are not open and shared, the chatbot is limited to the bank that owns it, meaning I need two chatbots if I have two banks that I use. Mobile money services have become the go-to choice for digital transactions as they are easier to integrate with chatbots. The process is not without its hurdles.

To begin with, signing up for these new payment gateways can be quite a task. Some platforms require users to navigate through a series of steps before they can even begin the registration process. Limited compatibility with a select number of banks adds another layer of complexity. Users are often redirected to external websites and prompted to log in, making the process cumbersome and time-consuming. It's no wonder that many Zimbabweans prefer the simplicity of mobile money transactions.

There really is one messenger app that Zimbabweans would care to use with chatbots, and that's WhatsApp. Mobile money is the perfect place to start with when including transactional functionality in a WhatsApp chatbot. While banks have also come on board with chatbot technology, the average user would rather use mobile apps to transact because they can easily send money to different banks without having to leave the mobile app.

The fact that banks are working to improve systems and embrace technology is a great move for Zimbabwe. This means there is progress and we are learning and improving our understanding of how chatbots work and making them better.

However, the adoption of chatbots for Zimbabweans is not without its challenges. Trust remains a significant concern among users, given the prevalence of fraudulent activities in the digital space, the culture of mobile money, banking apps and USSD that are now a way of life. Building trust will require transparent communication, robust security measures, and a strong emphasis on data protection. Providers must prioritize these aspects to instill confidence in users and encourage widespread adoption of chatbot-based payment gateways.

Successful implementation of chatbots in Zimbabwe necessitates careful consideration of various factors. Custom flow design is crucial, ensuring that the chatbot's conversation with users is intuitive and seamless. System design and architecture plays a vital role in mapping out the development process, ensuring that every stage is executed efficiently. The development of the chatbot software itself requires expertise in systems development, and third-party integration (APIs) can be a cost-effective way to incorporate additional features into the chatbot's functionality. Rigorous testing is essential to guarantee the chatbot's reliability and effectiveness, and finally, a great user experience.

All this will not be enough without an effective go-to-market strategy. How do we get enough users? How do we educate the users so they use all the key features we've provided for them? How do we keep them active? The strategy must answer these questions practically. Are we going to use a referral program? What advertising channels are most effective? Will we partner with other companies? Will we run promotions? This is where marketing makes or breaks the success of a WhatsApp chatbot.

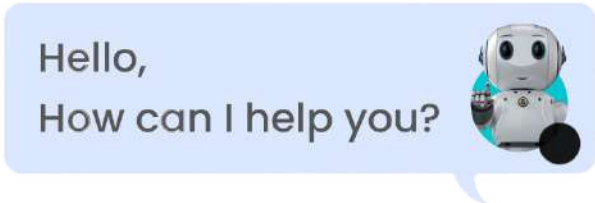
The ROI of WhatsApp chatbots can be measured through various metrics. For instance, businesses can track the reduction in customer support costs as chatbots handle a significant portion of inquiries, freeing up human agents to focus on more complex tasks. Additionally, increased customer satisfaction and engagement can lead to higher conversion rates and repeat business, contributing to revenue growth.

Furthermore, chatbots can gather valuable customer data and insights. By analyzing user interactions and preferences, businesses can gain a deeper

understanding of customer needs, enabling them to refine marketing strategies, personalize offerings, and improve overall customer experiences. This data-driven approach enhances decision-making and can result in more targeted and effective marketing campaigns.

It's important to note that the ROI of WhatsApp chatbots may vary depending on factors such as the complexity of implementation, the extent of automation, and the specific business objectives. However, when implemented thoughtfully and aligned with business goals, WhatsApp chatbots have the potential to deliver significant returns by enhancing customer service, optimizing operational efficiency, and driving business growth.

In conclusion, chatbots have the potential to revolutionize the payment gateway landscape in Zimbabwe, addressing the current limitations and providing enhanced customer service. However, their success relies on overcoming challenges such as accessibility, trust issues, and lack of systemic initiatives that capacitate transformation. The integration of chatbots into the Zimbabwean market requires careful planning, collaborative efforts, and a customer-centric approach. If executed correctly, chatbots could indeed be the answer to Zimbabwe's quest for a seamless and efficient payment ecosystem.



