



Marketing Expert

4IP Group is an impact investment advisory firm domiciled in Canton de Vaud (Terre Sainte) focused on addressing impact investing issues in Africa and Europe. 4IP was established in 2017 and its managing partner last year received the UNDP-SVI SDG Impact Standards Trainer accreditation as the first trainer in Switzerland. The certificate issuing license is provided through our flagship product the **ESG Toolkit for SMEs/SGBs and Asset managers.**

With more than **500 social investors** (Sustainability-aligned fund managers (PE/VC); Family Foundations/Offices; Faith-based organizations and HNWI/Angel Investors) funds having been invited to participate in our Quarterly-E-pitching events, during the past 3 years, 4IP looks to offer the impact fund industry operating in Africa access to **the ESG Toolkit** in general as more specifically **the SDG Impact Standards** (In April 4IP Group's Managing Partner expect to additionally become an accredited **Impact Accounting trainer** as part of the first GSG-SVI Cohort).

In Parallel we have a **strategic partnership** with around 50+ **Economic Support Organizations (ESOs)**, that is mainly Accelerators, spread across the 8 countries: Zambia, Tanzania, Ghana, Nigeria, Kenya, Uganda, South Africa, and DRC covered by our Impact Investor Circle Webinar series from November 2020 to December 2023, and since January 2024 through our Impact Lions' Den Series.

On this background, we are looking for **1 marketing expert** who can help 4IP Group:

- Optimize our substantial **contact and networking base (currently in excel format and linkedIn)**
- Help us with the Management of these contact resources both internally and externally
- Fulfil a **sales and marketing function of 4IP Group's Advisory Business: The provision of the SDG Impact Standards & Impact Accounting to both SGBs and Asset Managers.**
- Improve our **client acquisition process** through our strategic partnership with around 50+ ESOs through financial services agreements.
- **Liaising with the investors** in our database on a regular basis to make them aware of our investment opportunities through our strategic network of ESOs partners and to get them involved in our new series **the Impact Lion's Den** (that is an on-line e-pitching event to take place every 2nd month, which started 17th of January 2024)
- **Play a future key role in the marketing (fundraising) role** of our forthcoming Tech Impact Venture Capital fund – **The Invisible Heart Venture No.2.**
- **Provide sales and marketing support, develop materials** including sales ideas and other internal use guides, and provide input to various marketing plans and programs.
- Interface with **internal audiences** (Sales Channels, Marketing, Investment Teams, Advisers; our Applied Research Team / Capestone Team consisting of master students at



the HEG – who are looking at how to implement and commercialize our current Advisory business model) and respond to key product (our ESG Toolkit, including the SDG Impact Standards) and market-related questions and data requests.

If interested please let us know and we will share with you additional information of what we have in mind, since the vacancy is not yet uploaded on our website.

Please contact by e-mail: Dr. Christian Kingombe, 4IP Group Managing Partner

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PS

We had **our website review**; and it is not ranking high on any of the search engines (Google) for most of the keywords related to our Advisory & Consulting business.

Can you help us to bring our **website on 1st page of search engine** in a limited time-frame.

Can you provide 4IP Group 1st Page Google Rankings within the 100Days through:

- 1) Digital Marketing Services (SEO+SMO+PPC)
- 2) Website Design and Development (Static+Dynamic+E-commerce)
- 3) App Development (iOS+Android+Windows): investment matchmaking of providers of impact capital (Asset Managers/Fund Managers) and demanders of Impact Capital (SGBs).

Other activities where your skills set is warranted:

- **Market analysis** of sectoral impact investing themes such as: Renewable Energy (CleanTech); Education & Health (Tech-) market; Agrobusinesses; Inclusive Finance (Fintech).
- **Identification of potential investors** (Family Offices¹ building on our existing vast network of, Asset Managers,² Impact Investors³ etc. - we already have an extensive database of Swiss Investors, but would like to top-it up with Investors and Asset Managers from other financial

¹ **Single Family Offices (SFOs):** A study by the Swiss Single Family Office Association (SFOA) estimates that there are between 250 and 300 SFOs in Switzerland, collectively managing assets worth approximately 600 billion Swiss francs (\$670 billion). **Multi-Family Offices (MFOs):** Estimates suggest there are around 400 MFOs operating across Switzerland. We have around 100 FOs in our database due to the private nature of these entities and the lack of publicly available data specific to this region.

² There are publicly accessible databases and directories that provide **information on Swiss asset managers:** FINMA's List of Authorized Asset Managers; Asset Management Association Switzerland (AMAS) Member Directory; Citywire's Switzerland Top 50 Independent Asset Managers; Lusha's Database of Investment Management Companies; Swiss Fund Data AG. These resources should provide a solid starting point for researching Swiss asset managers.

³ There are several resources and directories that provide information on **Swiss-based impact fund managers:** Swiss Impact Investment Association (SIIA); ImpactYield Database; Swiss Impact Office (SIO); Swiss Financial Market Supervisory Authority (FINMA); Asset Management Association Switzerland (AMAS) Member Directory. These resources can serve as a starting point for identifying and researching Swiss-based impact fund managers.



centre hubs such as London, Paris, Frankfurt/Berlin/München; Milano/Torino; Amsterdam; Nordics)

- **Marketing of our new Tech Impact Venture Capital Fund⁴** (Invisible Heart Ventures No.2) - [here we would need support for the developing of our marketing material aimed at the asset managers (mainly Family Offices; HNWIs; Funds-of-Funds and during 2nd round E-DFIs) in Switzerland and beyond - comprising marketing plan, marketing related functions and outputs; ensuring the quality and integrity of product data and client-facing materials.

