



Inachee (**noun**) [In-a-chee-]: Home Grown Energy in Motion.

How should you develop your internet marketing strategy?

How Inachee can help you successfully launch your business's internet strategy.

Hello!*

Every business is a digital business.ⁱ

In Uganda, internet growth has steadily increased. In 2010, there were only 645,000 users. By June 2013, there were 3.5m and by December 2015, about 8m users were on the internet – representing 23% of Uganda's population.

There are 8m clients (and counting) on the internet waiting to hear from you! Many of them on their smart phones, which are with them over 14 hours a day.

By comparison – “only” 32,000 and 24,000 people read the “New Vision” and “The Monitor” newspapers daily (ABC audit).

We can help you. We understand strategy – including internet strategy. We will be your point of contact.

Our Internet marketing credentials.

We have our own internet marketing success to use to help you. We have done it and can therefore help you practically.

Our credentials include:

- **Top 30% in internet marketing test.** Principal Dickson Wasake has confirmed his internet marketing skills, being in the Top 30% of 50,000 people who took the test (covering e-mail marketing, strategy, pay per click et al. [See his upwork profile and test results.](#)
- **Over 15,000 visitors** to our website on an annual basis. We regularly get 1,000 visitors per month.
- **Over 900 newsletter subscribers.** Our “advanced thinking” e-mail newsletter is sent regularly (about every 2 weeks). The newsletter has been built up consistently and our “open” and “click” rates for our insightful articles always beat industry statistics.
- **Over 1,200 Facebook likes** to our [Facebook page](#) as well as our business success book page.
- **Good knowledge of Pay Per Click** via *LinkedIn*, *Google adwords* and *Facebook* platforms.

OUR CREDENTIALS

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What does an Inachee internet marketing strategy cover?

It's a combination of "offline" and "online" strategies. Operating in one continuous loop, with the website at the top, as summarised below.



How can we practically help you?

Step #1. We will develop your internet marketing strategy and action plan.

An internet strategy is part of your overall business strategy. We will work with your management team to understand your company, your vision, your unique service proposition and where you want to be – in the future.

Based on this, we will develop your internet marketing strategy. This will be a robust document, which factors in the risk of your business being disrupted by technology.

Step#2. We will manage the website builders/designers.

The website is the hub/centre of your business. It is often a "painful" process. Website builders/designers might not often understand your overall business goals or there are the implementation challenges like:

- Which content management system (CMS) to use
- How about mobile website?
- How will the website be regularly updated
- Integration of e – commerce tools?

We can easily help. We understand business. We also understand the future of the internet.

We will therefore drive this critical process. Ensuring that the website developer builds a website or other platform that is consistent with your overall strategy.

Step #3: We will provide you with tools to help you monitor the implementation.

Strategy and especially internet strategy is not static. You need to regularly evaluate the success of your marketing efforts.

Tools like google analytics and bulk mail providers tools are some of the tools we will use to provide you with regular reports to help you analyse the performance of your internet marketing efforts. We will provide you with a report and will back this up by attending your board or other meetings to translate this strategy into the next steps.

Step 4: Amend strategy, repeat testing and monitor results.

The benefits of working with us.

Our diverse team has a combined more than 30 years experience and understands the various facets of doing business in Uganda. This is supported by our innovative "[best sector for investment](#)" series that provide us with unique insights into various business sectors in Uganda.

Internet strategy as we mention is part of your overall business strategy and so our understanding of the Uganda business environment will critically help you to lead your sector – both online and offline.

Next steps

Please e-mail: dwasake@inachee.com to establish how we can help you. We typically respond within 48 hours.

ⁱ Accenture technology vision 2014