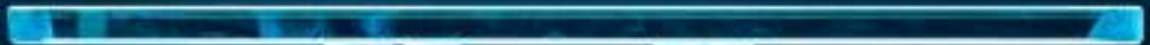


Marketing Plan



Marketing Team

Busisiwe Watthey
Katlheho Porota
Puleng Radebe

Programmer: Mandisi Chidi

Production Manager: Rabotho Rakgajane

Disclaimer: This digital marketing plan is explicitly for Nemisa.tv and not Nemisa the institution.



1. Introduction:

The Multimedia Production House (MMPH) intends to launch a free to the public online interface or OTT platform to host and distribute audio-visual products. The OTT's vision is advancing Digitally Competent Citizens for South Africa's Future.

The products will range from inspirational videos, audio, animation and podcast content, whose main mission is to deliver tangible digital skills to the public and bridge the digital divide. This will help empower digitally nescient South Africans and assist them in obtaining free digital skills that can add value to their lives, and possibly transform their socioeconomic status.

The following Marketing Plan will highlight the core marketing principles for Nemisa.tv and not for NEMISA the Institution.

2. Our Brand and Positioning:

Nemisa.tv is defined as an original South African brand, the home of 4IR and digital knowledge. Our brand is fresh, authentic, innovative, aspirational and will improve lives through life changing content. It is the leader in 4IR advocacy and digital skills education for the South African youth market. It will educate and entertain, and at the end of the journey from episode 1 until the last episode of any show, viewers will have learnt a crucial digital skill.

3. Target Market:

The target market for Nemisa.tv is the youth in South Africa. The content will cater to all demographics and all social classes of South Africans between the ages of 14 to 35 years, this age bracket is referred to as the youth according to the National Youth Commission Act.

In 2020, the population of young people between the ages of 15 and 34 amounted to 20,4 million. 63% of those people accounted for the total number of the 43,2 % unemployment rate. Therefore, Nemisa.tv will target this audience as they remain the most vulnerable population in the South African labour market.

As a result, acquiring skills is a need that will help combat unemployment amongst the unemployed youth. The content on Nemisa.tv will speak directly to this need which makes this market our niche. Through this OTT and its mobile apps, our content should reach:

