

# Huge growth for MyBroadband sponsored articles

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Digital content marketing is now a priority in advertising campaigns for leading businesses and challenger brands.



MyBroadband's sponsored article marketing product has achieved strong growth in recent years, with the number of companies publishing content on the site continuing to grow.

When looking at the period of 1 January to 31 March in 2020 compared to the same period in 2023, MyBroadband saw a 42% increase in the number of sponsored articles published on its site.

[Click here to see the sponsored articles published on MyBroadband](#)

The increase in popularity of sponsored articles on MyBroadband lines up with international trends. Digital content marketing is now a priority in advertising campaigns for leading businesses and challenger brands.

## **Sponsored articles: They just work**

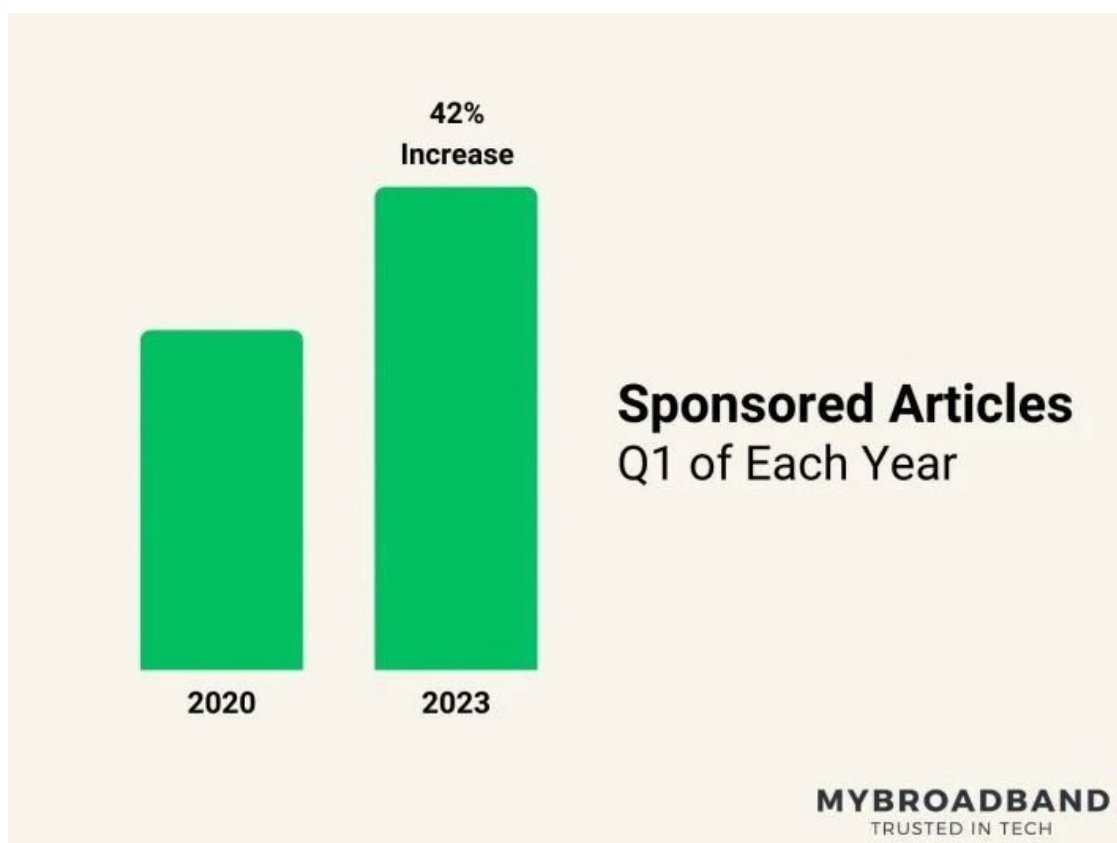
Sponsored articles are an excellent marketing tool, thanks to the functionality they provide.

Articles allow companies to generate awareness, educate the market, and engage with existing and potential clients – all while providing an excellent ROI.

Thanks to this, South Africa's top companies regularly publish sponsored articles on MyBroadband – including Vodacom, MTN, Takealot, Samsung, Huawei, Telkom, Openserve, BCX, Discovery, Afrihost, Hisense, Synology, Seacom, Mustek, Sage, and many more.

## **Big growth**

The graph below shows the growth in the number of sponsored articles published on MyBroadband in Q1 2020 versus Q1 2023.



[click to enlarge](#)

To see the latest sponsored articles on MyBroadband, [click here](#).

- **Reach South African investors with Daily Investor sponsored articles** 5 Jun 2024
- **Here is what happens when you partner with MyBroadband** 28 May 2024
- **Why South Africa's top companies advertise on BusinessTech** 23 May 2024
- **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
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