



AI art by Ed Canela

# Digital Skills for Entrepreneurs

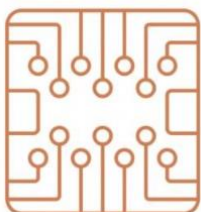
## Topic 8 Creating and maintaining Digital Content Assets

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### 8

## Creating and Maintaining Digital Contents and Assets



The topic is about protecting the MSMEs' identity and assets online. These may include: logos, brands, digital content, intellectual properties, innovations, and creative results (involving copyrights). The topic will introduce the DigitalLab Studio that will help

participants create engaging contents and online messages. Participants will develop skills in optimizing and repurposing digital content for maximum impact and reach. Practical skills on graphic design, video production and editing, photography and image editing, social media content creation and content optimization and analytics will be demonstrated.

# Topic: 8. Creating and Maintaining Digital Contents and Assets

## Learning Objectives

On session completion, the learners will be able to:

1. Understand the importance of creating and maintaining digital content and assets for online presence and brand building.
2. Learn various techniques and strategies for creating engaging digital content across different platforms.
3. Explore tools and software for content creation, editing, and management.
4. Develop skills in optimizing and repurposing digital content for maximum impact and reach.

## 1. Introduction to Digital Content Creation and Management

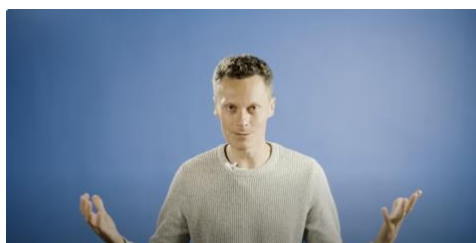


Video 1 Content creation in Nigeria's MSMEs

Digital content is just a small part of the intellectual assets owned by innovative MSMEs in Nigeria. Broadly, intellectual assets are intangible assets in electronic form that represent ownership, values, and rights. They include:

(a) Legacy contents: These are paper assets such as a registered name, self-made logo and trademark, letterhead, labels, and signboard.

(b) Brand contents: These are linked to brands and allow consumers to form connections and relationships. This marketing technique does not involve traditional advertising. Its purpose is to drive engagement through content, often found in videos, podcasts, articles, and live events. Branded content focuses more on the quality of the brand itself rather than the actual product.



Video 2: What is Digital Content Management (DCM)?

(c) Intellectual contents/properties (IP): These are intangible creations of the human intellect, including patents, copyrights, trademarks, and trade secrets. They cover products of the mind that can be traded. IP encourages and protects



Video 3: How to make a website (Click the image to watch)

innovations, inventions, and research and development artifacts in Nigeria.<sup>1</sup> For more details,).

(d) Electronic money: This includes blockchain-distributed assets like cryptocurrencies, digital tokens, NFTs, and other digital representations of physical assets.

## 2. Brand Contents of MSMEs in Nigeria

This handout focuses on brand contents. In the digital age, these assets have expanded and become strategic tools to gain influence, expand market reach and share, convert visitors into customers, determine trends and patterns (analytics), and more.

The MSMEs' brand assets can encompass various forms of digital content and resources that contribute to the business's online presence and operations. These digital assets may include:

1. **Website:** A company's website is a crucial digital asset that serves as the online storefront, providing information about products or services, contact details, and engaging content to attract and retain customers.
2. **Social Media Profiles:** Social media accounts on platforms like Facebook, Instagram, Twitter, and LinkedIn are valuable digital assets for MSMEs to connect with their audience, share updates, and engage in marketing activities.
3. **Email Lists:** Email lists containing subscriber information are essential digital assets for MSMEs to conduct email marketing campaigns, share promotions, and nurture leads.
4. **Digital Content:** Digital content such as images, videos, blog posts, and infographics are important assets that enhance the brand's online presence, engage customers, and drive traffic to the website.
5. **SEO Strategies:** Search Engine Optimization (SEO) strategies, including keyword research, on-page optimization, and link building, are digital assets that help improve the website's visibility in search engine results, driving organic traffic.

