

simplybiz<sup>®</sup>

EDITION 2

# MAGAZINE

For business owners, by business owners

## 2021 proof your business

FIND OUT HOW

Festive offers  
to make your  
staff or clients  
smile!

GET OFFERS

## B2B DEALS

GET DEALS

It's your  
**SEASON**  
TO **HUSTLE**

DIGITAL  
MARKETING  
TIPS



## Surviving 2020

SimplyBiz members  
share their stories

READ NOW

WE'D LIKE TO HELP YOU OUT  
WITH R10 000 IN FUNDING

ENTER NOW

see money differently



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# 5 Festive season digital marketing tips

SLEIGHBELLS AND SNOW MAY NOT BE OUR THING IN SA, BUT WE STILL LOVE THE JOLLITY AND FRIVOLITY OF THE FESTIVE SEASON.

1

## Google ads

Google Ads is a great way to tap into the silly season...[read more](#)

2

## Instagram and Facebook ads

It's the first rule of marketing - go where your market is...  
[read more](#)

3

## Don't forget email!

Holidays, summer and the festive spirit are top of people's minds so tap into this with targeted emails...  
[read more](#)

4

## Personalise your message

This is a golden opportunity to appeal to them directly...[read more](#)

5

## Play with video

There is no better way to communicate a seasonal message than with video...[read more](#)

[READ THE FULL ARTICLE](#)



# Festive offers to make your staff or clients...

# SMILE



Need to show appreciation to your staff or clients for their support through this year? Find amazing offers to assist. Register to claim your savings today.

**Daily Deals**

### Daddy's Deals

Daddy's Deals is a lifestyle platform offering significantly reduced prices on experiences, holidays and products. Get an additional 15% off all offers and live your best life, for less!



15% OFF

Claim Voucher

**Cleaning Services**

### SweepSouth

SweepSouth is an online home cleaning platform that facilitates the connection between homeowners and cleaning professionals.



R50 OFF

Claim Voucher

**Food**

### Urban Foods

Urban Foods is a fresh food supplier, supplying some of Gauteng's top restaurants and largest food service operators with the best quality fresh produce daily. Urban Foods




R75 OFF

Claim Voucher

**Healthy Snacks**

### Montagu Snacks

This voucher entitles you to 15% off School and Office snacks boxes.




15% OFF

Claim Voucher

**Stationery**

### Bidvest Waltons

Bidvest Waltons stocks a wide range of stationery, office hygiene, technology, office consumables, office furniture and Optiplan filing solutions.




10% OFF

Claim Voucher

**Corporate Gifts**

### NetFlorist

South Africa's largest floral and gifting service. Leveraging world-class technology and global sourcing, enables the delivery of bouquets, arrangements, gifts, perfumes etc.




R100 OFF

Claim Voucher

**Transportation App**

### Bolt

Bolt is an affordable transportation app that connects passengers with drivers, helping them reach their desired destination fast and reliably




R120 OFF

Claim Voucher

**Snacks**

### Montagu Snacks

This voucher entitles you to a 10% discount off any product purchased online from Montagu snacks, [www.montagusnacks.co.za](http://www.montagusnacks.co.za)




10% OFF

Claim Voucher

**Lifestyle**

### Hyperli

An online lifestyle platform and mobile app offering promotions on the best restaurants, spas, activities and getaways in and around your city!



20% OFF

Claim Voucher

Visit Business Solutions for more useful offers! [Go to Business Solutions](#)

SIMPLYBIZ MEMBERS STORIES

# Surviving 2020



## Life starts out of your comfort zone!

**Serijke Grobler**

WAAYS Talent Sourcing

[@WAAYS Talent Sourcing](#)

**What was the impact of Covid-19 and lockdown on your business?** My partner and I were both retrenched when lockdown started. I had no other option but to start my own business.

**What lessons did you learn?** Never become comfortable in the work place, start your own business, and grow. You have a choice, you can either become the victim of the dilemma or the victor. I choose to become a solution to my problems.

[READ THE FULL STORY](#)

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backabusiness

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**Moses Dima just started his first crowdfunding campaign.** Let's help him take his residential cleaning services business to the next level.

**R 50,000 Dream Goal**  
**25 Days Left**

Tipping Point: R5000 can help us to get basic equipment to start

Dream Funding Goal: R50 000 can help us get more equipment to handle more clients and grow our business.

[FUND THIS PROJECT](#)



**I FOLLOW MY HEART, I LOOK FOR POSITIVITY IN ALL THINGS, I LOVE MAKING A DIFFERENCE.**



# 2021 proof your business

MANY OF US WILL BE GLAD TO SEE THE BACK OF 2020. WHAT A YEAR IT HAS BEEN!

**Even if you were one of the fortunate few** who managed to thrive, it was a roller coaster... and 2021 is likely to be as volatile. Regardless of whether an effective vaccine is around the corner, our economy has taken a massive hit, while fortune tellers are going out of business trying to predict the global political landscape. Businesses are grappling with reduced demand (less money to go around), unreliable or disrupted supply chains and dramatic digitisation.

The world is different now, so we need to do business differently. If there

is one thing that the pandemic has taught us, it's that you can't predict the future, but you can prepare for that unpredictability.

**It's time to take out that business plan, dust it off, and do some practical, flexible planning.**

There are 3 core elements of the plan that business owners should revisit, to get fighting fit for the new year...

[READ THE FULL ARTICLE](#)

# Brilliant B2B Deals

Business Ad

Business Advisory Consulting

**Business Coaching festive deal**

by *Lucca Consulting (Pty) Ltd*

Real People Real Results



Get offer

Business Ad

**Digital Marketing And Branding**

by *#EppikOnline*

Digital Marketing And Branding Agency



Get offer

Business Ad

**Fragranced Corporate Gifts**

by *KITA Fragrances (Pty) Ltd*

The sense of smell is closely linked with memory, probably more so than any of our other senses. Send your clients a gift they will remember this...



Get offer

Business Ad

Member Offer

Sales & Marketing, Motivation, Business

**Business Training in Sales**

by *Mansa Business Consulting*

We are a smart Business Consulting company looking to help you grow your business.



Get offer

Business Ad

Sales & Marketing, Brand management

**Festive deals on 3d boards wall...**

by *Menyao Studio*

We supply eco friendly 3d boards wall panels. They come in different designs.



Get offer

Business Ad

Content marketing, Social media marketing

**Creative That Connects**

by *Something About It*

Creative That Connects



Get offer

**Advertise in our next edition.**

Place your FREE advert

## SHIFTING GEARS

# Tips from our winners



**TYYFORD  
CONCEPT FITNESS**

"**Before you give up**, consider the fact that you might just need some motivation and inspiration. It's tough, out here, but imagine how much tougher it will be, if you give up just before it's your turn to be successful."



"**Consistency is key**, sometimes you will feel like giving up because things are not coming together, but keep moving forward the future is bright and always seek for help. It is possible."

**WENDY PHUNGULA  
GREEN SANDS  
CLEANING SERVICES**





## 5 WAYS SIMPLYBIZ WILL GET YOUR BUSINESS GOING...

Your **free** go-to place to start, run and grow your business.



### Get connected

Get access to a library of articles, webinars, templates and guides in Community.



### Get funding

Explore funding options with Nedbank, investors and crowdfunding in Funding.



### Get advertising

Market your products and services to other businesses in Directory.



### Get discounts

Get discounts on day-to-day items most businesses need in Business Solutions.



### Get leads

Generate leads and advertise new business opportunities in Marketplace.

**Register on [SimplyBiz.co.za](https://www.simplybiz.co.za) and start doing business differently.**

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