

ARPS MEDIA
Sales Force Training

INTRODUCTION

**PRESENTER'S
BIO**

**INSTITUTIONAL
AFFILIATION**

**DELIVERY
DATE**



Name: Salieu Bojang
Education: University
Experience: Micro-finance,
Teaching, Research, Retail, Real
Estate, Insurance, Marketing,
Entrepreneurship & Micro-
finance

Gambia Center For Research
And Policy Studies
&
ARPS Media

December 1, 2024

ARPS MEDIA

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BRAND

DESCRIPTION

Name: ARPS Media

Headquarter Location: The Gambia

Founders: Gambians, mainly from UTG

Purpose: To provide news, ideas, and events about The Gambia, the rest of Africa, and the outside world

Business Ethics: Facts, Truth, and Honesty

Organon: Shareholders, Board, Management, & Users

TV: ARPS

Website: arpsmedia.com

Social Media: YouTube, Facebook, LinkedIn, Twitter & WhatsApp

Users: Students, Educators, Legislators, Technocrats, Entrepreneurs

LOGO



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MARKETING (MKTG)



Create



Communicate



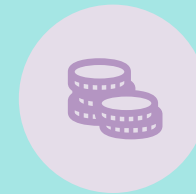
Deliver



Value



Target Market



Profit

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TRADITIONAL VS. ENTREPRENEURIAL MKTNG

TERMS		CORE FEATURES	
TRADITIONAL	Uses offline media	Manages existing customers/resources	Large budgets/resources
ENTREPRENEURIAL	Uses online media	Capture and manages non-existing customers/resources	Less or No budgets/resources

CREATE VALUE
[PRODUCT MANAGEMENT]

Design

Develop

Launch

Improve

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COMMUNICATE VALUE [BRAND MANAGEMENT]

WHAT?

Brand reputation

Improve audience for the reputation

WHY?

Brand Awareness - customer familiarity

Brand Equity - customers value

Brand Loyalty - customers engagement

Brand Recognition - Customers recognition

Brand reputation - Customers perception

HOW?

Phase 1

Recognize opportunities
Market Analysis

Phase 2

Strategize
Market



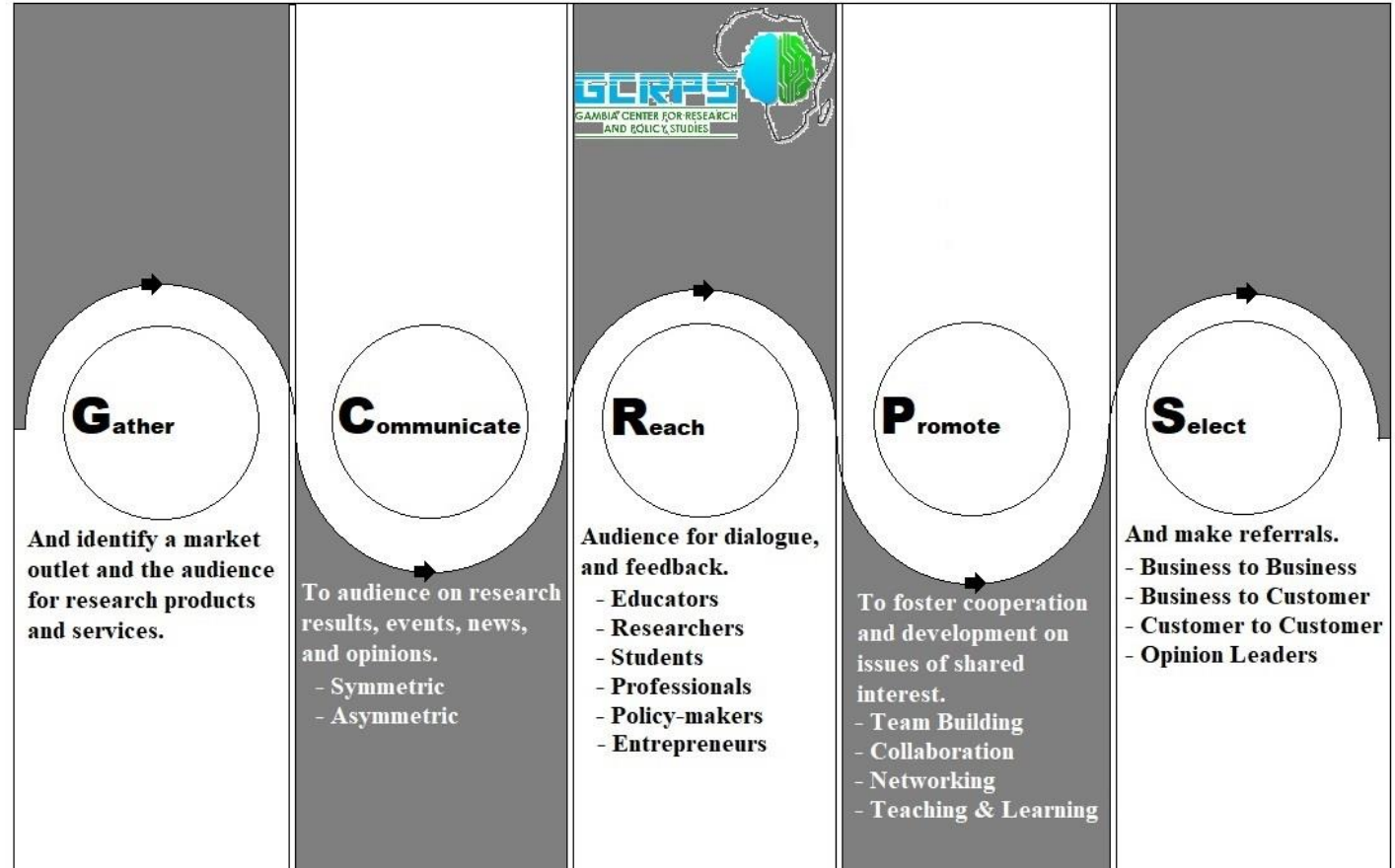
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DELIVER VALUE

