

A stylized illustration of several women of different ethnicities and ages, wearing various headwraps and jewelry, looking towards the right. They are positioned on the left side of the slide, partially overlapping a large diagonal graphic.

# 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

LET'S GET STARTED





# introducing 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:



## Notable Clients:



**FELICIA FRAZIER**  
CEO of Mangra Studios



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**

social reach

**414.4K**

video views

**1.3M**

social likes

**40K**

social follows

The screenshot displays the YouTube channel for Felicia Frazier (@felicia.fearrah). The channel profile shows 2,364 following, 34.8K followers, and 1.3M likes. The channel is described as a 'Creative Influencer, STEM Entrepreneur, Coffee Addict, Corgi' and includes a link to 'feliciawoods'. The 'Channel analytics' section shows 87.5K impressions and an 8.5% click-through rate. The video grid features several thumbnails from the 'And Then This Happened' series, including 'Grandma The New Duff', 'Kids Try Bahamian Bush Medicine', 'Checker vs Mum's Macaroni', 'Bahamian React - Best of #BahamianTwitter...', and '242 Food Challenge Fried Chicken Edition'.







3-PART BUSINESS HACK TO

# VIRAL BRANDING AND MARKETING



## STOP DOING



Running a faceless brand to avoid being forgettable.

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

Underestimating the power of beauty through storytelling.

instead...



## START DOING



Build a brand identity that drives impact through empowerment.



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



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.**



SCAN ME







# Thank you

*This event was organised by the Fit For Market Plus programme, implemented by COLEAD within the framework of Development cooperation between the Organisation of African, Caribbean and Pacific States (OACPS), and the European Union (EU).*

*This publication has been produced with the financial support of the EU and the OACPS. Its contents are the sole responsibility of COLEAD and can under no circumstances be regarded as reflecting the position of the EU or the OACPS.*