



**ZIM BUSINESS
IDEAS AND NETWORK**

Forum Statistics



Facebook automatically compiles monthly reports of all pages and groups. Information provided is important for reviews and decision making.

Our latest figures do show the following insights

- Total membership of 55,000
- Total forum views of 415,000 or 8 views per person per month
- Previously, most joined the forum for posting ads, however there is a spike of interest in Digital Marketing posts
- Our most effective commercial post is Post Your Buying Requests Here. Members supporting the forum post looking for goods or services with sellers responding. Such posts attract an average of 7,000 views
- Posts with photos attract the largest number of views
- Posts that ask questions or have quiz attract huge responses
- Popular Days are Monday, Wednesday, Thursday and Friday
- Popular times 6:00am -8:00am
- Harare has the largest share of members at 29,000 followed by Bulawayo at 2,400. Worrisome gap between Harare and cities. South Africa statistics show Capetown on top, similar figures from our website. Online forum to meetings conversion ratio =0.07% for Harare.
- Videos are attracting few views and this could be due to high data charges
- In terms of age group, the most prevalent is 18-34 age groups. The elderly are not on Facebook.

Decision Making



1. Consolidating adverts into one post works and attracts high traffic and views however there are no statistics to show who is driving traffic, those looking for goods or sellers.
2. To solve the above anomaly, our Buyer Request posts hope to solve it and responses over the past 6 months show progress.
3. Members are enjoying a high reach of views without paying Facebook for sponsored adverts which is a BIG PLUS.
4. You want to market to Zimbabweans in South Africa? The target Capetown and Joburg! Cape Town is increasingly becoming popular with Zimbabweans and in future a census maybe required for policy makers interested in trekking our population in the diaspora.
5. Our Whatsapp forums have more than 8,000 members and this is where most members prefer to actively participate in business discussions.
6. Recruitment of members to attend meetings is most effective when conducted on Whatsapp platforms than Facebook. Not surprising with latest statistics showing that 50% of Zimbabweans connected to the internet have access to Whatsapp.
7. The sharing of Whatsapp links on our Facebook page works. In March our 2 Women's forum groups were filled up 512 members in less than 4 hours!
8. Serious business posts loaded with financial information in English attract few views. Entrepreneurship culture in Zimbabwe is of using local languages and not be too heavy on financial jargon.
9. Our subscribed members should take advantage of the rising numbers and upscale their businesses. Take advantage of our banner page by placing your ads too.

Top Posts	Member	Views
1 Who is your target audience?	L Darlington	13097
2 Your Monday Ads Here:	Kevin F Moyo	12866
3 Your Friday Ads Here	Kevin F Moyo	9940
4 When do you employ relatives?	Mdala Wa Rue	9833
5 Are you good at selling? Pushing huge volumes?	Mdala Wa Rue	9541
6 What's holding you back?	Chenjerai J	8676
7 Ads Peer Review#	Mdala Wa Rue	8511
8 Innovative strategies and upscale	Mdala Wa Rue	8366
9 Something to keep you motivated!	Chenjerai J	8158
10 Beitbridge Border Post Opportunities	Mdala Wa Rue	7808

