

PAKASA

SECRETS FOR BUILDING FAMILY BUSINESSES

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UGANDA GROWS CERTIFIED SMES BY OVER 600

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KAZIBWE'S BLUEPRINT FOR DIGITAL MARKETING

Based in the UAE and with several investments in Uganda, 27-year-old Vincent Kazibwe has registered tremendous progress from earning only \$218 (Sh806,600) per month to earning over \$6,534 (Sh24m). He narrated his success story to **Lydia Labanya**

Kazibwe's journey into the world of technology began in his early years, sparked by a fascination with gadgets and the Internet. Growing up, he developed a keen interest in electronic devices, often purchasing them to access the internet for various purposes, such as watching live-streamed football matches and discovering newly released songs. This passion for technology laid the groundwork for his future endeavours in the digital realm.



Kazibwe's turning point came during the pandemic when he decided to take action and explore the online space

HIS EXPERTISE



CHALLENGES, LESSONS

Kazibwe's journey was not without its challenges. "One of the mistakes I made was underestimating the competition," he admitted. Competing against established brands with significant resources proved to be a steep learning curve.

Another significant lesson was the importance of delegation. "Initially, I tried to do too much myself, which slowed down operations. I learnt the value of building a team and trusting others with specialised tasks," he explained.

Pricing strategy was another area where Kazibwe gained valuable insights. "I initially undervalued my services, thinking business owners wouldn't see the value.

To keep his business thriving, Kazibwe employs several best practices. "We maintain detailed records, hold regular team meetings, and use project management tools to ensure everything runs smoothly," he explained. Regular communication with his team and clients is vital for success.

When asked about the current status of his business, he confidently states: "The company is legally registered and incorporated as of mid-2023. While we are still in the growth phase, we are making strides toward breaking even."

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TEAM DYNAMICS

Marketyme currently employs a team of 11, and Kazibwe is focused on cultivating a reliable workforce. "My strategy for finding dependable employees involves understanding their ambitions and grasp of the industry. While there is plenty of labour in Uganda, skilled workers are not always readily available. I always conduct multiple interviews to ensure they understand the high standards we maintain for every client," he says.

THE DRIVING FORCE

"I believe my exposure to different markets, experience, and innovative approach make me stand out. I am always looking for unique solutions,

particularly with advanced strategies like programmatic advertising. I am driven by results and constantly analyse data to make better decisions. Building a strong team and focusing on delivering real value to clients also sets me apart."

CONTINUOUS LEARNING

Kazibwe says the importance of continuous learning to stay ahead in the rapidly changing marketing landscape. "I keep learning through online courses, industry events, and staying updated with the latest trends in digital marketing. I am attending the Gitex event this winter, which is the world's largest tech and start-up show. My main

focus this time is to understand how Artificial Intelligence can be introduced on a large scale in Uganda. Events like this are one of the reasons I am always on the lookout for something new," he noted.

COMMUNITY ENGAGEMENT

Kazibwe is also committed to community engagement, saying: "I work closely with businesses in Kira to educate them about the benefits of digital marketing. The impact has been positive; we have multiple clients in the same office building and others all around the Kira area. I also aim to inspire young people through my story and business journey."

KAZIBWE'S INSPIRING PATH IN TECH

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In 2016, seeking better opportunities, Kazibwe moved to Dubai and started his career as a cleaner, earning AED 800 (\$218) a month. Despite this humble beginning, his determination to improve his circumstances never wavered. "Even though I started as a cleaner, I managed to pull myself up and, in 2020, began my official journey into digital marketing during the pandemic," he recalls.

The global crisis offered Kazibwe a new perspective and the opportunity to pivot his career. Using his personal savings, he embarked on a journey of self-education, enrolling in online courses on platforms like Coursera and HubSpot to learn about internet marketing and digital strategies. "I wanted to turn my passion into a profession," he explains, setting the stage for his transition into the digital marketing landscape.

THE TURNING POINT

Kazibwe's turning point came during the pandemic when he decided to take action and explore the online space. "I opened my Upwork account and secured my first professional gig in digital marketing," he recalls. This opportunity ignited his love for the field and propelled him toward building the career he had always dreamed of.

"By the end of 2021, I joined FlexifyMe, an Indian fitness company, working full-time remotely while in Dubai," he shares. This position enabled him to save enough money to fund his mother's goiter surgery, prompting his return to Uganda in July 2022.

Recognising the potential in the local market, Kazibwe was inspired to establish his own company in the digital marketing sector.



Kazibwe currently employs 11 people

"There were many entities that could benefit from the internet, like schools registering new students online, hospitals with bookings, and hotels managing reservations," he observed.

With a newfound sense of purpose, he founded Marketyme to help businesses

navigate the digital landscape.

BUILDING A COMPANY

Initially, Kazibwe enlisted the help of his two brothers, John Mbaziira and Martin Kyambadde, who became his first employees.

"After a month with no clients, I decided to bring my brothers to the city for a fresh start," he recalled. While they worked from home, Kazibwe returned to Dubai to seek more funding for the business.

Through social media and targeted Facebook campaigns, Kazibwe and his team eventually landed their first client, Deen Establishments.

"We built their website, managed it, and handled their social media accounts," he said. This initial success validated his business model and set the stage for further growth.

"The turning point came when I successfully ran a campaign that generated inquiries for my first client," he shared. This achievement not only proved the effectiveness of his business model but also provided the momentum needed to expand his client base.

Demonstrating tangible results from Facebook Ads became a crucial selling point for Kazibwe. "I wanted to show clients that Facebook Ads really do have an impact because I generated their inquiries," he explained.

Working with global brands like Da Milano and Yves Rocher further shaped his perspective on the industry. "From being a cleaner to running multimillion-dollar marketing campaigns for Luxbridge International Realty in Dubai and directing an elite podcast show, The Luxbridge Show, in just seven years – it is a dream come true," he boasts.

FINANCING THE BUSINESS

Financing is a critical aspect of Kazibwe's growth strategy. He injects personal funds into the business, primarily from his job at Luxbridge International Realty, and also relies on company revenue for growth. "I reinvest profits from successful campaigns to fuel our expansion," he explains.

PLANS FOR EXPANSION

Kazibwe's vision for Marketyme extends far beyond its current achievements. "We have just signed a new tenancy contract to double our space for a larger team. We have hired some of the best software developers in the country based on their previous work. We also plan to add new services in the marketing industry, and soon

we will start below-the-line (BTL) marketing for shopper experiences. Currently, I have a SaaS under development; while I can't disclose details as it is confidential, it will change the way marketing works in Uganda. I plan to expand Marketyme internationally, especially targeting cities like Dubai and Kuala Lumpur."

CELEBRATING ACHIEVEMENTS

Reflecting on his achievements, Kazibwe says: "Honestly, the fact that Marketyme started with me and my two brothers and has grown to 11 staff members is a significant achievement. Another milestone is having about three international clients and large-scale software development projects. This shows that even international markets can trust the quality I have instilled in my team. He expresses gratitude for his success at a young age and the

promising prospects ahead. "I currently earn up to AED 24,000 per month (about sh24m), with most of that income coming from my full-time role at Luxbridge. Reflecting on my journey from earning AED 800 to AED 24,000 in just seven years – a 2,900% increase – I believe my story could offer hope and motivation to many young Ugandans, especially those struggling to find opportunities abroad," Kazibwe stated.

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