

# Communicating with MSMEs - Sharing of Good Practices & Experience

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**What is Communication – 7CS of Communication**

**What is Stakeholder communication**

**Communication process**

**Effective communication with SME's – Winning Strategies**

**Adaptive communication strategies**

**Communication on a budget**

**Benefits of effective Communication**

# What is communication

Marketing communication (MarCom) is a fundamental and complex part of a company's marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market and your stake holders

## 7CS of communication



## COMMUNICATION: an overview

“Communication is a process of exchanging information, ideas, thoughts, feelings and emotions through speech, signals, writing, or behaviour.”



In the communication process, a sender (encoder) encodes a message and then using a medium/channel sends it to the receiver (decoder) who decodes the message and after processing information, sends back appropriate feedback/reply using a medium/channel.

To think about communication is to take a **big step back and examine everything** else - because without communication, nothing else could exist.

4

— TYPES OF —  
**Communication**



1. Verbal Communication



Messages are transmitted verbally.  
Example - face-to-face conversation.

2. Nonverbal Communication



Messages are wordless.  
Example - body language.

3. Written Communication



Messages are transmitted via words.  
Example - letters, emails, reports and articles.

4. Visual Communication



Messages are transmitted via images.  
Examples - photography, posters, television.

55%

of the meaning in our words is derived from facial expressions, 70% is in how the words are said and 7% is in the actual words spoken.

Words are processed by our short term memory where we can only retain about seven bits of information at a time. This is why we have seven digit phone numbers.

Images go directly into long term memory, where they are indelibly etched. It is easier to show a circle than to describe one.

# What is stakeholder communication

The methods organizations use to share information and engagement opportunities with stakeholders — people and groups that are impacted by, have an influence on, or an interest in any product or an organization.

It can also refer to the methods stakeholders use to reach an organization with questions, concerns, and feedback

Communication is an important part of stakeholder engagement and management, as it enables organizations and stakeholders to share information, manage expectations, and build a shared understanding.

## Proven Stakeholder Communication tactics



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# Communication Process: Understanding SME's needs



**Identifying Barriers:** SMEs often face barriers such as lack of financial literacy, access to information, and understanding of available financial products.

**Tailored Messaging:** Messages need to be simple, actionable, and focused on how financial services or development initiatives can directly benefit SME growth.

**Adaptive Strategies:** Developing flexible communication strategies that can be adjusted based on feedback helps to bridge these gaps effectively.

SMEs typically have lower survival rates than do their larger counterparts, ranging from 80% to 90%.

In such difficult operating environments, the focus on sustainability naturally suffers. During times of crisis SMEs are often the least resilient because typically they have limited cash reserves, smaller teams and client bases and less capacity to manage commercial pressures than do larger companies

**\*United nations global impact**





# Effective Communication for SME's – Winning Strategies

## Building Trust and Consistency

- Trust and Transparency
- Unified and consistent messaging across all touch points
- Channel Selection
- Simplicity and Focus; In the mind of your customer, you get to be one thing.
- Focus on what you want to be to them i.e., enabler, guarantor or SME's Hub

Find out what they can share:

Are they better at communicating their experience, such as their struggles, ambition and expansion plans?

Do they talk about more systematic ideas like bulleted best practices for getting the work done faster and better?

Are they more adventurous and talk about newer ideas and how they can implement some of the “tricks-of-the trade”

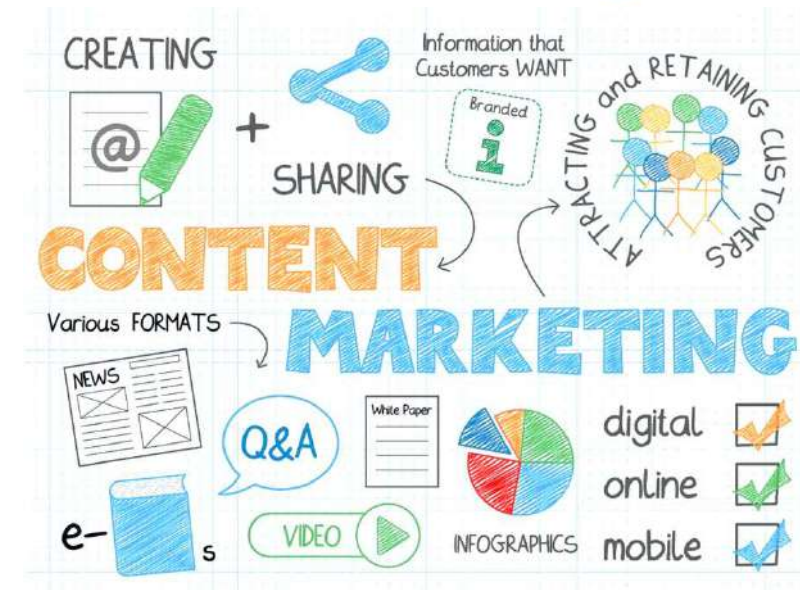


# Effective Communication for SME's – Winning Strategies

## Building Trust and Consistency

Content Marketing: is any marketing that involves the creation and sharing of media and publishing content to acquire and retain customers