Scenario Profile: #1

TARGET AUDIENCE PERSONA



PALESA MOTLOUNG

Age: 29

Education: NSC CERTIFICATE

Occupation: UNEMPLOYED

Status: SINGLE

PERSONALITY



GOALS

- Personal improvement
- Find a job

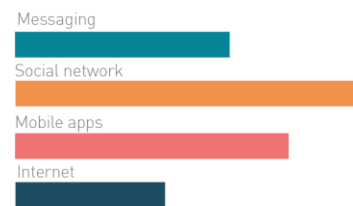
MOTIVATIONS

- Free wifi at library
- Achievements

FRUSTRATIONS

- Do not have money to buy for data
- Outdated gadgets
- Always at home

TECHNOLOGY



Scenario Profile: #2

NJABULO MKHIZE

TARGET AUDIENCE PERSONA

Age: 22

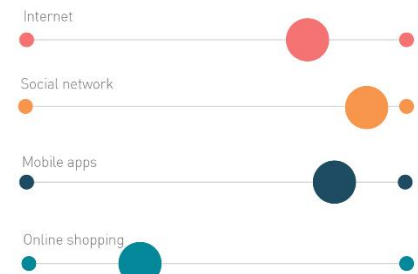
Education: NSC CERTIFICATE

Occupation: STUDENT

Status: SINGLE



TECHNOLOGY



PERSONALITY



FRUSTRATIONS

- Data cost is high
- Slow download time

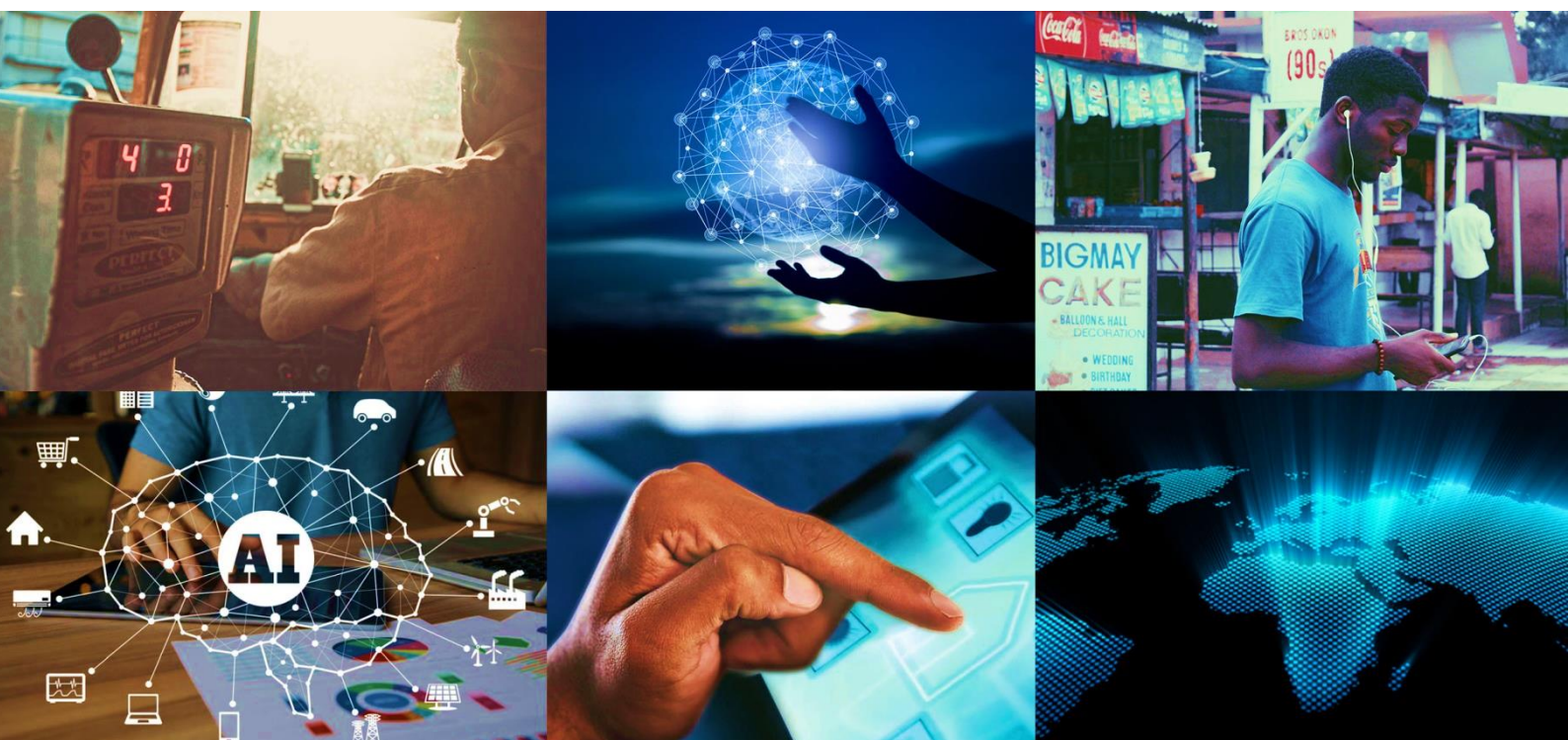
MOTIVATION

- Free data
- Preference
- Affiliation & social

GOAL

- Complete studies
- Take up a course on digital skills
- Get better internet connectivity





Digital Marketing Plan Components:

- **Social Media Marketing** – will be on specific social media platforms where the target market is accessible. All posts and advertisements are to be generated in collaboration with our inhouse team at MMPH.
- **SEO** - keywords and other strategies to optimise our content and help users find Nemisa.tv through organic searches as well as find our content through searches.
- **SEM** - targeting specific audiences with ads that will be created in collaboration with MMPH and potentially an external ad agency.
- **PPC** - the combination between SEO and SEM will aid in bringing traffic to the website.
- **Emailers** - the emails marketing campaign will comprise of emails sent across a specific period, with one specific purpose. These will appeal to a different segment within the target market. Possible web-based email marketing services:
 - Mailchimp
 - HubSpot

