

# Marketing best practice for the online and offline world - 10 Apr 2017

BY LEIGH ANDREWS

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Top of mind this week is the fact that any brand benefits from realising that a **clear content marketing strategy** = happy customers + happy boss - and then knowing how to properly execute it. That's just half of what I learned at Blue Magnet's recent content marketing and social media training course, with further feedback set to appear on site this week. Keep your eyes peeled!

Elaborating on the need for better understanding and integration of all things digital, Wayne Hull, new to the role of MD and head of Accenture Digital for South Africa and Sub-Saharan Africa, lets Jessica Tennant in on specific **digital opportunities and challenges** facing 'business today and tomorrow' - he says the first strategic step is to start today and to ensure the governance and investment around this is strategic.

Next on the plate, Pasqua Heard goes behind the scenes of **Beautiful News** with commissioning editor Anthony Hinrichsen, elaborating on the online videos produced by Ginkgo Agency, the creators of 21 Icons. They capture peoples' stories in an authentic way and publish them at 4.14pm every day, distributing across News24, 24.com and the Beautiful News South Africa social channels.

Lastly, Justin Hawes of Scan Display shares his thoughts post-EuroShop 2017—the biggest retail and display trade fair of its kind—and states the importance of conversation as well as why he feels the **exhibition medium** is both recognisable and a hugely effective marketing tool.

Whatever your medium of choice, best you beef up your understanding of what works best when marketing to today's conversationally-minded digital consumer...

P.S.: The industry is in shock over the news of the beloved **Tony Koenderman's passing**. [Click through](#) to add a message on our tribute page.

[#MilkshakeQueen](#), is former Editor-in-Chief: Marketing & Media at Bizcommunity.com with a passion for issues of inclusion, belonging, and of course, gourmet food and drinks! Now follow her travel adventures on YouTube [@MidlifeMeander](#).

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