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<sup>1</sup> See: [Intellectual Property in Nigeria: A Summary of Protectable Rights in Nigeria](#)

6. PPC Campaigns: Pay-Per-Click (PPC) advertising campaigns, including Google Ads or social media ads, are digital assets that help MSMEs reach a targeted audience, generate leads, and increase brand awareness.

7. Customer Data: Customer data collected through analytics tools is a valuable digital asset that provides insights into customer behavior, preferences, and interactions with the business, enabling personalized marketing strategies.

8. Online Reviews and Testimonials: Online reviews and testimonials from customers are digital assets that build credibility, trust, and social proof for the business, influencing purchasing decisions and brand perception.

9. Digital Marketing Tools: Mobile phone Apps, Digital marketing tools such as CRM systems, email marketing platforms, social media management tools, and analytics software are essential digital assets that streamline marketing efforts, track performance, and optimize campaigns.

10. E-commerce Platforms: For MSMEs engaged in online selling, e-commerce platforms and online marketplaces are digital assets that facilitate product listings, transactions, and customer interactions, driving sales and revenue.

### **3 Understanding Your Audience and Targeting**

In addition to the appropriate brand content strategy choices, understanding their audience and targeting them properly is crucial for MSMEs in Nigeria for several reasons:

- (a) Enhanced Engagement: By knowing their audience, MSMEs can create content and offers that resonate with their customers, leading to higher engagement and stronger relationships.
- (b) Cost Efficiency: Proper targeting ensures that marketing efforts and resources are directed towards potential customers who are more likely to convert, reducing wasted spend on ineffective campaigns.
- (c) Competitive Advantage: Understanding the audience allows MSMEs to tailor their offerings and differentiate themselves from competitors, making them more attractive to their target market.
- (d) Customer Retention: Targeted strategies help in meeting customer needs and preferences, leading to increased satisfaction and loyalty.
- (e) Data-Driven Decisions: Insights about the audience enable MSMEs to make informed decisions, optimize marketing strategies, and improve overall business performance.
- (f) Personalization: Proper targeting allows for personalized marketing, which can enhance customer experience and increase the likelihood of conversion.

### **4. Content Ideation and Planning**

MSMEs can start by brainstorming content ideas that align with their brand values and target audience interests. They should research trending topics and competitor content

to identify gaps and opportunities. Creating a content calendar (say up to a quarter) helps in organizing and scheduling posts for consistent output. Collaborating with team members or partners can bring diverse perspectives and innovative ideas. Regularly reviewing and updating the content plan ensures it stays relevant, effective and “fresh”.

## 5. Writing for the Web: SEO and Keywords

Keyword research will help MSMEs to identify terms their audience is searching for, using tools like Google Keyword Planner. Incorporating these keywords naturally into their web content, including headings, meta descriptions, and body text, improves SEO. Writing clear, engaging, and informative content keeps visitors on the site longer and reduces bounce rates. Regularly updating content with new keywords and trends helps maintain high search engine rankings. Monitoring SEO performance and adjusting strategies based on analytics is crucial for ongoing success. [Top 7 Free Web Hosting Sites in Nigeria.](#)<sup>2</sup>

## 6. Graphic Design Basics for Digital Content



Video 4: 5 Top Nigerian Graphics Designers (Click images to watch)

Free and simple graphic design tools like [Canva](#) or [Microsoft Designer](#) can create visually appealing content without needing advanced skills. Consistency in design elements such as colors, fonts, and logos helps in building a recognizable brand identity. High-quality images, infographics, and custom graphics enhance the attractiveness and shareability of digital content. Following basic design principles such as balance, alignment, and contrast ensures

professional-looking outputs. Regularly refreshing graphics to stay current with trends keeps the brand visually appealing.

## 7. Photography and Image Editing

Digital entrepreneurs and amateur photographers can invest in a good camera or smartphone with a high-resolution camera for taking quality photos. Basic photography skills like lighting, composition, and perspective can significantly improve image quality. Using free editing tools like [Capcut](#) or Microsoft’s [Clipchamp](#) helps in enhancing and correcting photos. Consistent use of branded filters and styles can create a cohesive visual identity. Regularly updating images, especially for product listings and social media, keeps the content fresh and appealing.