Objectives for the Marketing Plan:

- Raise brand awareness and promote Nemisa.tv ahead of the launch.
- Using various digital platforms to systematically post on a regular basis (minimum three times a week) on Nemisa.tv social media accounts.
- Disseminate content that is engaging, stimulating, cool, educational and provides clear call to action.
- Successfully transfer fan bases from one Nemisa.tv platform to another; using Facebook to promote the YouTube channel and using the YouTube channel to migrate audiences to the OTT platform. This movement should lead to subscriptions and views.
- Use the same launching campaign to encourage professionals in ICT sector and the public to participate by submitting relevant user-generated content.

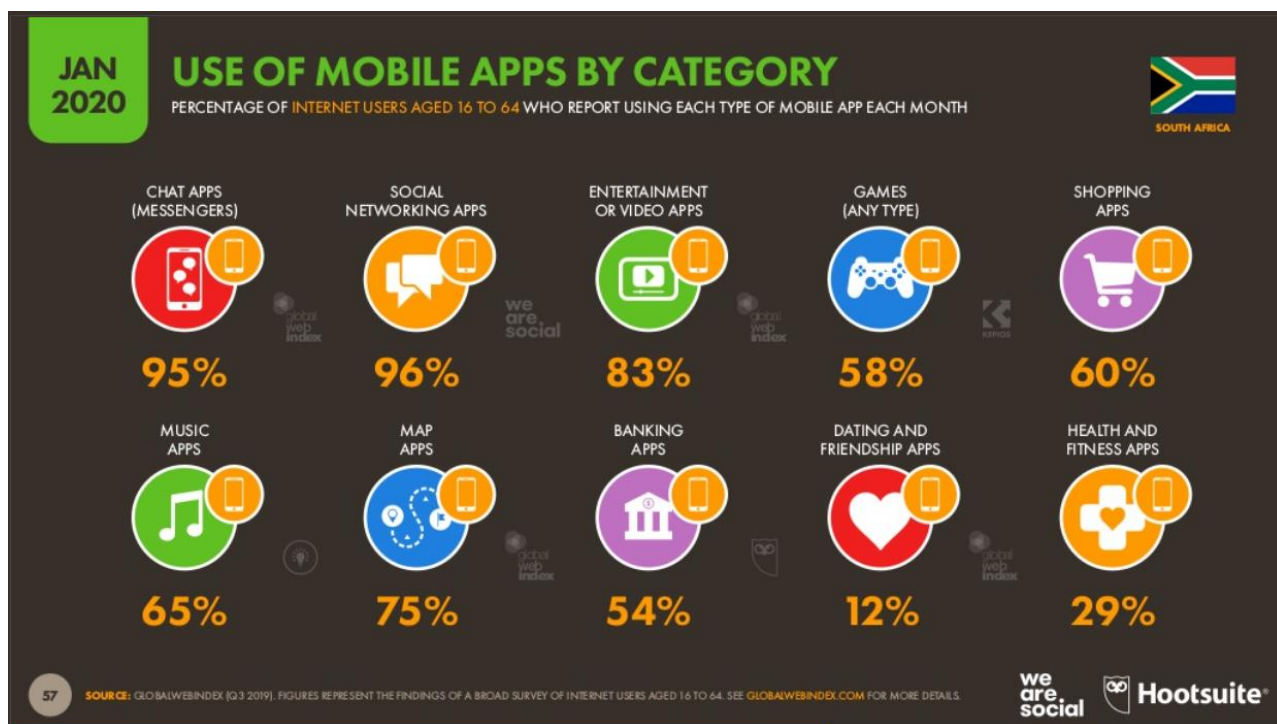
Targets:

1. **Subscribers:** currently there are 250 subscribers on the Nemisa.tv YouTube page, the goal is to push this existing audience to the OTT platform to reach 1000 subscribers.
2. **Content Uploads:** 100 – 150 uploads
3. **Views:** 5000 – 75000
4. **Likes/comments:** 50% of the total number of views.



