

Educish

LIVE OUTSIDE THE LINES

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Hustle up! Series

Data Friendly Version

LINKEDIN vs TAKEALOT



Lesson One

Platform choice

Why social platforms?

You could have the best Magwinya's in all of Capetown, but no one will know about it until you tell them! Word of mouth will only get you so far and generally, it is restricted to your local community...

That is where the power of Social media platforms step up to promote your Side Hustle. Not only can you showcase your products and services online, but you can engage with people all over South Africa that you never would have met otherwise. This powerful resource also comes at the amazing price of FREE (Unfortunately you still need a phone and data).

We will show you what you need to best use the variety of platforms available to you, with some tips and tricks to meet your target market!

Business identity

Always something to constantly remind yourself, this is not your personal space! When you create a business profile, you need to ensure it is separate from your personal life, beliefs, and opinions. You probably have an actual personal account already and should continue to use that for your own expressions.

When you are setting up a Side Hustle profile, you will have your business logo, name, contact details and offerings. You want people to fall in love with your brand and actually pay for your products/services. So therefore, it is critical that you do not risk the brand of your Side Hustle with your own agendas!

Always keep the two separate to ensure your Side Hustle can be promoted as its own brand...

Focal points

When setting up any business account, there are a few key functions to understand that are generally the same across all platforms. Make sure you understand these components to maximise the platforms you choose:

Business account – Every platform will have an option to change your account into a Business profile. Download the app/open the site and create a profile with your personal details. Once created there will be an option within the account menu to change to a Business profile. You can have both a Personal and Business profile for your account, so keep them separate!

Engagement – This is not a once off billboard or magazine folder! You need to post regularly, update your profile when needed, and engage with your audience. Treat it as an active community with the people that want your product or service. Respond to comments, messages, or mentions you may get!

Hashtags – Almost every social platform allows for Hashtags; these are essential to helping people find your content. Ensure these are specific to your offering that you have, keep it relevant to your industry space. You can leverage off from current trends and events going on.



Lesson Two

LinkedIn

LinkedIn Reach

LinkedIn is often seen as more of a business only social platform. So, this is a great place to showcase not just your offerings, but your brand and personal ambition. Since 2021, LinkedIn had just over 770 MILLION members, with the largest age group of users between 25-34 making up 60% of that total.

According to NapoleonCat – in 2020 there were just over 8 Million LinkedIn users within South Africa, this accounts for over 13% of the population in SA.

This platform can be used to promote your Side Hustle, as well as showcasing yourself as the founder and ambitious business owner you want to be – aka Personal branding!

Target your market

With the majority of LinkedIn users being between the ages of 25-34, this platform is full of working South Africans with money to spend. As long as you have identified your specific market, then you can tailor your approach to attract your audience.

Knowing your target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market on LinkedIn:

Highlight your profile – Chances are that many users will view your profile if they like your posts. This is a great place to explain your purpose in detail from what you are selling to your ambitions and vision. Ensure your contact details are up to date for people to reach out!

Appearance – Even though it is a more formal platform, other users still want to feel connected. So, make sure you have a good profile picture and catchy headline that describes what you are all about. Think what do I offer or solve in this world?

Statistics – LinkedIn allows you to view stats "Impressions" of your content. Use this to identify the type of people and locations of users that see your posts. This should help you adapt your approach to meet the people that most engage with your content.

Platform Tactics

LinkedIn has a wide variety of tools that you can use to promote your Side Hustle. Here are some great options to use if you decide LinkedIn is the platform for you:

Notifications – LinkedIn actually tells you who is looking at your profile and engaging with your posts. Take this opportunity to connect and reach out to new clients. Build a relationship with users first before pitching your sales tactics – No one likes cold calls!

Customer's connections – If you have made a sale to a user, chances are his/her network would have more potential clients that are similar. Review their connections and reach out to them as they may fit your Target market. Don't be afraid to ask happy clients for referrals!

Groups – LinkedIn allows for groups to be formed with no limit on the amount of users. Find common groups that fit your target market and share your value. This is where you build communities, not only sales.

Learning time – LinkedIn is full of new and experienced business users, so take the time to engage and learn on the job. It is free knowledge waiting to be consumed!

Lesson Three

Takealot

Takealot Reach

Takealot is not a Social platform, but it is a great tool to use in selling your products across South Africa. There are many such platforms for selling your items in SA, but Takealot is by far the largest website available. Anyone can be approved as a seller, both businesses and individuals – So this is a perfect online spot for your Side Hustle products.

According to Statista – in 2022, Takealot had over 11 MILLION visits, with over 90% of the visits coming from South Africa.

This is the only platform we have suggested that unfortunately is not completely free. It does come at a monthly subscription cost and has additional fees charged based on use. However, if your Side Hustle is starting to grow and you want to reach a bigger audience in SA, then this is a great place to start your expansion!

Take a look at the content link below that is provided for Free by Takealot, this will detail the process for sign up and costs involved.

<https://www.takealot.com/sell>

Target your market

Knowing your target market is critical to choosing your sales strategy and how you present your Side Hustle. Here are our key elements to best utilise your target market on Takealot:

Current customers – You will already have a good client base if you are willing to pay for this option. So, use the same target market that got you this far! Ensure it attracts your market with a clear description, image gallery and title.

Product Bio – This will make or break your sales. Consumers will be attracted by your product title and image, but you will be able to convince them to purchase your items through your description. Make sure it is clear, specific in the product detail and highlight the quality offered!

Tags – You will know what your target market is looking for and what your product is. So, make sure you use the correct product tags to ensure your items show up when searched for.

Platform Tactics

Takealot has a wide variety of tools that you can use to promote your Side Hustle. Here are some great options to use if you decide Takealot is the platform for you:

Reviews – Any customer that purchases your items can post a review of the experience and product received. Make sure you meet their expectations with each product, and if something is not up to standard, ensure the client is handled with care and is happy in the end.

Cost Vs profit – As this platform will indeed cost you money each month to use, you need to make sure it is worth your while. Do your homework before signing up by adding up all of the costs Takealot have identified that you will be spending. You need to be confident that you will make this amount back and more if it is going to be worth your time and resources.

