



# Visibility Workshop

**Best Practices Workshop for European Business Organizations WorldWide  
Network Brussels 2024**

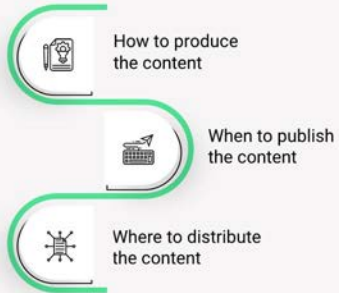
# Why is visibility Important and why this workshop?



# Content Strategy Development

## Content Development Strategy

### 1. Research and planning phase



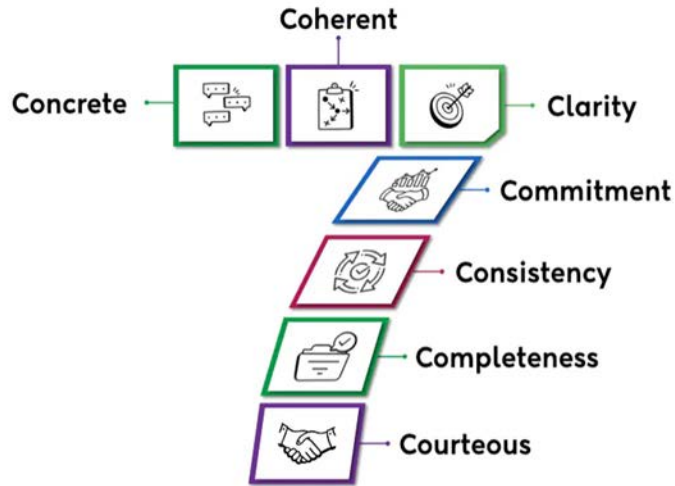
### 2. Production and distribution phase



## Benefits of a Content Development Strategy



# Effective Communication Techniques in your political context



## 7 C's of effective communication



# Understanding Your Audience



# Leveraging Social Media Platforms and internal communication



# What you use

- AEB App
- Collaborative work tool (FASODIA PARTAGE)
- Digital newsletter
- Facebook
- GlueUp
- Instagram
- LinkedIn
- Mail Blasts (MailChimp)
- Telegram Channel
- TikTok
- Twitter
- Viber groups
- Wechat
- Website
- Whatsapp
- Whatsapp business
- Youtube
- Youtube - for podcasts



# Events and networking



# Newsletters - story telling



# Networking and Collaboration



# Customer Relationship Managements



# What you use

- 1C
- CVENT
- Collaborative work tool (Fasodia Partage)
- ERP
- Excel spreadsheets
- Getresponse
- **GlueUp**
- Internally developed database
- Hubspot
- Mailchimp, Marketing CRM Software
- Mautic
- Salesforce Essentials
- Teiloed made (word press)
- Zoho CRM
- Capsule
- Pep's Up
- Proprietary



# Maximizing Website Visibility



# Example

optimize a website for European business chambers in Africa

## General Keywords:

1. European business chambers
2. European Chamber of Commerce
3. Business associations in Africa
4. International business network
5. Business support services

## Specific Keywords:

1. European-African business relations
2. Trade opportunities in Africa
3. Investment in Africa
4. Business forums Africa
5. Business partnerships Africa
6. Market entry Africa
7. Business advisory Africa
8. Trade missions to Africa

## Location-Based Keywords:

1. European Chamber of Commerce Kenya
2. European business Ghana
3. European trade in Nigeria
4. Investment opportunities in South Africa
5. Business chambers Egypt
6. European companies in Rwanda
7. Business networking Tanzania

## Industry-Specific Keywords (if applicable):

1. Renewable energy Africa
2. Agribusiness opportunities Africa
3. Tech startups Africa
4. Manufacturing industry Africa
5. Healthcare investment Africa

## Event and Activity Keywords:

1. Business seminars Africa
2. Trade fairs Africa
3. Networking events Africa
4. Business workshops Africa
5. Business delegations Africa

## SEO Best Practices:

- **Long-Tail Keywords:** Use long-tail keywords for more specific searches, e.g., "investment opportunities for European businesses in Kenya."
- **Local SEO:** Optimize for local search by including local landmarks, addresses, and regional language variations.
- **Content Optimization:** Create high-quality, relevant content such as blog posts, case studies, and whitepapers that incorporate these keywords naturally.
- **Meta Tags:** Ensure that meta titles, descriptions, and headers (H1, H2, H3) include relevant keywords.
- **Backlinks:** Build backlinks from reputable sources related to European business and trade in Africa.