Tactics Used to Achieve the Above Objectives:

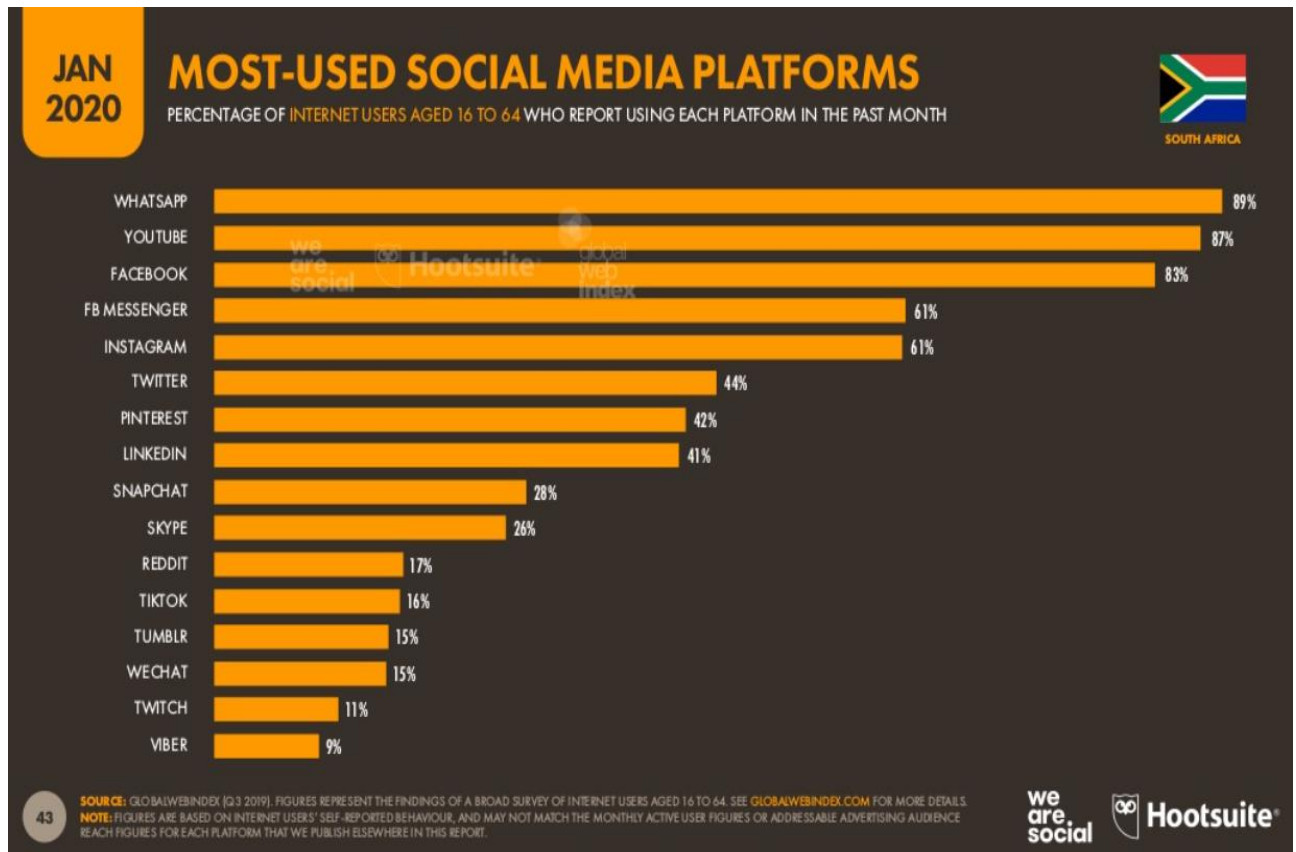
96% of people between the ages of 16 – 64 use social media networks. Therefore, Nemisa.tv will create brand new social media accounts aimed at using marketing plans and campaigns that will reach that target audience.



Social media

- **YouTube**

87% of internet users are on YouTube, and the common search queries range from: songs, movies, comedy, and tv shows. What Nemisa.tv will do is, spearhead a new movement and explicitly provide content about digital skills and 4IR that no other channel is providing. The scarcity of YouTube content pertaining to digital skills and education will place Nemisa.tv at an advantage.