# CELEBRATING ACHIEVEMENTS



*She is passionate about women empowerment and throughout her political career she has been championing this cause.*

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## **HONOURABLE MONICA MUTSVANGWA**

Honourable Senator Monica Mutsvangwa, the patron of Marketers Association of Zimbabwe was recently appointed the Zimbabwean Minister of Women Affairs, Community, Small and Medium Enterprises Development.

Senator Mutsvangwa is a holder of a Bachelor's degree in International Marketing from Baruch College –City University of New York, a Master's Degree in Business Administration from Rutgers University, New Jersey, USA.

She has also served as the Zimbabwe Tourism promotion officer from the North American travel market based in New York from 1985 to 1990 before she was elevated to Director of International Marketing for the Zimbabwe Tourism Authority in New York from 1990 to 1992 among other offices she has held to date.

She is passionate about women empowerment and throughout her political career she has been championing this cause. Over the past two decades, Honourable Mutsvangwa has held several women leadership positions that include,

- Ⓢ Chairperson for Women's Parliamentary Caucus
- Ⓢ Vice President at SADC Parliament Forum
- Ⓢ Chairperson of the Standing Committee of gender Equality
- Ⓢ Women Advancement and Youth Development
- Ⓢ Chairperson of Regional Women Parliamentary
- Ⓢ Caucus Elected Treasurer for SADC (PF)

A veteran of the liberation struggle, Honourable Monica Mutsvangwa's service to the country saw her in post-Independent Zimbabwe serving in the diplomatic corps in Belgium, New York (USA) and China, where she was the President of the African Diplomatic Spouses Association Since then she has held several positions in Government including:

- Ⓢ Minister of State for Manicaland Province
- Ⓢ Deputy Minister of Macroeconomic Planning and Investment Promotion
- Ⓢ Deputy Minister – Ministry of Information, Media and Broadcasting Service
- Ⓢ Deputy Minister of Public Service Labour and Social Services.



**LAWRENCE KUTINYU**

Lawrence Kutinyu recently joined Proplastics Limited as the Sales and Marketing Director.

He joins Proplastics Limited from National Foods Limited, where he has been at the helm of Marketing for the past 5 years where he has been privileged to lead a highly energized and motivated team that helped transform the face of National Foods from a food producer to a renowned consumer oriented and innovative organization.

Some of his notable personal and team recognitions in the past few years include:

- 🏆 Top Executive Marketer of the Year, MAZ
- 🏆 2<sup>nd</sup> Runner up Top Executive Marketer of the Year, MAZ
- 🏆 Best B2B Brand, National Foods, MAZ
- 🏆 Gold award, New

- Product Innovation, Africa Food Awards.
- 🏆 Innovation of the Year, MAZ
- 🏆 Top MBA Student Cohort 5, University of Gloucestershire.

Lawrence’s Brand and Trade Marketing experience was gained over an exciting 15 years working with ZSE and VFEX listed local and multinational corporations and a strong network of coaches and mentors which has helped with his personal and professional growth.

Lawrence holds an MBA from the University of Gloucestershire and an Honours in Marketing (University of Zimbabwe). He is also a 3D-trained mentor and currently dedicates part of his time mentoring and imparting skills to up and coming sales and marketing professionals.



**MS. AUXILIA KATONGOMARA**

Auxilia Katongomara was recently appointed board member, for Transmedia Corporation.

Auxilia is a well-rounded and experienced Media, Communications and Public Relations professional with a career spanning over 12 years. She is a dynamic and agile leader with a strong a media background having held various positions within the News Department at Zimpapers.

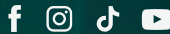
In 2019, she joined the Marketers Association of Zimbabwe as the Corporate Communications Manager ,a position she held until September 2023. As the Corporate Communications Manager , she was responsible for Reputation Management, Crisis Management, Communications, Social Media

Marketing, Strategic partnerships and stakeholder management.

Combining her skills and experience Auxilia has pivoted as an applied policy and corporate affairs professional who has the agility and ability to practice and thrive in any sector. She is passionate about media, research, and communication and has a proven ability to present effectively to a variety of audiences.

She holds a Bsc Honours in Media and Society Studies , Masters in Strategic Communication, Certificate in Digital Marketing , Executive Certificate in Diplomacy , Protocol , Etiquette and Professional branding and is currently studying for a Post Graduate Diploma in Marketing and Management with IMM Graduate School.

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