

# Technology can help you grow your business

According to the 2020 National Income Dynamics Study - Coronavirus Rapid Mobile Survey, three million South Africans lost their jobs as a consequence of the Covid-19 pandemic and subsequent lockdowns last year.



In the face of job losses, a global recession, lack of access to market and sustained Level 3 Lockdown protocols, many small business owners and individuals have had to radically adjust the way they earn an income, placing them in the position of tremendous financial insecurity. Caught between a rock and a hard place, South Africans are struggling to earn a living with dignity during a time of great uncertainty across industries.

This begs the question: how can they access prospective customers in the new normal?

While social media has always been a primary port of call for business advertising, many small business owners simply do not have the time, skillset or cash flow to maintain a consistent online marketing strategy to reach new and existing customers, especially during the pandemic.

According to Najen Naidoo, managing director of konektd, this results in small businesses and individuals seeking earning opportunities in marketing themselves sporadically, or not at all. “These individuals find themselves in the precarious position of being unable to network or meet prospective clients face-to-face, which is something that they have depended upon. Further to this, when the success of your enterprise depends on the hours you expend on clients, the last thing you have the bandwidth for is maintaining a social media or digital advertising presence.”

So, how can small businesses and individuals sustainably and effectively reach their desired target audience with the right appetite for their products and services?



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Naidoo believes that our era should be defined by the democratisation of marketing, spearheaded by technology in order to serve the unique needs of individuals seeking to earn an income.

“The playing field is slowly being levelled through innovative tools and technology that is available to everyone. In conjunction with a presence on social media, this puts the power back into the hands of small businesses and individuals by giving them the means to market themselves efficiently and cost-effectively.”

It is for this reason that konektd was created: a digital community of local traders, small business owners, job seekers and customers that creates immediate access to goods and services in your area.

Naidoo concludes that it is more critical now than ever to stimulate economic growth and support small businesses and individuals - and by virtue of this, empower families and communities.

“We believe it is up to us, in collaboration with every South African, to boost the economy and help our communities to survive and thrive. By creating a culture of supporting, promoting and engaging with businesses and individuals in local communities, we can ensure that everyone has a chance of earning a meaningful, sustainable living.”

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