

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

BY LEIGH ANDREWS



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.

## Leigh Andrews



Andrews was on the inaugural Marketer of the Year (MOTY) jury for the 2019 **Marketing Achievement Awards** (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent **Epica Awards** - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 15 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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