

## KEBBI STATE DIGITAL MEDIA MARKETING TRAINING

### **Beyond Mentors Limited**

#### **About the project: ‘Digify Northern Nigeria’**

**Who we are:** **Beyond Mentors Limited (BML)** is a social enterprise devoted to the social, economic and educational development; counselling and mentoring of rural and urban communities in Northern Nigeria. Our primary targets are the most vulnerable and marginalised members of the society.

**S.I. Magazine Ltd(SI)** is a social enterprise with a Corporate Legal Entity - absorbed with humanitarian journalism- focused on under-reported community issues- a multimedia-information technology Company; (developing other areas of community & global impact).

**Project goal:** ‘**Digify Northern Nigeria**’ project provides the right platform to up-skill the next generation of digital talent in preparation for jobs and entrepreneurial opportunities. In line with Nigeria’s vision to equip its youths with digital skills to enhance their employability and in a bid to empower entrepreneurs, **Beyond Mentors/SI Magazine** aims to deliver digital marketing skills training for Kebbi State young people. We work in partnership with **Livity Africa and Google** to offer real-world practical learning experiences in digital marketing ‘via Digify Bytes.

**Project need:** The digital age is expanding into all areas of our lives; consequently, there is need for all to be aware of this change. In the modern workplace, digital marketing skills are highly valued, as it helps businesses understand and reach customers of which they had little or no access to in the past.

Furthermore, digital marketing has become one of the most important elements for any business to grow and flourish in today’s world. Many companies in Nigeria are recognizing and realizing the untapped potential of digital marketing, which can do wonders for their businesses.

**Project Delivery:** BML/SIM aims to empower target young people to achieve their full potential. Thus, Digify Bytes is designed to introduce the fundamentals of digital marketing tools, strategies and platforms to young and old people who can utilize these skills for self-branding, industry preparedness, employability and ultimately digital literacy.

The Programme consists of a series of training sessions to impart digital skills knowledge on the young people in Kebbi state. These skills will empower them to find better jobs and also boost entrepreneurship opportunities.

**Digify Bytes** is a one day training Programme aimed at giving learners and job seekers a short, sharp shots of digital marketing skills. Delivered by young digital professionals, Digify Bytes is designed to open a new world of opportunities where digital skills will offer an advantage—both personally and professionally. The Programme sparks an interest and creates awareness for digital careers and businesses, and the excitement and power of the new digital economy while giving participants a tool kit to kick-off their own ventures as digital trainers, digital marketers and/or entrepreneurs. The target age group is 18-35.

The ‘**Digify Northern Nigeria**’ project is expected to:

### **Benefits**

1. Direct Access to Market- This grooms participants to cut out the middleman in any transactional activity e.g. Agriculture, artisanship etc. Up scaling the profit margin for producers, entrepreneurs and all business undertakings.
2. Boosts & Generates participants creative abilities and styles in the digital world (the use of internet for marketing) enabling them to stand out from the crowd with a hands-on on exploring cyber space opportunities now and in the future;

### **Expected Outcomes**

3. The above benefits would go a long way in alleviating poverty, contributes to the economic pulsation for the Kebbi State community, where every household have participants trained to understand the utilisation of the internet and access to direct marketing on the cyberspace- this would automatically come to bear on reducing unemployment and under employment for the state; empowering young people to **create jobs or find better jobs**;
4. Enables the boost of entrepreneurship opportunities in Kebbi State; and
5. It would also put the state on the **Google world map** for trading activities via each beneficiary
6. Enrich the skill sets of the next generation of Kebbi State with digital talents and creativity enabling leadership and life skills.