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<sup>2</sup> See: [Top 7 Free Web Hosting Sites in Nigeria](#)

## 8. Video Production and Editing (DIY Video Ads)

Today, digital entrepreneurs can use smartphones and affordable video editing software like iMovie or Capcut to produce high-quality video content. Planning a storyboard and script helps in creating focused and engaging videos. Including clear calls-to-action directs viewers on the next steps to take. Simple editing techniques, such as trimming, adding text overlays, and incorporating music, can enhance video quality. Consistent posting of video content on platforms like YouTube and social media increases brand visibility and engagement.

## 9. Social Media Content Strategies

Creating a mix of content types—such as posts, stories, videos, and live streams—keeps the audience engaged and customers coming. Scheduling regular posts using tools like [Buffer](#) or [Asana](#) ensure consistent presence. Interacting with followers through comments, messages, and shares builds community and brand loyalty. Analyzing social media metrics helps in understanding what content works best and refining strategies accordingly.

## 10. Blogging and Content Publishing Platforms

It is so much easier to start a blog on platforms like [WordPress](#) or [LinkedIn](#) to share valuable content with their audience. Regularly posting informative, well-researched articles establishes the business as an authority in its field. Integrating multimedia elements like images, videos, and infographics enhances blog posts. Promoting blog content through social media and email newsletters increases reach and engagement. Monitoring blog analytics helps in understanding reader preferences and improving future content. Meet the 8 Nigerian content creators MSME entrepreneurs can't afford to miss.<sup>3</sup>

## 11. Content Optimization and Analytics

Tools like [Google Analytics](#) can track the performance of digital content. Key metrics to monitor include page views, bounce rates, and conversion rates. Regularly reviewing these metrics helps in identifying what content resonates with the audience and what needs improvement. A/B testing different content variations can provide insights into the most effective strategies. Continuously optimizing content based on data-driven insights ensures better engagement and higher ROI.

## 12. Tool: Inventory of Digital Brand Contents

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<sup>3</sup> See: [Meet the 8 Nigerian Content Creators You Can't Afford To Miss](#)

## INSTRUCTIONS

1. Write the addresses of the specific digital assets of the MSMEs. Participants are allowed to search for the right address online.
2. Status: Not functioning, Cannot find the address, stopped.
3. Frequency of Updates: daily, weekly, bi-weekly, monthly, quarterly, none.

	Address	Status	Updates
1. Websites			
1.1. Personal			
1.2. Enterprise			
2. Social Media Handles			
2.1. Facebook			
2.2. Instagram			
2.3. Twitter			
2.4. LinkedIn			
3. Email Lists and Customer Data			
4. Repository of Digital Contents			
4.1. TikTok			
4.2. YouTube			
5. SEO Keywords			
6. PPC Campaigns			
7. Online Reviews and Testimonials			
8. Digital Marketing Tools:			
8.1. Mobile phone Apps			
8.2. CRM systems,			
8.3 email marketing platforms			
8.4. analytics software			
9. E-commerce Platforms			
10: E-mails			
10.1 Personal			
10.2. Business			

## Optional videos

1. [Nigeria's Digital Economy: Assessing The Nexus Between Digitization and MSME Growth](#)
2. [How FG Plans To Transform Nigeria's Economy With Technology - NITDA | Newsnight](#)



