



From Zimbabwe
to the World 

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The Big Idea Putting Zimbabwean Talent on the Global Stage

ZimWorX connects Zimbabwean professionals with businesses beyond Zimbabwe.

The campaign will tell that story through:

- Real employee stories
- International work opportunities
- Client success stories
- Educational business content
- Short-form video
- Thought leadership

The central message:

Zimbabwean talent can power businesses anywhere in the world

The campaign is built around one simple idea: showing the world what Zimbabwean talent can achieve. Instead of only talking about ZimWorX's services, we show the people, skills and results behind the company.





Campaign objectives

What do we want the campaign to achieve?

Generate qualified business leads from international companies interested in outsourcing.

Secondary Objectives

- Increase ZimWorX brand awareness
- Increase website traffic
- Build credibility with potential clients
- Showcase Zimbabwean talent
- Strengthen ZimWorX employee brand
- Increase quality job/internship applications
- Convert social media attention into business opportunities

The Strategic Bridge That Changes Everything





Who Are We Speaking To? Understanding Our Audiences

Audience 01: International Businesses

- Startups
- SMEs
- E-commerce businesses
- U.S , UK and Australian businesses
- Companies looking to scale
- Businesses needing remote support

Their challenges:

- High employment costs
- Difficulty finding skilled workers
- Need to scale quickly
- Administrative workload
- Customer-support demands

Two Audiences. One Powerful Bridge.

Audience 02: Zimbabwean Talent

- Graduates
- Young professionals
- Skilled workers
- People seeking international experience

Short notes

We actually have two audiences, and the content needs to speak differently to each one. Businesses need to see the value of ZimWorX, while Zimbabwean talent needs to see ZimWorX as an opportunity.

THE CONTENT STRATEGY

3 Content Pillars

PEOPLE

Show the humans behind ZimWorX

Examples:

- Day in the life
- Meet the team
- Employee stories
- Behind the scenes
- Career journeys

PROOF

Show evidence that ZimWorX delivers results.

Examples:

- Client success stories
- Case studies
- Testimonials
- Before & after stories
- Business result

EDUCATION

Help businesses understand outsourcing.

Examples:

- 5 tasks you can outsource
- When should you hire a virtual assistant?
- Outsourcing vs hiring
- 3 signs your business needs extra support

OUR PLATFORMS



Facebook



Instagram



LinkedIn

Platform Strategy

One Campaign. Different Content

Platform Main Purpose Content



LinkedIn

Lead generation Case studies, business insights, thought leadership



Instagram

Brand awareness Reels, carousels, employee stories



TikTok

Reach
Entertaining short-form videos



Facebook

Community & recruitment Stories, announcements, educational content



The Hero Campaign Video

Opening hook:

What if your next employee was in Zimbabwe?

Then Show

- Zimbabwean employee
- Working remotely
- Customer support
- Team collaboration
- International business connection

End message

At ZimWorX, Zimbabwean talent works with businesses around the world

CTA

Build your global team with ZimWorX

Short notes

This would be the campaign's hero piece of content. The first three seconds create curiosity, while the rest of the video demonstrates the connection between Zimbabwean talent and global businesses

Paid Advertising Strategy.

Funnel:

Best Content → Advertisement →
Landing Page → Lead

01 Publish content organically.

02 Identify the strongest-performing content.

03 Put advertising budget behind the winners

04 Target relevant business decision-makers

05 Target relevant business decision makers

KPIS & PERFORMANCE TRACKING

How will we know if the campaign works?

AWARENESS

- Reach
- Impressions
- Video views
- Follower growth

ENGAGEMENT

- Engagement rate
- Comments
- Shares
- Saves
- Video completion rate

CONSIDERATION

- Website visits
- Profile visits
- Link clicks
- Guide downloads

CONVERSION

- Contact-form submissions
- Consultation bookings
- Qualified leads
- Cost per lead

Why This Campaign Can Work

It combines three powerful elements:

Together:

- ATTENTION → TRUST → ACTION

PEOPLE



- Human stories make ZimWorX relatable.

PROOF



- Results and case studies build credibility.

EDUCATION



- Useful information positions ZimWorX as an expert



Campaign Focus Is To:

Connecting global businesses with Zimbabwean talent through zimworx

THANK YOU

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