



PODCASTING FOR ABUSED WIVES ENTREPRENEURS (PAWE)

31st of June, 2020.

**Austin Uzim,
Project Initiator.**

**uzim.akunne@gmail.com
08037793661**

Mission

To create a support network of and for women in Africa and across the globe who were abused, divorced, devalued and dejected, but still push for survival.

Vision

To raise an army of dogged female entrepreneurs across Africa, who succeed regardless.

PAWE FIVE POINTS AGENDA

- **PAWE will be an entrepreneurial support platform for women. This means that through RM microfinance support program, PAWE registered members (there will be a sign up option for them on the website) can get soft loans to support their enterprises or start a new one.**
- **Women will learn how to use their voices in podcasting to curb the vices of abuse in the society and get justice. This means that PAWE members shall willingly share experiences in anonymity on how they survived in their abusive marriages during a weekly counselling sessions.**
- **PAWE will teach them how to use their voices to win as entrepreneurs in their various businesses.**
- **PAWE will hold these women by the hand and teach them investment and business strategies that work so that they can support their families.**
- **PAWE will hold these women by the hand and teach them how to own a registered business and run it post COVID-19 using the Internet of Things (IOT).**

**HOW WILL THIS BE
DONE?**

1. Counselling: this will be run by experts: psychiatric nurses and doctors as well as psychologists. The counselling sessions should take form of training or workshops via the internet.

2. Rehabilitation: will also be achieved by collaboration with experts in psychology and psychiatry.

3. Skill Acquisition Trainings: women are empowered in relevant skillset in either shoemaking, fashion designing, carpentry, baking and cookery or other relevant skill education. At the end of such training, they should be given a start-up stimulus package such as brand new ovens, sewing machines or other such start-up packs, they will need and a website set for them for their businesses.

4. Seed Capital: PAWE shall also endeavor to provide seed capital to beneficiaries as well as a comprehensive expert training in Business plan and development.

Executive Summary

Executive summary

- **Needs Assessment:** At the moment, there is minimal to zero publicity for the project. The aims are to branch into the public market via social media branding and marketing and create a compelling brand image, attract volunteer counsellors from across Africa and simultaneously get people to sign up for the class.
- **Anticipated Results:** That within at least 3 months from now, PAWE would have acquired a minimum of 30 clients who, under 3 months of tutelage, have acquired the necessary skillset needed for entrepreneurship. and created at least an additional 1,000 following capacity.
- **Time Frame:** The estimated time frame to achieve the set objectives is 3 months. Primary marketing technique will be social media marketing (graphics, text, infographics and ad copy). Secondary marketing technique will be brand collaborations viz-a-viz influencer recommendations and client feedback.

Proposed Weekly Coaching Sessions

Proposed Weekly Timetable

Day of the Week	Time
Monday	8:00PM – 9:00PM
Tuesday	8:00PM – 9:00PM
Wednesday	8:00PM – 9:00PM
Thursday	8:00PM – 9:00PM
Friday	8:00PM – 9:00PM

Proposed Budget

for PAWE

at a Minimum Time Frame of

1 Month

Proposed Budget for PAWE over a period of 1 Month

Materials Needed	Budget Estimate (in Naira)
A Smart Mobile Phone	60, 000
A laptop (for course structuring and graphics design)	80, 000
Social Media Sponsored Ads	10, 000
Projector and projector screen	150, 000
Data Monthly Data Bundle	3, 000

Social Media Goals

KEY PERFORMANCE INDICATORS

Within 3 months from now, it is expected that:

1.	PAWE Facebook page would have grown to a minimum of 600 additional followers, a minimum average of 50 followers per week.
2.	PAWE would have a minimum of 30 additional subscribers, a minimum average of 10 subscribers monthly.

Brand Collaboration and Influencer Recommendation Plan

KEY PERFORMANCE INDICATORS

Within 3 months from now, it is expected that:

1.	At least 1 women centered NGO will have collaborated on a project with PAWE.
2.	At least 1 influencer would publicly recommended PAWE on their social media page.
3.	At least five clients will be willing to give their feedback publicly on social media.

Facebook Organic Growth And Search Engine Optimization (SEO) Goals

KEY PERFORMANCE INDICATORS

Within 3 months from now it is expected that:

1.	The Facebook page would have been reviewed and optimized at least thrice.
2.	The website should be ranking among top 7 in the search results bearing related keywords.

How goals align to business objectives

Business objective	Social media goal	Metric(s)
Grow the brand	Awareness	Followers, shares, etc.
Turn clients into advocates	Engagement	Comments, likes, @mentions, etc.
Drive leads and subscriptions	Conversions	Regular post followership
Improve client retention	Consumer	Signups, recommendations, social media sentiment, etc.

Target Audience

	Lizzy	Timi
Descriptive Title	Wife in an abusive marriage. Dealer in clothing materials.	Fresh divorcee who is yet unemployed.
Needs	How to expand her business using tools available to the 21st century entrepreneur.	Cultivation of entrepreneurial skills, capital to begin a business and psychological motivation.
Pain Point(s)	Small (and stagnant) clientele. Little profit turnover.	Heartache from failed marriage, lack of motivation, lack of finance.
Preferred social network(s)	Facebook, Instagram, WhatsApp.	Facebook, Twitter, WhatsApp.
Age, sex, location	Female, 25 – 50 years, major cities around the country.	Female, 25 – 50 years, major cities around the country.

SWOT Analysis

	Positive	Negative
Internal	<p>STRENGTHS</p> <p>Content writing and Graphics Creation.</p>	<p>WEAKNESS</p> <p>Zero online presence, especially on social media which means low brand visibility.</p>
External	<p>OPPORTUNITIES</p> <p>Lack of physical forums via which women can meet due to the pandemic.</p>	<p>THREATS</p> <p>Availability of online alternatives.</p>

Content Strategy

Process

The audience that we need to tailor content to is:

- **Primary target audience : Divorcees and women in abusive marriages.**
- **Secondary target audience: Any African woman who has had at least basic primary education and understands how to use technology.**

Social media content calendar that maps out our promotion plan.

- **We will be employing the use of social media content calendar template to determine what, when and how to post.**
- **We will be adapting the social media content rule of thirds:**
 - **1/3 of content promotes business and converts audience**
 - **1/3 of content shares ideas and stories from thought leaders**
 - **1/3 is original brand content**

Next Steps

What's working well? (Will be updated after the first two weeks)

Facebook

- **What it's best for:**
- **Target audience:**
- **Types of content we will share:**
- **Key performance indicators (KPIs):**

What's *not* working? (Will be updated after the first two weeks)

Facebook

- What it's best for:
- Target audience:
- Types of content we will share:
- Key performance indicators (KPIs):

SCP Progress (to be updated after two weeks)

Channel	Date Range	Net Followers Gain/Loss	# of Posts	Engagement Rate	Click-throughs	Mentions
Facebook						

Action items

- **Post content intensively for 3 months until we build a strong brand online.**
- **Focus on collaborating with similar brands to drive brand awareness.**
- **Collate and publish customer feedback.**