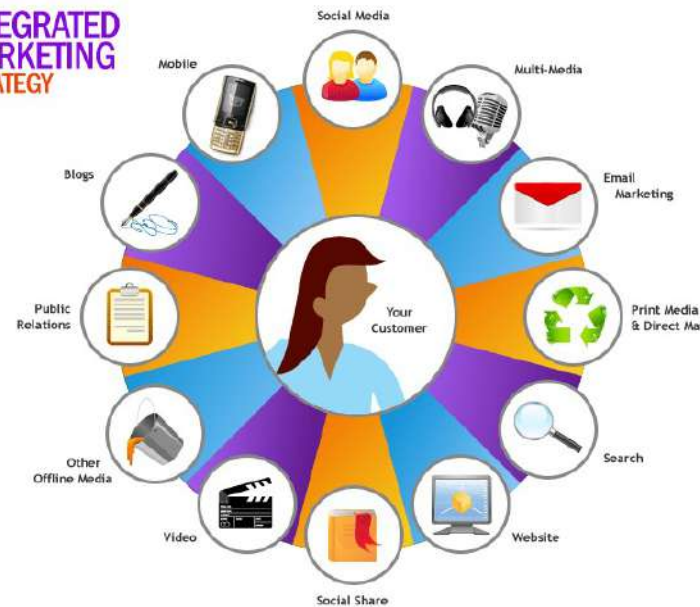
- Content must be relevant to customers.
- Headlines must be relevant to the topic, catchy and captivating.
- Create a content calendar.
- Promote your content.



# Communication on a budget – Calculated ROI

**BTL**  
**Social Media**  
**Email Marketing**  
**Testimonials**  
**SEO's**  
**GDN's**  
**PRL's**

**INTEGRATED  
MARKETING  
STRATEGY**



- Focused campaigns targeting the audience i.e., SME's and banks most likely interested in the product or service offered and how to utilize the different targeting capabilities.
- It's cost-effective than traditional media.
- Measurable in every step from forecasted KPI's to achieved numbers.
- It's easier to adapt and change a digital strategy according to any givens throughout the campaign and real time optimization plays a big role to campaigns success.
- Variety of campaign objectives to achieve best results: reach, brand awareness, views, engagement & conversions
- End to end conversion cycle, starts by clicking the ad leading to completing the form on the website and it's measurable throughout the user's journey
- 7.Utilization of different types of content (assets) & messages: static, video, infographic, testimonials etc.



Gender split

50.6% of the population  
are males  
49.4% of the population  
are females



Total Population

113.6 M  
URBANISATION 43.2%



Mobile Subscription

110.5 M  
Vs. POPULATION 97.3%



Internet Users

82.01 M  
Vs. POPULATION 72.2%



Active SM Users

45.40 M  
Vs. POPULATION 40%



# The Good and Best Practice



## CGC Website

### CGC EGYPT RESULTS

**181B (\$8.5B)**  
OUTSTANDING  
GUARANTEES

**262B (\$8.5B)**  
CREDIT OUTSTANDING

**3.2 %**  
CONTRIBUTION TO  
GDP

**1.1B (\$44.M)**  
CONT. TO STATE OF BUDGET

**225K**  
NEW LABOR OPP

## CGC LinkedIn



## Press Releases

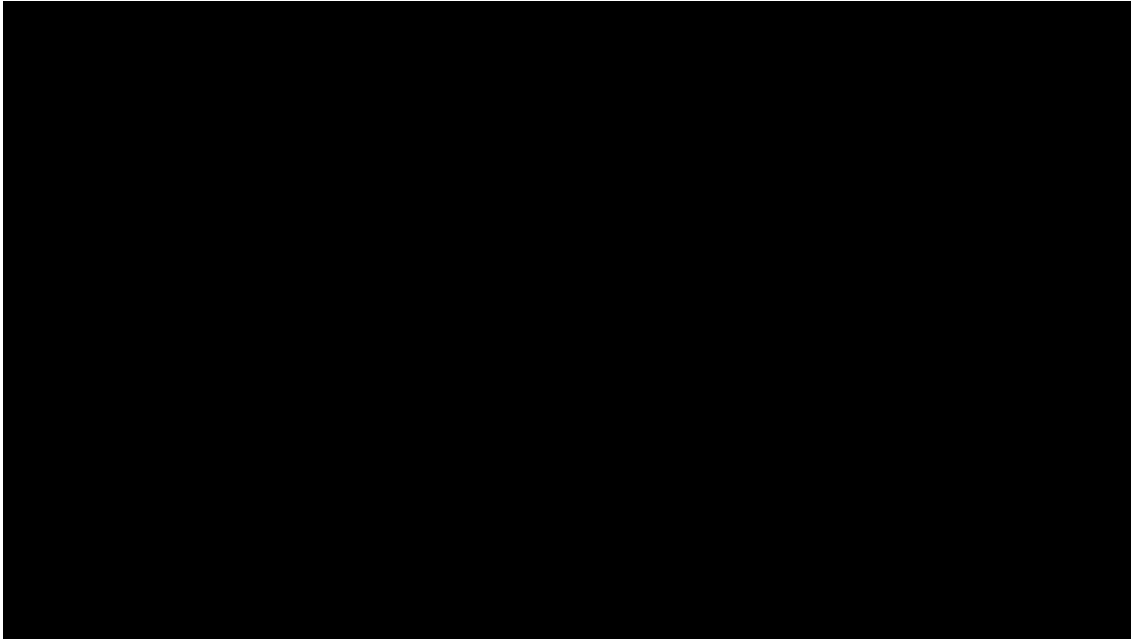


**SHARE**  
Credit Guarantee Company (CGC) continues to support the national economy, despite the challenging conditions faced by the world's economies due to recent wars and crises. The company, in collaboration with the Egyptian banks, succeeded in providing guarantees worth more than EGP 181.54bn to 223,000 beneficiaries from SMEs in the first nine months of 2023. This reflects the company's mission of supporting the national economy by facilitating financing for SMEs and enabling them to overcome the multiple challenges of this period.

## CGC Facebook



## The Good and Best Practice



# Benefits of effective communication

Q&A's

Thank you

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