- **Facebook:**

Facebook is the third most used social media platform in South Africa, with a percentage of 83% and potential audiences reach of 20 million. Therefore, it will aid in finding new leads easily and quickly and help promote the OTT to a larger audience.

Not only are Facebook Ads cost effective, but another feature is Facebook Lite. With this version users can access Facebook on low data costs which works well with our target market. Nemisa.tv understands that its target audience are likely to be unemployed and cannot afford data. As a result, creating a new Nemisa.TV Facebook page is crucial because this is where the market exists.

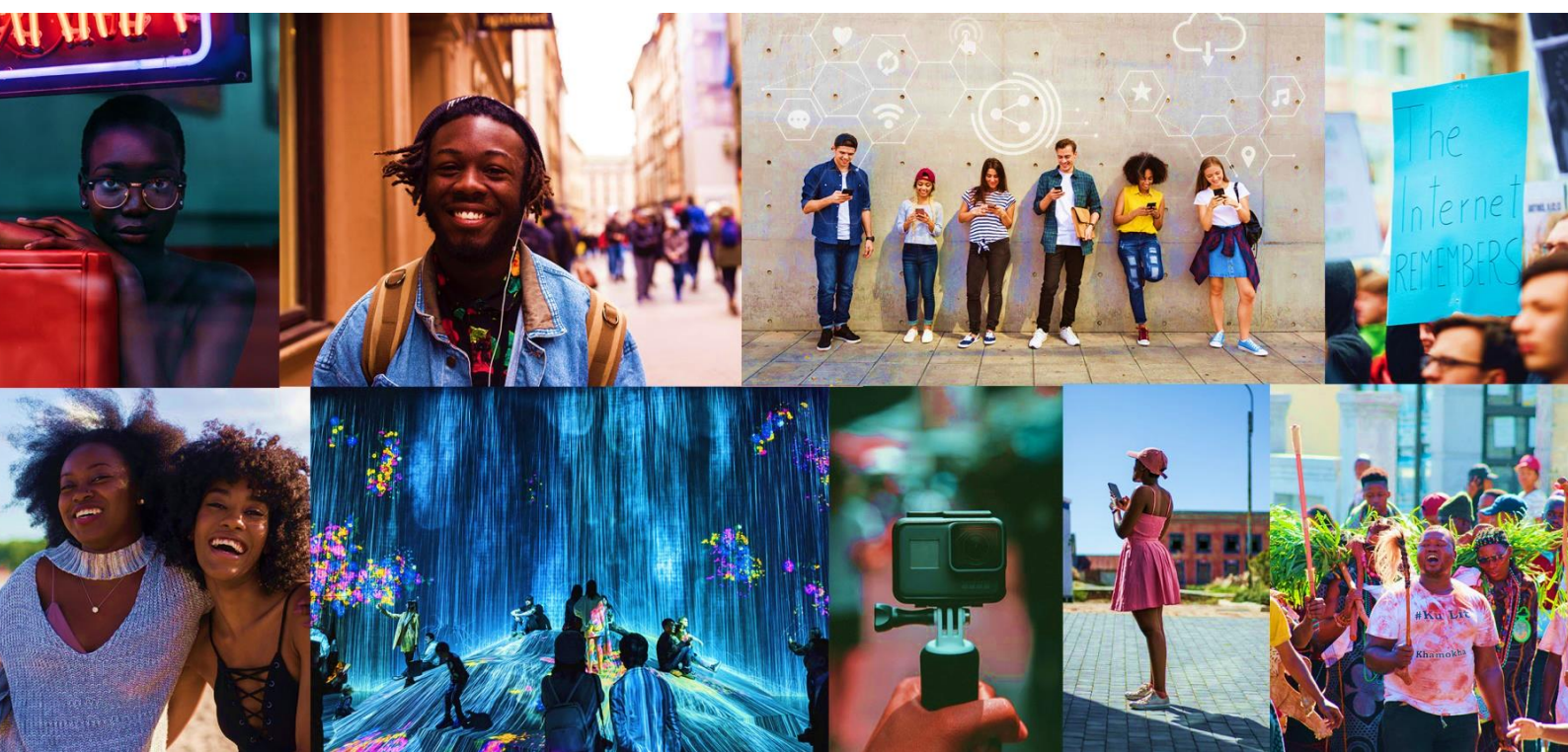
KPI's:

