





South-South Series: Empowering and Growing Women-led Business

Session 2: Strategies for effective marketing and branding

9 April 2025





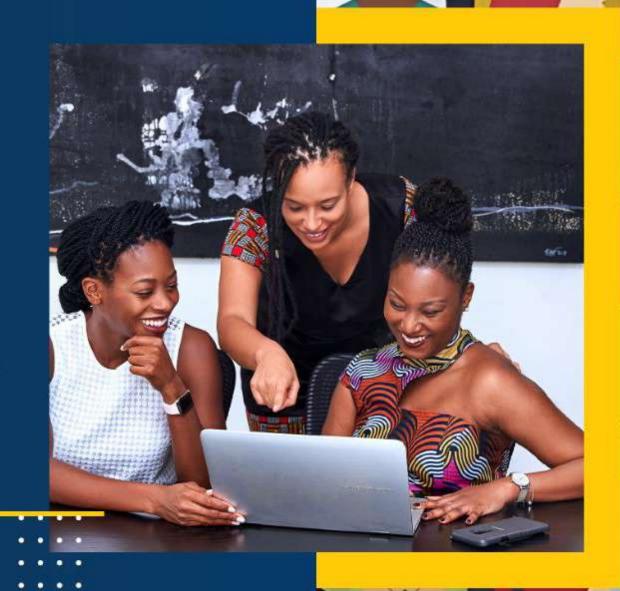




SESSION 2

EMPOWERING AND GROWING WOMEN-LED BUSINESSES

TOPIC: STRATEGIES FOR EFFECTIVE MARKETING & BRANDING









ABOUT ME

- The Founder and CEO of Mangra Studios
- Creative Influencer /w 17 years of experience as a filmmaker and viral content creator
- Coffee Addict & Corgi Enthusiast



- A Brand & Content Creation Studio based in The Bahamas
- Tagline: "Find Your Creative Potential" | Est. March 2019
- We've achieved over 4.8 M audience reach for our clients

As Seen On:



















SUBWAY





THE ART OF GOING VIRAL!

SOCIAL PROOF

The combined reach of Felicia Frazier and Mangra Studios' social presence is well over 2 million with:

279.7K

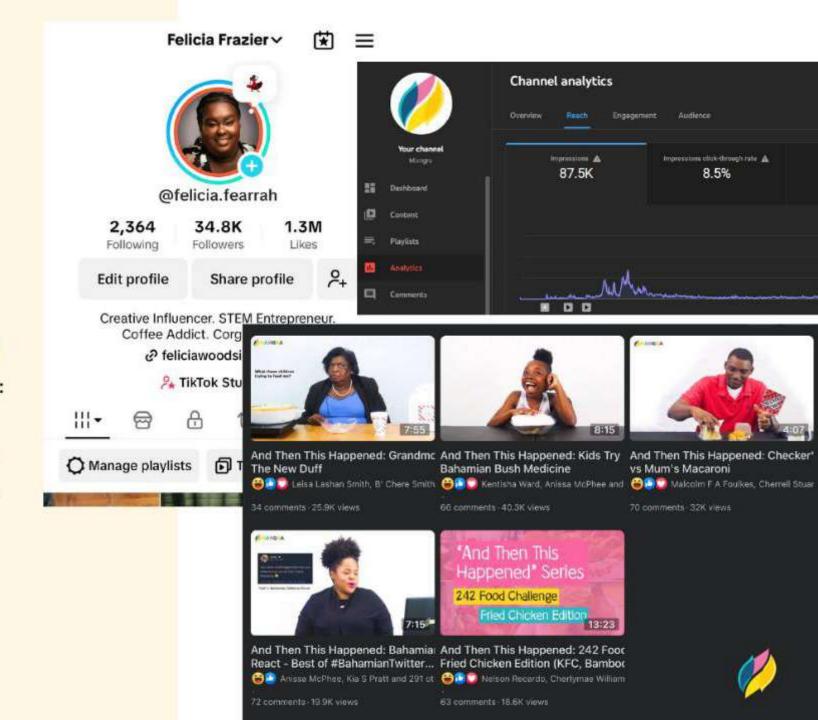
414.4K

social reach

video views

1.3M social likes

40K social follows









nc And Then This Happened: Kids Try Bahamian Bush Medicine

👸 🖒 💟 Kentisha Ward, Anissa McPhee and

6 comments 40.3K views

3-PART BUSINESS HACK TO

VIRAL BRANDING AND MARKETING

STOP DOING 🔀



Running a faceless brand to avoid being forgettable.





START DOING

Build a brand identity that drives impact through empowerment.

Treating social media as a strategy where you post & hope.



Social media is a stage. OWN it with consistency and intentionality.

Underestimating the power of beauty though storytelling.



Design to be desired. Make your content screenshot-worthy.



BE GREAT. GO VIRAL!

THANK YOU FEEL FREE TO REACH OUT!

The brands that truly take off don't just chase clicks—they chase connection. When women entrepreneurs brand with clarity, show up with consistency, and lead with confidence, virality is just a side effect.

Let's build brands that don't just trend—they transform.









Thank you

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