## 13 Demo tools Description and Additional Resources

Digital tools	Description	Subscription
<a href="#">Canva</a>	<p><b>Canva</b> is an online template editor app for creating <a href="#">social media</a> graphics, <a href="#">presentations</a>, <a href="#">merch</a> and <a href="#">websites</a>. With Canva, entrepreneurs can design anything they need for their business. The template enables users design appeal documents, flyers, product documents just by editing pre-designed templates there saving time and cost.</p>	<p>Free version with limited template.</p> <p>14 days Pro trial</p> <p>Pro version: N23,900 with unlimited template</p> <p>Enterprise Subscription for organisations</p>
<a href="#">Microsoft Designer</a>	<p>Microsoft Designer is an essential tool for modern professionals who demand the best when it comes to social media marketing. This AI-powered graphic design app exploits the latest developments in artificial intelligence, allowing users to create stunning visuals with ease. Microsoft Designer ensures that social media posts look like they were crafted by a professional designer thanks to its array of easy-to-use features and intuitive interface. Now can create engaging digital postcards or attractive logos without any hassle whatsoever. With its wide range of templates and editing options, even the most seasoned pro will be impressed with what they can achieve using this app. Download Microsoft Designer today and give brand a visual edge over the competition!</p>	<p>Microsoft designer is free</p>
<a href="#">Capcut</a>	<p><b>CapCut:</b> The app was first released as <a href="#">JianYing</a> in China in 2019 and was initially available for iPhone and Android. In 2020, it was renamed as CapCut and became available internationally. It later expanded to include web and desktop versions for Mac and Windows</p> <p>Flexible editing, magical AI tools, team collaboration, and stock assets. Make video creation like never before. CapCut templates include personal, social, business, education, and lot more. Products include online video editor, online photo editor and AI magic tools. It provides solutions for creativity, education, lifestyle and partners.</p>	<p>The free version limits its video preview quality to 720p</p> <p>Various Monthly subscription – ranging from N3,900 – 9,900</p> <p>One Pro – N14,900</p> <p>Annual Subscription - 79,900</p>

<a href="#">Clipchamp</a>	<p>Clipchamp is an online video editing tool developed by Australian company Clipchamp Pty Ltd. and now by Microsoft. It is a non-linear editing software that allows users to import, edit, and export audiovisual material in an Internet browser window.</p>	<p>Free version available</p> <p>Premium Monthly 4,499.92 Annually 53,999</p>
<a href="#">Buffer</a>	<p>Buffer is a social media management platform for small to midsize businesses that helps users publish content, engage clients and analyze their social media performance. Buffer integrates with Facebook, Instagram, Twitter, LinkedIn, Google+ and Pinterest</p>	<p>Free for small business starting up</p> <p>Essential – 14 days trial and \$5 per month \$60 annually</p> <p>Teams \$10 per month and \$120 annually</p>
<a href="#">Asana</a>	<p><b>Asana</b> is a web-based and mobile work management platform designed to help teams organize, track, and collaborate on projects. Launched in 2008, it has become a leader in the project management software space, used by millions of teams worldwide.</p> <p>Benefits of Using Asana:</p> <ul style="list-style-type: none"> <li>• Improved Team Productivity.</li> <li>• Everyone has a clear view of project progress, deadlines, and task dependencies, fostering transparency and accountability.</li> <li>• Better Focus and Prioritization</li> <li>• Asana can accommodate teams of all sizes, from small startups to large enterprises, with features that scale to meet your needs.</li> </ul>	<p>Free version available</p> <p>Starter subscription: \$10.99 annually</p> <p>Advanced monthly subscription: \$30.49</p>
<a href="#">WordPress</a>	<p>WordPress is a web content management system. It was originally created as a tool to publish blogs but has evolved to support publishing other web content, including more traditional websites, mailing lists and Internet forum, media galleries, membership sites, learning management systems, and online stores</p>	<p>WordPress is an open-source software, meaning it's free to use. However, expenses arise for domain names, hosting services, and optional premium themes and plugins</p>
<a href="#">Google Analytics</a>	<p>Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.</p>	

<b>Videos</b>	<b>Description</b>	<b>Duration</b>
<a href="#">Video 1: Trust TV Daily Business</a>	How MSMEs can leverage emerging technologies for small business productivity. This video focus on how important is content creation	26mins
<a href="#">Video 2: What is Digital Asset Management (DAM)?</a>	This video explain what constitute a digital content assets	3minutes 46 seconds
<a href="#">Video 3: How to Manage a website</a>	This website provide step-by-step on how to design and manage a website. T	39minutes 18seconds
<a href="#">Video 4: 5 Nigeria Graphic Designers you can follow to improve your designing skills</a>	Basically, this video named 5 designers that you can follow.	7minute 42seconds
<b>Other Resources</b>		
<a href="#">Top 7 Free Web Hosting Sites in Nigeria</a>	This page describes different website hosting in Nigeria	