Digital Marketing Training for Micro-Small to Medium Enterprises
Leveraging Digital Marketing for International Trade

Founder of TofaraOnline - Digital Marketing and Innovation Consulting Trust, Course Content Creator, Capacity Building consultant, Associate Trainer: ZimTrade, Personal Branding, Author: Tech-Driven Marketing, Certified Digital Marketing Professional

Tofara L. Chokera
Leveraging Digital Marketing for International Trade

Loveness Neya

Digital Marketing Consultant who focuses on helping businesses, brands and professionals to stand out online and grow their income using tech and the internet
About Us
Unemployment

International trade is low

Gender inequality

Inclusivity - Hearing and speech impaired

Lack of tech skills

No resilience
Project Goals

- Train 2500 MSMEs and Women in 6 months
- Become COVID resilient
- Enable MSMEs to participate in international trade generating foreign currency
- Make sure MSMEs participate in the digital economy (Ecomconnect.org)
- Leverage on digital marketing to trade internationally without leaving their native country.
As you may know, TofaraOnline won the 2021 Digital Champions for Small Business Competition.
GUEST OF HONOUR

TECH-DRIVEN ENTREPRENEUR PROGRAM LAUNCH

Digital
STRATEGIC PLANNING
AND LEADERSHIP

WITH Sibo Muteyiwa
Head Marketing and International Affairs at POTRAZ,
Creative Marketer, PR, Brand and Communication Strategist
GUEST SPEAKER

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Digital MARKETING FOR INTERNATIONAL TRADE

WITH Nikolina Kobali

DMI Certified Digital Marketing Trainer / Coach & Mentor

in partnership with

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GUEST SPEAKER

TECH-DRIVEN ENTREPRENEUR PROGRAM LAUNCH

Digital Branding

WITH Tutsirai Jenje

Online Course Creator with The American Association of Female Entrepreneurs | Brand Building Strategist
GUEST SPEAKER

TECH-DRIVEN ENTREPRENEUR PROGRAM LAUNCH

Digital USER EXPERIENCE AND CUSTOMER EXPERIENCE

WITH Upenyu Machingambi

Founder and CEO at Mator. Enterprise Blockchain, Circular Design advocate and Design Thinking Expert

in partnership with ICC INTERNATIONAL CHAMBER OF COMMERCE International Trade Centre sponsored by Google ZOOM
GUEST SPEAKER

TECH-DRIVEN ENTREPRENEUR PROGRAM LAUNCH

Zimbabwe

NATIONAL CHAMBER OF COMMERCE

WITH Guest

Zimbabwe National Chamber of Commerce

in partnership with

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Export READINESS

WITH Tatenda Machirori

Zimtrade

in partnership with

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Endorsement
TECH-DRIVEN ENTREPRENEURSHIP

WITH Fungai Ndemera

Investor, Business advisor through innovative growth. Focusing on technologies that inspire. Artificial Intelligence, analytics, machine learning, functional programming languages.
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GUEST SPEAKER

Digital ETIQUETTE

WITH Odiline Kava

Brandpreneur, Marketing and PR Consultant, Brand Builder, Life Skills Trainer, Events Coordinator & Facilitator, Events Director, Mentor & Coach
Course Outline

Digital Marketing Training for Micro-Small to Medium Enterprises
Enrollments
Shared responsibility
Future Goals

- Content interpretation for the hearing and speech impaired community
- We developing an online course for learn on demand
Partnerships

- **Sponsorship of women to be trained**
- **Sponsorship of upcoming MSMEs**
- **Sponsorship for physical workshops to cover venue and expert costs**
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