Tech Driven Entrepreneur

Leveraging Digital Marketing for International Trade

Digital Marketing Training for Micro-Small to Medium Enterprises



Tofara Online

in partnership with ICC International Chamber of Commerce, International Trade Centre, MSMEs WTO Informal Working Group

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Tech Driven Entrepreneur

Leveraging Digital Marketing for International Trade



Tofara L. Chokera

Founder of TofaraOnline -Digital Marketing and Innovation Consulting Trust , Course Content Creator , Capacity Building consultant, Associate Trainer : ZimTrade, Personal Branding ,
Author : Tech-Driven Marketing , Certified Digital Marketing Professional

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Loveness Meya

Digital Marketing Consultant who focuses on helping businesses, brands and professionals to stand out online and grow their income using tech and the internet

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About Us

Unemployment

International trade is low

Gender Inequality

Inclusivity - Hearing and Speach impaired

Lack of Tech Skills

No Resilience



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Project Goals

- *Train 2500 MSMEs and Women in 6 months*
- *Become COVID resilient*
- *Enable MSMEs to participate in international trade generating foreign currency*
- Make sure MSMEs *participate in the digital economy (Ecomconnect.org)*
- *Leverage on digital marketing to trade internationally without leaving their native country.*

Official Launch

TECH-DRIVEN ENTREPRENEUR PROGRAM
29 JANUARY 2022



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International Trade Centre

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GUEST OF HONOUR

TECH-DRIVEN ENTREPRENEUR PROGRAM LAUNCH



Digital STRATEGIC PLANNING AND LEADERSHIP

WITH **Sibo Muteyiwa**

Head Marketing and International Affairs at POTRAZ.
Creative Marketer, PR, Brand and Communication Strategist

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GUEST SPEAKER

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Digital MARKETING FOR INTERNATIONAL TRADE

WITH Nikolina Kobali

DMI Certified Digital Marketing Trainer / Coach & Mentor

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GUEST SPEAKER

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Digital BRANDING

WITH **Tutsirai Jenje**

Online Course Creator With The American Association of Female Entrepreneurs | Brand Building Strategist

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GUEST SPEAKER

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Digital USER EXPERIENCE AND CUSTOMER EXPERIENCE

WITH **Upenyu Machingambi**

Founder and CEO at Mator . Enterprise Blockchain ,
Circular Design advocate and Design Thinking Expert

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GUEST SPEAKER

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Zimbabwe

NATIONAL CHAMBER OF COMMERCE

ZNCC
ZIMBABWE NATIONAL CHAMBER OF COMMERCE
THE VOICE OF BUSINESS

WITH Guest

Zimbabwe National Chamber of Commerce

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ZimTrade

Export READINESS

WITH Tatenda Machirori

Zimtrade

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Endorsement

TECH-DRIVEN ENTREPRENEURSHIP

WITH Fungai Ndemera

Investor,Business advisor through innovative growth. Focusing on technologies that inspire. Artificial Intelligence, analytics, machine learning, functional programming languages.

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Digital ETIQUETTE

WITH Odiline Kava

Brandpreneur, Marketing and PR Consultant, Brand Builder, Life Skills Trainer, Events Coordinator & Facilitator, Events Director, Mentor & Coach

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Tech Entrepreneur Driven

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Course Outline

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Introduction to Digital Marketing



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Content Creation and Management



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Social Media Marketing



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WhatsApp and Email Marketing



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Affiliate Marketing



Digital Marketing Strategy and Innovation



Website / Blog Marketing



Search Engine Optimisation



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Enrollments











Shared responsibility









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Future Goals

- *Content interpretation for the hearing and speech impaired community*
- *We developing an online course for learn on demand*

Partnerships

- *Sponsorship of women to be trained*
- *Sponsorship of upcoming MSMEs*
- *Sponsorship for physical workshops to cover venue and expert costs*

Contact Information

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