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# TANDARA

MULTICULTURAL  
SOLUTIONS

*Immigrant Businesses & People*

*The Monthly Bulletin of Multicultural Solutions LLC*



## #UNAPOLOGETICALLY RADICAL

- How I'm Building This:  
Jagyeng Analytics
- How Do I Market Thee?  
Let Me Count the Ways

## BUILD IT!

*By Clara Matonhodze Strobe*

Welcome to the Tribe of Radicals! People who are #UnapologeticallyRadical about what they do and why they do it. They came to America seeking to better themselves, and they are killing it!

You're fresh out of college and invited to a job interview, your dream job. You have nothing to wear but an over-worn half washed \$50 suit. Do you miss the interview because of this?

Yet, most people do. They miss out on showing up for their dream business ideas because they don't have the capital to "properly" fund the business. You wouldn't wait to go to an interview because you can't afford a suit from Saks, so why would you wait to follow opportunities in business because you don't have the right capital? If your business is building SpaceX 2 then maybe, but still, you have to start.

We are starting a series called "How I'm Building This," businesses being built from the ground up with no capital because the business owners are #unapologeticallyRadical about their dreams. Let's follow them in their journey...

HOW I'M  
BUILDING  
THIS.



MBA, Data Analytics, Lindner School of Business, UC  
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## JAGYENG ANALYTICS

Jacob Agyemang was born in Ghana. He moved to the United States for graduate studies and is currently a senior business intelligence analyst at Cincinnati Insurance Company where he develops software applications for executive decision making. Before this role, Jacob was an Information Technology Consultant developing software applications for major corporations like General Electric, Gordon Food Services, Fruit of the Loom and many others. In his spare time, he enjoys playing soccer, tennis and working to make Jagyeng successful. .

### Why Did You Start?

I started Jagyeng Analytics as a final year project for my MBA program. My Professors were very excited about it and encourage me to implement so I figured I had a good idea. I used my own resources. I prefer to start with my own resources especially at this initial stage so I can have flexibility to change as needed to make things work better.

### What Do You Know Now That You Wished You Knew Before?

I wish I knew the challenges and hoops that a small business owner must go through to get things started. This way I could have prepared adequately. I would have hired someone to assist me and get focused early on.

### What Advice Would You Give a Young Immigrant?

Know what you want and work hard towards it. Life can take you places you didn't plan but all the same, it is worth it having some plans in place and working towards them. Never lose sight.

### What is the Most Exciting Thing For You Right Now?

Getting my place and getting my first major client. I am currently working on something I can't discuss yet but it's a very exciting time for me and my team right now.

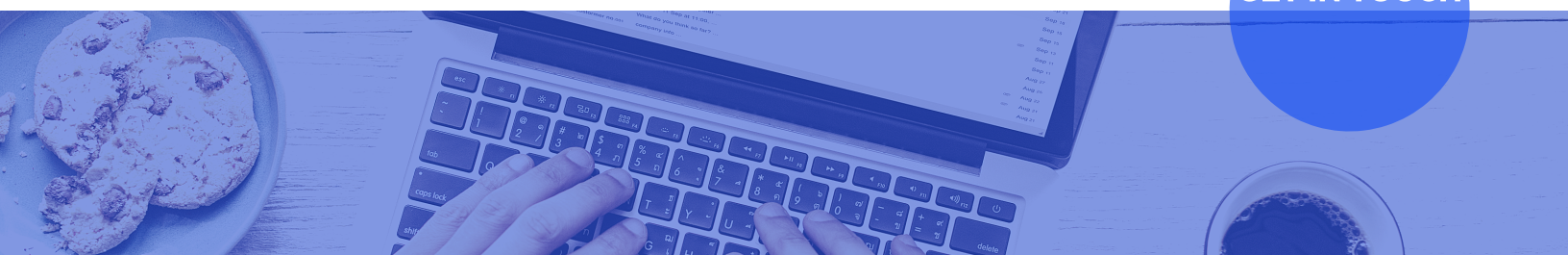
### How Do You Give Back to the Community?

I founded Agyemoah Foundation to help correct some of the social and economic challenges in my native village in South Western Ghana. That village rallied behind me when I came to the USA and I feel it's only natural to give back to a place that molded my character and values.

### If You Had That Person Who Could Press a Magic Button For You, What Would You Ask of Them?

I would ask him/her to give me all the time I have wasted through procrastination.

GET IN TOUCH





## HOW DO I MARKET THEE? LET ME COUNT THE WAYS...

According to Salesforce nearly 75% of marketing spends will go to digital marketing by the year 2021. In this article, we focus on five ways immigrant businesses can attain market share using the power of digital marketing communications.

### **Determine Your Goals**

This might be a no brainer, but it's incredible the number of small business owners who have not thought this through. A strategy for discovery is different from an approach used to attract a niche market. What you want to accomplish has to be determined and the KPI's spelled out.

### **Understand Your Customers**

Who are your primary customers? Do you know what they read? Where they hang out and what they discuss in their circles? Before they purchase something, do they talk to others about it, or do they research online? Many small business failures happen because they failed to service the needs of their customers.

### **Personalization is the Word**

According to a survey by Infosys, 86% of consumers say that personalization has some impact on what they purchase. For the immigrant business owner, if you can make customers feel comfortable, this is a great way to increase trust, loyalty, and convert that doubting customer.

### **Search Engine Marketing**

There are two types of SEM; SEO, and PPC. The easy way to think about these is - you pay for PPC (Pay-Per-Click) while SEO (Search Engine Optimization) is free and organic. If you do nothing at all with your website, do basic SEO so customers can find your business when they google it. The easiest way is to sign up for a Google My Business account and keep it updated.

### **Social Media Marketing**

More than 40% of digital consumers use social media to inform them about brands and products. When your business is not on any of these platforms or is on the wrong platform, you're leaving money on the table. Social media users tend to use social media on a mobile platform. As you look into the future, consider building apps to engage your customers.

*Google is responsible for 94% of total organic traffic. (Web Presence Solutions, 2017)*

*50% of search queries are four words or longer. (IMPACT, 2019)*

*61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority. (HubSpot, 2018)*

*70-80% of search engine users are only focusing on the organic results. (MarTech, 2018)*

*Organic SEO is about 5.66 times better than paid search ads. (New Media Campaigns, 2018)*

[hubspot.com](https://www.hubspot.com)

**GET IN TOUCH**