For key performance indexes, we will use google analytics to obtain the:

- **Advertising report:** This will help us track the performance of Nemisa.tv's social media adverts, campaigns and videos, so that we can see if we are reaching our target goal.
- **Real Time Report:** This will show us how many users are live on our platforms, and which links they are clicking.
- **Behavior Report:** This will help us observe the user journey of the audiences on our platforms, so that we can be able to improve their user experience.
- **Conversion Report:** This will assist us in tracking the number of people who visited our platforms, viewed our content, liked, commented and signed up as subscribers.

To strategically map out the content that will be disseminated on all the social media platforms (YouTube, Facebook and Instagram) the structure of the feeds will be outlined on the social media calendar as seen below. This calendar will schedule the updates, the post as well as the content type (topic, link, image, or video).

	A	B	C	D
	Social Media Platform	Campaign	Name of Campaign	Dates
1				
2		Brand Awareness	1. #DigitallyLit	25 January 2021 - 14 February 2021
3			2	
4		Product Launch	1. Digital Activations	25 January 2021 - 28 February 2021
5			2	
6	Facebook	Initiatives/Charity Drives	1. Give A Gadget (The GAG Campaign)	1 April 2021 - 30 April 2021
7			2	
8		Seasonal Campaigns	1. New Developments in 4IR	Irregular: dependent on real-time developments in the industry
9			2	
10		Brand Awareness	1. Nemisa.Tv TakesOver YouTube	25 January 2021 - 28 February 2021
11			2	
12		Engagement Campaign	1. User-Generated Competitions	1 May 2021 - 31 May 2021
13			2	
14	YouTube			
15				
16				
17				
18				



Logo mark/ Colour palette/ Elements/ Font

|Triangle | Lines | Flat colour | sans-serif (DIN font family) | Digital|

The logo is central to our brand identity design. It is the one element that will mostly be exposed to our target market. Using all elements listed above we aimed at creating a memorable, fresh, and simplified logo that is lined up with other elements of our brand identity and referencing from the NEMISA branding guideline.

Through the process we took into consideration; emotional appeal to the broader target audience. These are reference of logos we are going to use when creating our logo.



Figure 1: Square One



Figure 2: Dualog



Figure 3: PTI



Figure 4: Brain 1



Figure 5: Mega build lab



Figure 6: Brain 2



Figure 7: Digile Space

1. Iconic and memorable

This will be achieved by making sure our logo is not generic, for example by using different weights of font like figure 7, and treatment on one or two letters of the logo like in figure 1.

2. Digital element

This element speaks to the fact that NEMISA.tv is a digital platform.

3. Transferring digital Knowledge (brain figures 4,6)

This speaks to the idea of content being consumed from a digital platform teaching digital skills and 4IR; not only is the platform for entertainment but also educational thus an element that signifies knowledge.