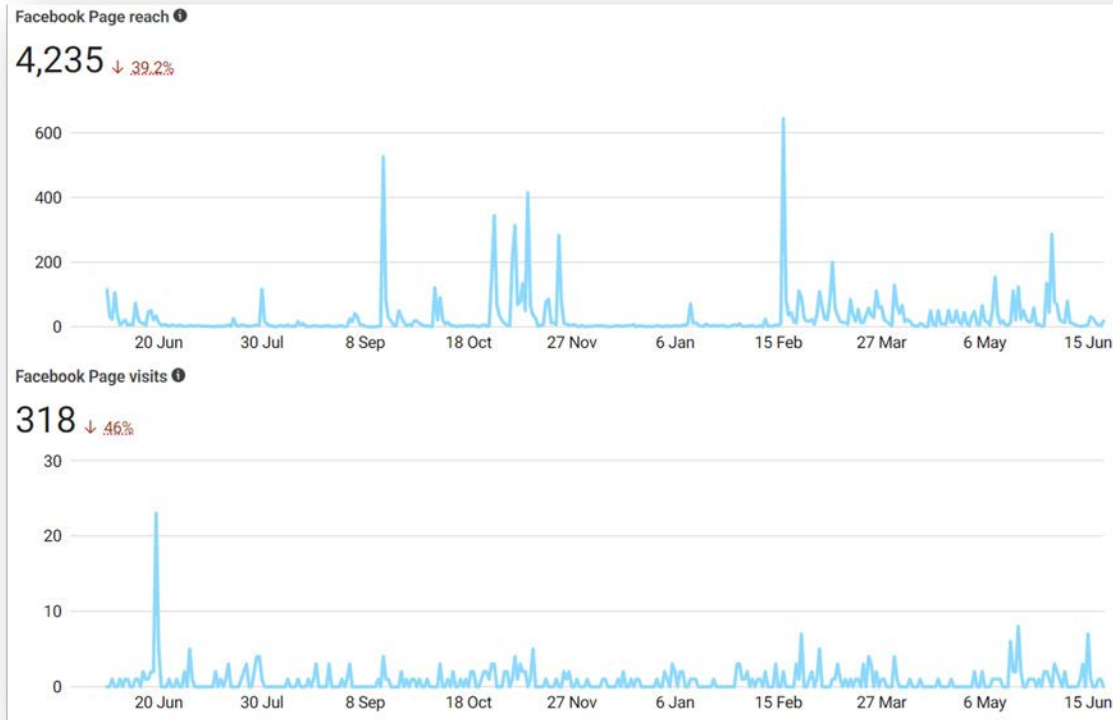
# Building Community



# Measurement and Evaluation

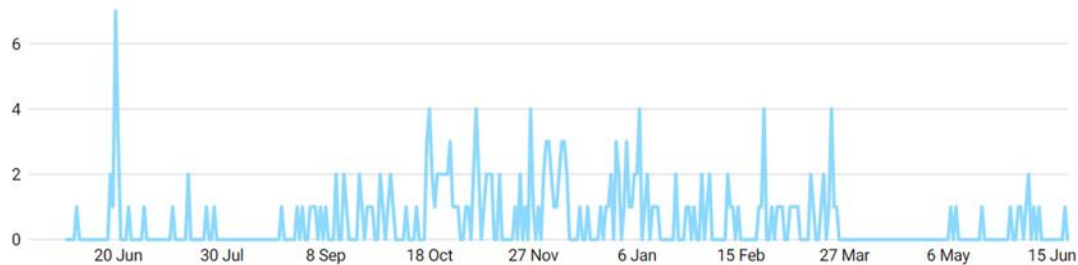


# Data Examples - Facebook / LinkedIn



Facebook Page new likes ⓘ

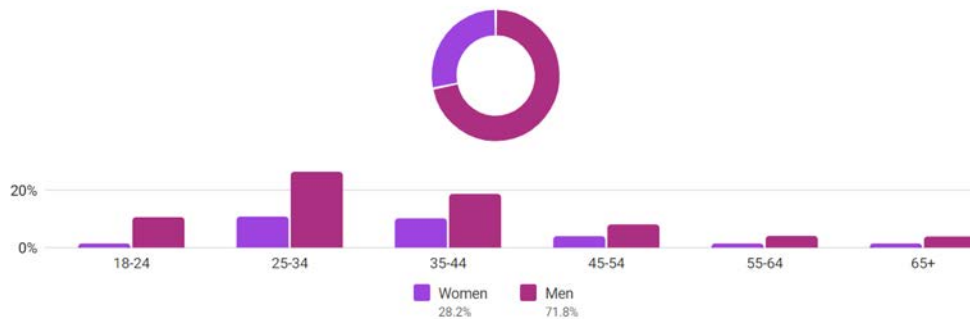
212 ↓ 20.6%



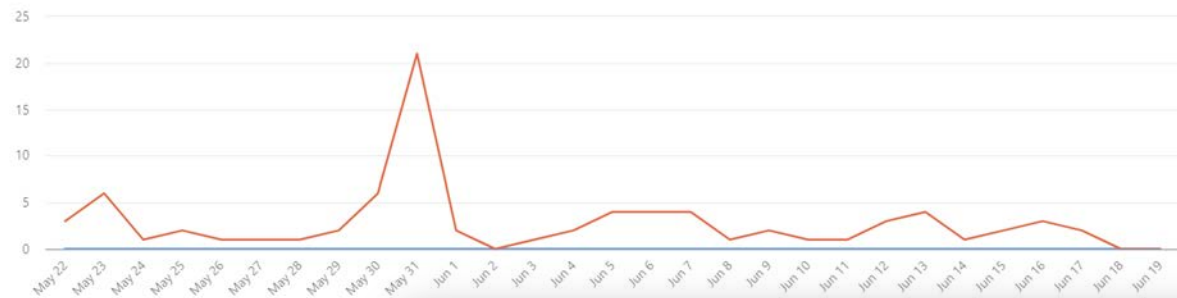
Facebook Page likes ⓘ

763

Age & gender ⓘ



## Follower metrics



## Visitor metrics

Page views ▾

All pages ▾

All filters



Desktop

74

Mobile

145



EUROPEAN  
BUSINESS  
ORGANISATION  
WORLDWIDE NETWORK

# Communication Toolbox

CSR:

<https://www.glueup.com/>

<https://www.hubspot.com/>

Newsletters:

<https://mailchimp.com/>

<https://www.mailerlite.com/>

Surveys:

<https://www.surveymonkey.com/>

Events:

<https://lu.ma/>



Design:

<https://www.canva.com/>

SEO for beginners

[https://youtu.be/MYE6T\\_gd7H0?si=mUPKoVbvGz\\_uH2Ss](https://youtu.be/MYE6T_gd7H0?si=mUPKoVbvGz_uH2Ss)

CRM For beginners

<https://youtu.be/sQD7kaZ5h0s?si=IUf7tZmNFHpUgkCi>

# Our Action Plan! What's next?

1. Based on your reflections what would be your top 3 priorities after today?
2. If you should give a 15% commitment today, what will you improve about your visibility?
3. Would a shared regional communication & social media consultant be of benefit for you, if yes, what would be the next steps?
4. What can EBOWN do for you in terms of training, CRM, SEO other?



**Thank you!**  
**Wish you all Visibility and  
a strong strategy!**