11	Have you joined our Women's Forum?	Mdala Wa Rue	7647
12	Post your BUYING REQUESTS here ONLY.	Foster James	7571
13	When do you employ relatives?	Mdala Wa Rue	7095
14	Meet Gift the shoe rack & handbag holder seller#	Mdala Wa Rue	7067
15	Dyarei zvake munda wema gaka!	Mdala Wa Rue	6962
16	Forum Disputes#	Mdala Wa Rue	6592
17	Post a business question and the forum will help	Mdala Wa Rue	6488
18	Controversial stuff lol	Mdala Wa Rue	6354
19	ZBIN Women's Group #3	Mdala Wa Rue	6346
20	Spot the difference.	L Darlington	6245
21	Zim rocking the Creative Game?	L Darlington	6214
22	What made/pushed you to start your own business?	Chenjerai J	6004
23	ZBIN Shop: We invite buyers only.	Mdala Wa Rue	5991
24	From inbox	Mdala Wa Rue	5964
25	Business models	Mdala Wa Rue	5855
26	Mukana..	Mdala Wa Rue	5832
27	Our book, did u watch the news?	Mdala Wa Rue	5726
28	How is the Covid-19 likely to affect your business?	Mdala Wa Rue	5699
29	Digital Marketing Question	L Darlington	5510
30	Mutsine wakakwira ndege..	Mdala Wa Rue	5500
31	ZBIN Women's Group#	Mdala Wa Rue	5364
32	How can we stabilise our currency?	Mdala Wa Rue	5336
33	Banks Vs Nyaradzo:	Mdala Wa Rue	5243
34	Bring our book back#	Mdala Wa Rue	5078
35	Branding & Culture:	Mdala Wa Rue	5053
36	Cross Border Truck Drivers & Information	Mdala Wa Rue	5049
37	How many have just started Digital Marketing?	L Darlington	4990
38	Your Arts & Crafts Ads here:	Mdala Wa Rue	4971
39	Our sisters in arts & crafts#	Mdala Wa Rue	4908
40	Business Relationships=Markets#	Mdala Wa Rue	4859
41	Your buying requests	Foster James	4783
42	Property Investment Analysis	Chenjerai J	4763
43	Where are you operating from?	Mdala Wa Rue	4755
44	Award for best display	Mdala Wa Rue	4732
45	The first batch of our book has arrived!	Mdala Wa Rue	4706
46	Overcoming Fear#	Mdala Wa Rue	4592
47	Do we have NUST students interested in this?	Mdala Wa Rue	4396
48	*Is there luck in business?*	Mdala Wa Rue	4315
49	The power of not fearing	Mdala Wa Rue	4182
50	Strategies for repeat clients?	Mdala Wa Rue	4139
51	Gogo Mlambo	Mdala Wa Rue	4107
52	Interesting#	Mdala Wa Rue	4044
53	Employee motivation	Chenjerai J	3985
54	Story Share	Mdala Wa Rue	3921
55	7 Seconds Rule	Mdala Wa Rue	3917
56	*ZBIN Meeting Vote of Thanks*	Mdala Wa Rue	3814
57	Meeting Register	Mdala Wa Rue	3780
58	*Mabvuku Shopping Mall*	Mdala Wa Rue	3712
59	50% of Zimbabwe's digital traffic is through Whatsapp	Mdala Wa Rue	3673
60	Book Launch	Mdala Wa Rue	3628
61	Corporate Story	Mdala Wa Rue	3593

62	Next on ZBIN TV: Youngsters Feature	Mdala Wa Rue	3525
63	Business Idea of the week#	Mdala Wa Rue	3404
64	Write up from a member	Mdala Wa Rue	3307
65	Story Share	Foster James	3279
66	Example of a good advert#	Mdala Wa Rue	3238
67	# *Our Business Journey So Far !!*	Chenjerai J	3202
68	WHY YOUR BUSINESS NEEDS A WEBSITE	L Darlington	3096
69	From inbox#	Mdala Wa Rue	3090
70	*ZBIN Women's Group*	Mdala Wa Rue	2869
71	Business Lessons From the Bible (Part 2)	Chenjerai J	2723
72	*Communities with high trust levels*	Mdala Wa Rue	2611
73	*A nation of high profit margins*	Mdala Wa Rue	2604
74	Is the Zim economy on the verge of dollarising itself?	Chenjerai J	2520
75	*Second Scramble for Africa & SADC Opportunities*	Mdala Wa Rue	2496
76	Discussion on opportunities#	Mdala Wa Rue	2272
77	Have u seen our register of next meeting?	Mdala Wa Rue	2264
78	*Business Relationships & Markets*	Mdala Wa Rue	2239
79	Wanted female Admins x2	Mdala Wa Rue	1866
80	Words of wisdom	Mdala Wa Rue	1666
81	Wanted female Admins x2	Mdala Wa Rue	1128
82	*ZBIN and Capitalk Partnership*	Mdala Wa Rue	600
83	Post your page links below:	Mdala Wa Rue	341
84	Whatsapp Groups Request	Mdala Wa Rue	284
TOTAL VIEWS			416470

Admins	Top Posts	Area
Letala Darlington	13097	Digital Marketing Posts
Kevin F Moyo	12866	Selling Posts
Chenjerai J	8676	Business Advice Posts
Foster James	7571	Buying Requests Posts
Mdala Wa Rue	9833	General