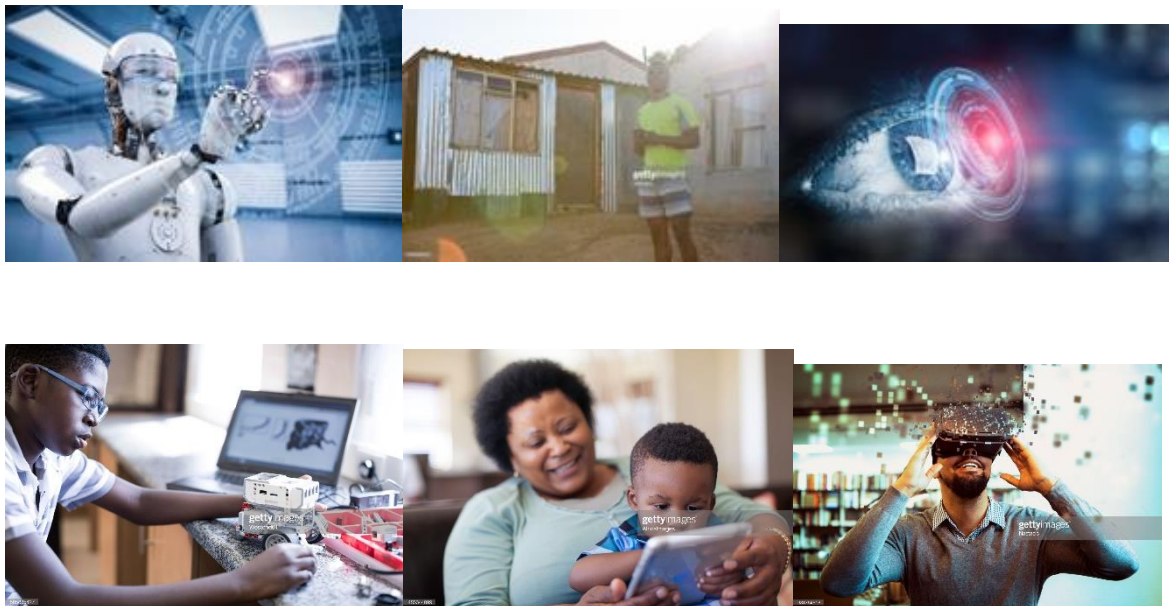
4. NEMISA brand

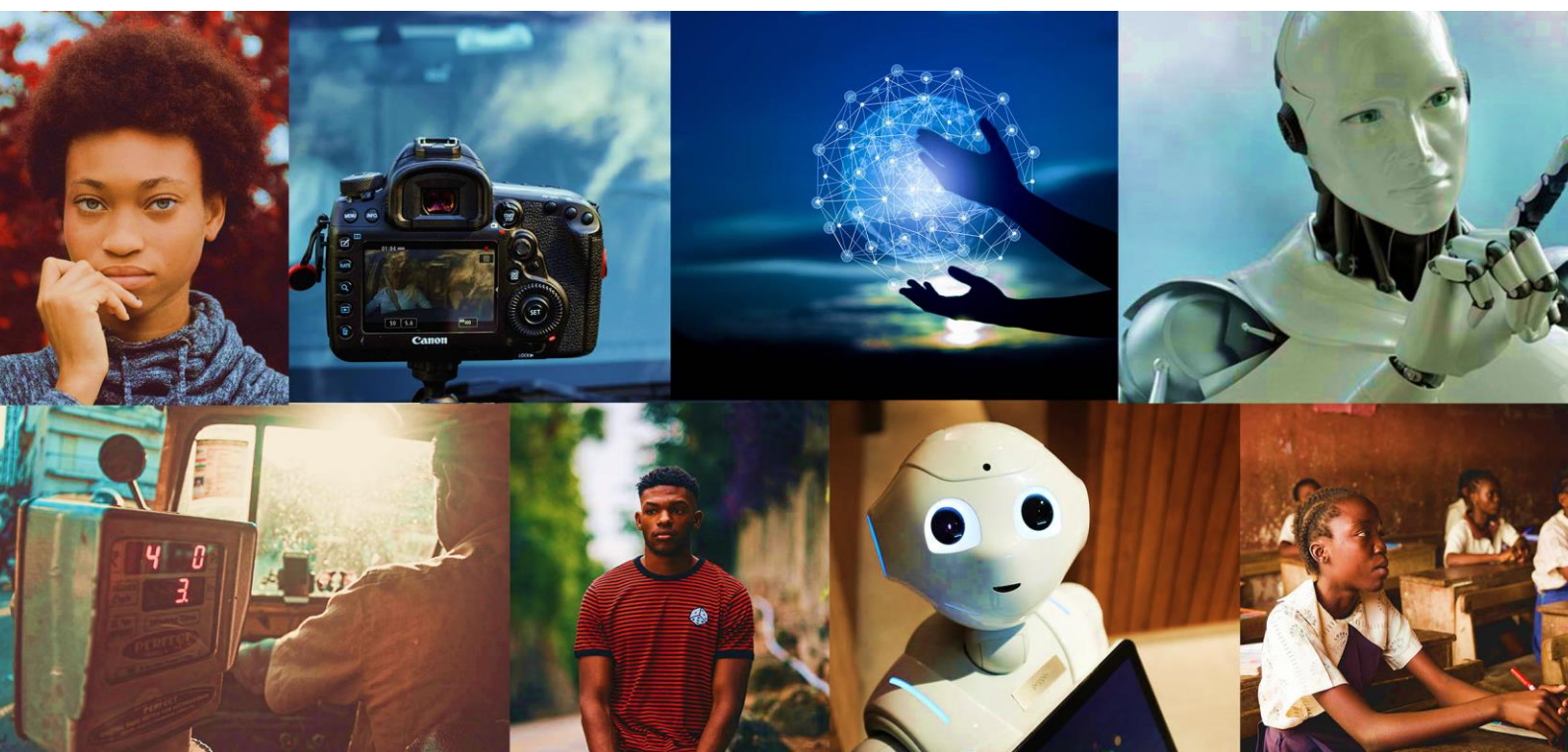
We also reference the element on the Nemisa Logo (Triangular shaper + colours) to convey that NEMISA.tv is not a stand-alone entity or platform but a product of NEMISA

