SIMPLY EDITION 2 MARCEL STRESS OWNERS, by business owners, by business owners, by business owners, by business owners



20

Festive offers to make your staff or clients smile!

GET OFFERS

DEALS

GET DEALS

SEASON

DIGITAL MARKETING TIPS

Surviving 2020

SimplyBiz members share their stories

READ NOW

WE'D LIKE TO HELP YOU OUT WITH R10 000 IN FUNDING



see money differently

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NEDBANK

5 Festive season digital marketing tips

SLEIGHBELLS AND SNOW MAY NOT BE OUR THING IN SA, BUT WE STILL LOVE THE JOLLITY AND FRIVOLITY OF THE FESTIVE SEASON.



Google ads

Google Ads is a great way to tap into the silly season...<u>read more</u>

Instagram and Facebook ads

It's the first rule of marketing - go where your market is... read more

Don't forget email!

Holidays, summer and the festive spirit are top of people's minds so tap into this with targeted emails... read more

Personalise your message

This is a golden opportunity to appeal to them directly...<u>read more</u>

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Play with video

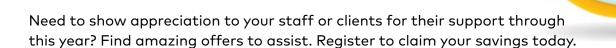
There is no better way to communicate a seasonal message than with video...<u>read more</u>

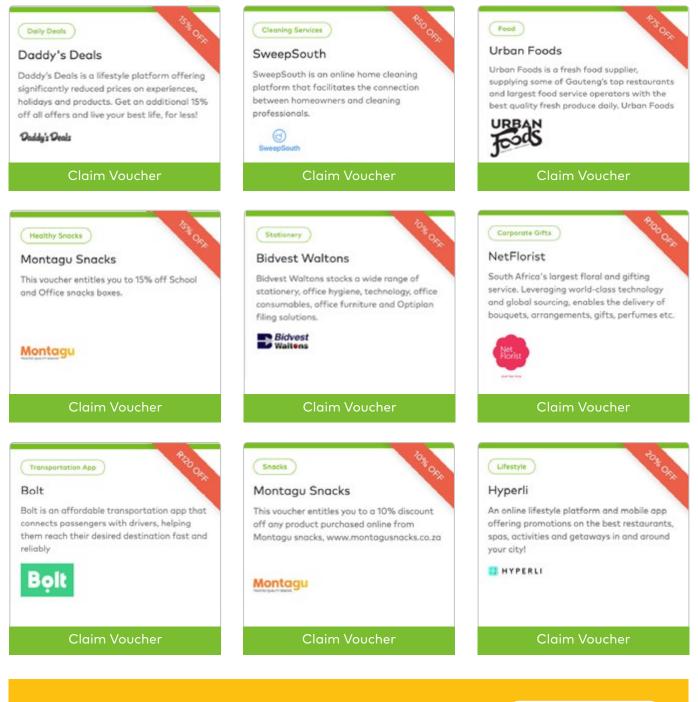


READ THE FULL ARTICLE

EDITION 2 - 2020

Festive offers to make your staff or clients...





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SIMPLYBIZ MEMBERS STORIES SURVIVING 2020



Life starts out of your comfort zone!

Serijke Grobler WAAYS Talent Sourcing @WAAYS Talent Sourcing

What was the impact of Covid-19 and lockdown on your business? My partner and I were both retrenched when lockdown started. I had no other option but to start my own business.

What lessons did you learn? Never become comfortable in the work place, start your own business, and grow. You have a choice, you can either become the victim of the dilemma or the victor. I choose to become a solution to my problems.

READ THE FULL STORY



Moses Dima just started his first crowdfunding campaign. Let's help him take his residential cleaning services business to the next level.

R 50,000 Dream Goal 25 Days Left

Tipping Point: R5000 can help us to get basic equipment to start

Dream Funding Goal: R50 000 can help us get more equipment to handle more clients and grow our business.





I FOLLOW MY HEART, I LOOK FOR POSITIVITY IN ALL THINGS, I LOVE MAKING A DIFFERENCE.

2021 proof your business

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☑ GOAL

₽ PLAN

✓ ACTION

20

2

MANY OF US WILL BE GLAD TO SEE THE BACK OF 2020. WHAT A YEAR IT HAS BEEN!

Even if you were one of the fortunate few who managed to thrive, it was a roller coaster... and 2021 is likely to be as volatile. Regardless of whether an effective vaccine is around the corner, our economy has taken a massive hit, while fortune tellers are going out of business trying to predict the global political landscape. Businesses are grappling with reduced demand (less money to go around), unreliable or disrupted supply chains and dramatic digitisation.

The world is different now, so we need to do business differently. If there

is one thing that the pandemic has taught us, it's that you can't predict the future, but you can prepare for that unpredictability.

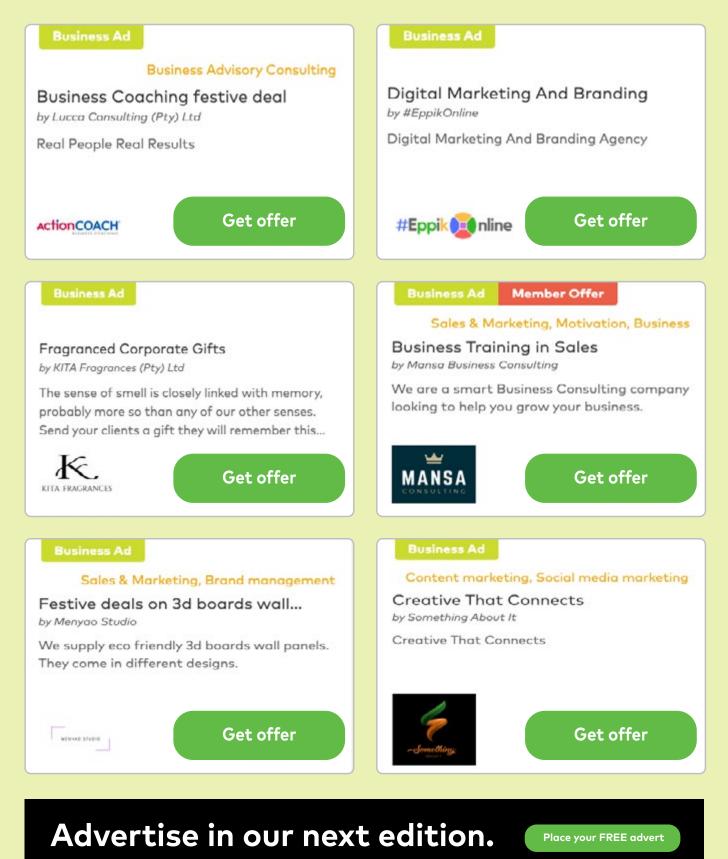
It's time to take out that business plan, dust it off, and do some practical, flexible planning.

There are 3 core elements of the plan that business owners should revisit, to get fighting fit for the new year...

READ THE FULL ARTICLE

BUSINESS DIRECTORY

Brilliant B2B Deals





SHIFTING GEARS

Tips from our winners



TYYFORD CONCEPT FITNESS

"**Before you give up**, consider the fact that you might just need some motivation and inspiration. It's tough, out here, but imagine how much tougher it will be, if you give up just before it's your turn to be successful." "**Consistency is key**, sometimes you will feel like giving up because things are not coming together, but keep moving forward the future is bright and always seek for help. It is possible."

WENDY PHUNGULA GREEN SANDS CLEANING SERVICES









5 WAYS SIMPLYBIZ WILL GET YOUR BUSINESS GOING...

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