

These 3 hidden tips will totally transform your business! Self-empowered entrepreneur Kopano Moshwana reveals all!

By [Chamdré Emma Kippie](#), issued by [Topco Media](#)

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Creative marketing guru and edgy entrepreneur, Kopano Ruth Pheladi Moshwana, is the founder of the digital business known as KPRM Marketing Solutions, and owner and co-founder of Sorted VA - a virtual assistance agency, providing solutions geared towards helping small business owners save time and money, through ad-hoc duties, email management, events support and management. Kopano is quite passionate about impacting at scale through entrepreneurship.



Kopano Moshwana

Kopano, who hails from Midrand, Gauteng, has completed a BCom degree in Marketing Management and also obtained a Diploma in Digital Marketing. As a notable young South African women entrepreneur, Kopano understands that social media goes beyond mere 'recreational means' and can be expertly used, in marketing, to communicate effectively with your consumer audience. She believes that 'digital' opens up doors to opportunities you've never thought of before.

Why are you passionate about marketing?

The reason why I choose this field of study is because I've always been fascinated with the psychology of human behaviour, and how marketing - as a powerful communication tool - is able to influence buyer decisions. I am a 'people's person' in general, so I love that my job involves actively working with different types of people and personalities.

Who are you inspired by and why?

I am inspired by my older brother, Nkosi, because of his selfless nature and amazing mind. He has been such a great source of guidance to

me, in life and in business too.

Please tell us about your background, and how you started your journey as an entrepreneur.

Wow! It has been such a gradual and exciting journey, honestly. I started out in the field as a freelancer at first, and I did that for a year in order to gain a stronger 'practical edge', since I was self-taught. I then decided to start my own agency the year thereafter. It was, surprisingly, an easy path to pursue as I know that this was my true purpose in life. However, the day-to-day challenges can often be challenging, but my vision keeps me going.

Please tell us a bit more about your business model.

At KPRM Marketing, we specialise in establishing, maintaining and growing the online presence of your business brand, amongst other specialities. We offer a wide range of services, such as social media marketing and management, content creation, influencer marketing and digital marketing. We understand that marketing, today, isn't all about how well you know

how to sell, but how well you know your customer.

What are your three top tips for staying ahead of the curve in your field of expertise?

1. It is important to have a teachable spirit - having a passion to learn every day is key.
2. Be open to new perspectives - listen, observe, and place yourself out of your comfort zone.
3. Have a great sense of awareness of your surroundings - make sure you have all the information you need in order to reach your goal.

What are the most rewarding parts of your job?

The most rewarding part of my job is getting to help others prosper, by representing them in the best way possible, offering high quality services. Every business deserves intentional brand building to win!

What have been some major obstacles in your career, and how did you conquer them?

Trying to stand out from the pool of other upcoming digital agencies; the online space is overly saturated with what we do, but I always embrace our unique mission, which is uplifting Africa through digital transformation. This is exactly what keeps us motivated through the turbulent, trying times in this field.

What advice do you have for young women who aspire to work in your field?

Just start! Even if you feel you don't have all the answers. The internet avails us the opportunity to learn how to use all things digital to help ourselves and others, and there is a plethora of educational content that you can commit to learning. You're capable - just commit and focus on creating a great brand for yourself. If you know how to utilise your God-given skills right, then you will always stand out.

Have you read any important/life-changing books along the way?

Honestly speaking, I am not much of an avid reader, but rather a keen learner of all things, and acquiring general knowledge. However, one of my favourite books is titled *The Subtle Art of Not Giving a F*ck* by Mark Manson. I resonated with it so much because I truly believe that it is within the midst of struggle that we actually build character.

When you're not working, what are your favourite pastimes?

My hobbies include some good old meditating, sitting down and journaling, and listening to music. I'm always up for trying out new things, and thoroughly enjoy outdoor activities.

What life mantra, if any, do you live by on a daily basis?

'If you want to go fast, go alone. If you want to go far, go together' - African proverb. I believe, and can attest to the fact that true success, in life, is built through collaboration with others.

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