Brand imagery/Feeling

|Fresh| Technology| Memorable| Wakanda| Culture, remote meets tech|

Through the imagery we want our target to reimagine themselves engaging and interacting with technology or gadgets. These images are also meant to convey an emotion in our viewers, building trust and confidence overtime and become advocates of the NEMISA.tv brand. They will also help shape NEMISA.tv brand. Moreover, reflecting technology and human interaction of now and the future.





Wire framing: User journey:

The Plan

The aim is to present educational content in a smart structured way that interacts with the viewer. As such, we plan to simplify the process of navigating and accessing content on “NEMISA.TV” by introducing a few restructuring techniques. Here is the plan:

Home Page (Landing page).

1. Adding a channel trailer:

We plan to add a “Channel Trailer” which will be a short video of 30-90 seconds. The trailer will help attract audiences to the YouTube channel, and will automatically be displayed at the top of the platform’s page for non-subscribers. This will help in better conveying a message as to what “NEMISA.TV” is, what it stands for, its mission and the content it delivers.

2. Adding “Sections”:

We will segment content into sections on our home page. “Sections” are parts of a channel dedicated to a series of videos. These will help categorize content in a uniformed manner according to theme. For instance, segmenting video into three categories ‘Educational’, ‘Animation’, ‘Documentaries’. Related playlists will then be uploaded under each section.

3. Adding “Playlists”:

Playlists are a grouped set of videos that need to be watched sequentially. This is important because we can use this feature to group related content on “NEMISA.TV”, together. For instance, instead of having several cluttered individual videos on a show in our channel, we can group all episodes into one playlist so that the end-user can watch an entire show, sequentially from the first episode to the last.

This is beneficial to “NEMISA.TV” as playlists can increase total views on content, boost views on certain videos that are not performing well and provides the end-user with better navigation through content.

It will also guarantee that the viewer stays longer on our platform.

4. Adding “Featured Content” section.

We are going to upload external content on “NEMISA.TV” (from outside of MMPH & Nemisa). Content however will be subjected to reviewing before it is uploaded to the public to, ensure that it meets the requirements standards for public consumption.

How all of this is going to work

1. Produce a channel trailer for “NEMISA.TV”.
2. Add “Video Shows” section for all our video content, specifically shows.
3. Add “Audio Shows” section where we will have playlists such as podcasts and radio.
4. We will add an Animation section for all animation shows.
5. “Documentaries” section will house documentary shows.
6. “Featured Content” section will feature external content from students, experts etc. on “NEMISA.TV”.
7. “Live-Classes” section will house live classroom and lesson streams.
8. “Live-Events” section will feature events such as the minister’s speech, hackathons etc. that were live streamed.
9. “Educational” section will be strictly educational content such as teaching a skill or tutorials.
10. “Alumni” section will strictly be content delivered by NEMISA Alumni.
11. We are going to create a section titled “archives” where all the existing content (pre-2020) is going to be stored.

Video Descriptions

1. Background/summary of video.
2. Links to entities such as NEMISA/Coursera
3. Tags e.g., Category, age groups etc.