[CUSTOMER MANAGEMENT]



**GAMBIA CENTER FOR RESEARCH AND POLICY STUDIES
MARKETING AND COMMUNICATION STRATEGY FRAMEWORK**

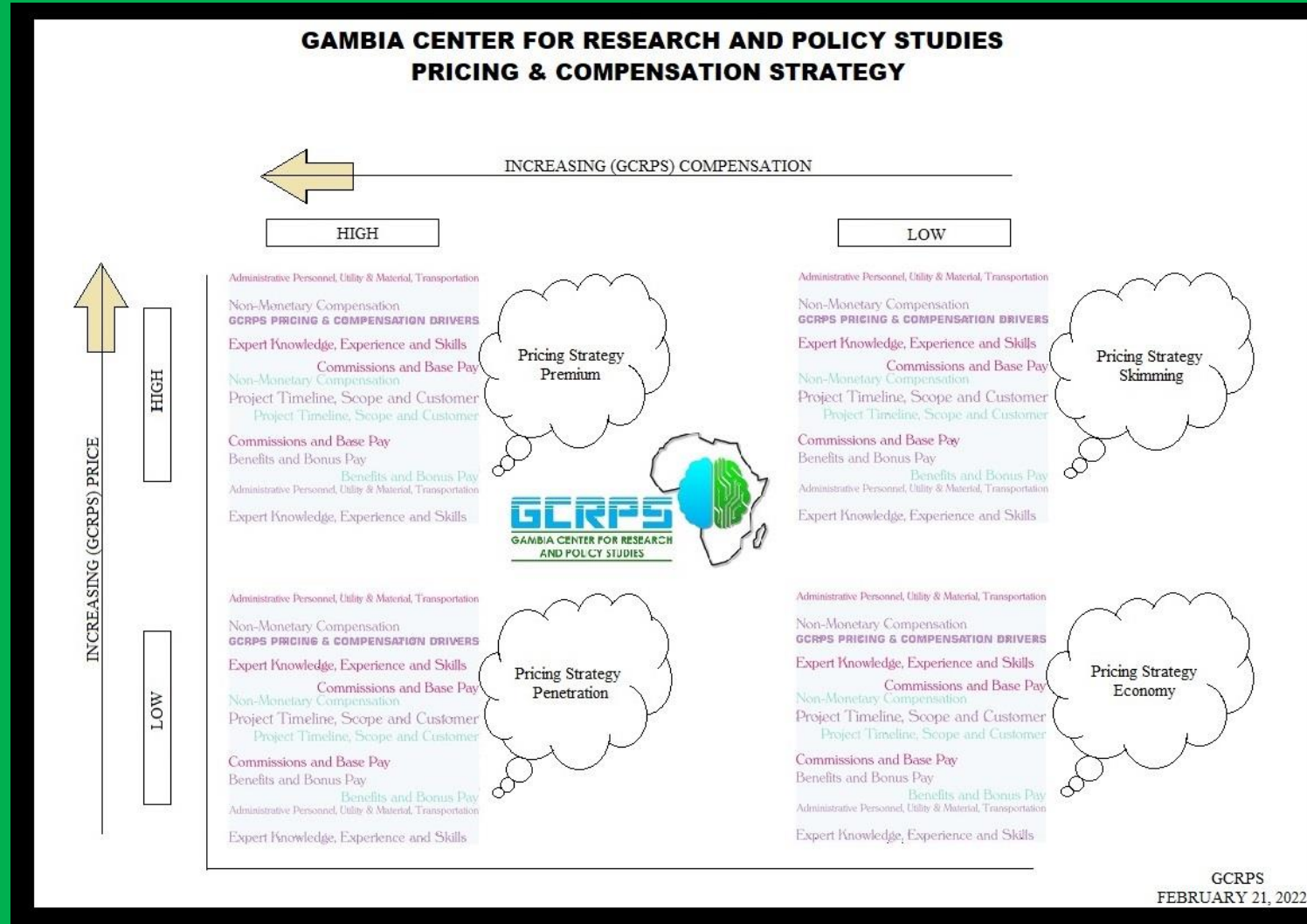


GCRPS
FEBRUARY 21, 2022

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DELIVER VALUE

[CUSTOMER MANAGEMENT]



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DELIVER VALUE
[CUSTOMER MANAGEMENT]

WHAT?

Inventory

Orders

Delivery/Fulfilment

Troubleshooting

Customer Support

HOW?

Team alignment

Understand Customer value

Develop Right Processes

Use the right tools

Evaluate value delivery

WHY?

Customer Solution

Customer Satisfaction



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Summary

- **Marketing: Definition**
- **Traditional vs. Entrepreneurial MKTG**
- **Create Value [Product Management]**
- **Communicate Value [Brand Management]**
- **Deliver Value [Customer Management]**



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Thank you

- **ARPS Media**
arpsmedia.com