In other words, we are looking for someone with **a clear view of our business and sales and marketing** to help grow the business in Africa and Europe.

This could further be done by:

- Manage ad-hoc projects involving varying degrees of complexity and with competing deadlines.
- Serve as an expert in numerous analytical tools and their respective capabilities.
- Utilize systems for data mining, analysis and interpretation.

Regarding **Handles**:

If you are an **online marketing manager** in SEO, Web Design & Web Development can you tell us:

- **How many visitors and webpage views** we get on our 4IP Group website?

Currently we are not keeping track on how many visits we are getting on

- **How many followers** we have on **Twitter**?

Currently, I am not using Twitter consistently for work/marketing purposes.

We use **LinkedIn (currently not Facebook, could change soon)**, where 4IP's Managing Partner has more than 13,000 followers (4IP Group around 2000 followers) and I am currently exploring how I could **monetize this following** - if that is something you could help with?

- PPC (pay per Click)
- If you can **help me monetize my LinkedIn account** where 4IP Group's MP has +13,000 followers (4IP Group have around 1500 followers).
- How many people **are reading** 4IP Group's MP blogs / Impact Entrepreneur Magazine articles?

Will the articles/blogs I upload on LinkedIn you can see the numbers, how to rake-up the numbers of readers?

- The articles/blogs I have uploaded on **Academia.edu** - I use to appear in the top 4%.⁵

⁴ Building on our first fund [Impact Tech Investing | Leonie Hill Capital](#)

⁵ (99+) [Christian Kingombe | Overseas development institute - Academia.edu](#)



- Moreover, I am a correspondent for Impact Entrepreneur Magazine which have +30,000 readers across the world.⁶
- 4IP Group's Managing partner is part of PWFO's Thought Leadership programme⁷ - and will soon start launching articles through that online platform too.

A **“micro-influencer”** refers to someone with as **few as 1,000 highly engaged followers**. Although their **fan base is relatively small**, these people have followers who listen. That includes **listening to their recommendations**.

They listen because micro-influencers have a strong connection with their audience. They're **active in social media**, create a sense of belonging, and build a strong connection with their audience.

According to **the State of Influencer Marketing 2020 Report**,

- 77 percent of marketers surveyed prefer to work with **micro-influencers**.
- Only 30 percent say they want to work with **mega-influencers**, and
- 22 percent prefer to work with **celebrities**.

You don't need to worry about **how many followers** you have. If you have **a loyal following**, **you can make money off social media as an influencer**.

How to monetize 4IP Group's MP's following?

It's time to pin down **a strategy and act** on how to monetize our social media following.

There are **nine proven strategies to monetize** your following and boost your income.

1. Create an **online course** (done: 4IP's Impact Investment Course);⁸
2. Become a paid influencer (how?)

With **influencer marketing budgets** on the rise, now's the time to double down on this strategy.

As your following grows, there are two ways to get started as an influencer:

3. Sponsored posts

If you've established yourself as an influencer, sponsored posts are a no-brainer.

A sponsored post is exactly what it sounds like. **A brand pays you money to create a specific type of post**, like a product announcement.

4. Use social media to **drive traffic to your website**

Rather than selling directly from your social media platform, you can **use social media posts to push traffic to your website**.

5. **Sell a service** related to your niche

This is an easy way to **make money off social media**.

⁶ [Christian Kingombe | Impact Entrepreneur](#)

⁷ [Meet the Thought Leaders](#)

⁸ These courses are being uploaded on this platform [3i Sustainability | Igniting Impact, Inspiring Innovation](#)



Instead of monetizing Instagram or Facebook directly, **use our favorite social media platform to drive sales indirectly.**

6. Build a **product** to sell (ESG Toolkit; SDG Impact Standards; Impact Accounting; Sustainability Reporting; Impact Investing course or our New VC/GP Podcast series; or Our new Online Impact Dragon's Den)

This won't work for every influencer, but it's an option we will consider, especially since we are in the process of monetizing our following through sponsored posts and affiliate offers.

7. Affiliate marketing

As attractive as it may seem to build a product, you don't actually need your own product to make money off social media.

8. Create **social media shops** to sell physical merchandise (from our +100 companies who we are helping to raise capital)

9. **Sell leads** to other companies (investors)

Selling leads is a little-known but effective way to monetize our following.

- How fast is our 4IP website?

We want to use this platform to reach out to all our clients across the African continent as well as the Global South and North

- (3) SMO (Facebook (tbc), Twitter (tbd), LinkedIn, YouTube; Instagramme and MySpace (tbd) etc)

Hitherto we have been using the Entnest which is an all encompassing platform that includes Zoom functions, Myspace functions, Slack, LinkedIn all in one

- What can you do to help us get more views on **our 4IP Group Youtube Channel** with more than 90 videos uploaded?
- Website Design (currently still being finetuned)

As I mentioned our 4IP Group website last year become completely overhauled. Let me know what you still don't like about it or what it is missing - I would be curious to know that?

How to Drive CRM Adoption in Fund Management with Marketing Automation

CRMs can be a big investment. And whilst most funds need to use one, internal adoption can be poor.



For sales and investor relations teams especially, the data held within a CRM can become stale and rigid but through integration with digital marketing tech, this data becomes far more valuable and actionable.

How CRMs become more indispensable and powerful when integrated with a specialist marketing automation solution, including:

- Streamlining processes for marketing teams
- Making data actionable for sales and investor relations
- Sales and marketing alignment – how to join forces and nurture prospective and existing investors.