

# SA Mobile Marketing Association plans Nigeria expansion

Nicolle Harding, Vice Chairperson of the Mobile Marketing Association (MMA) of South Africa has announced the association is planning to expand to Nigeria.

By [Paul Adepoju](#) 19 May 2014



Speaking to HumanIPO on the sidelines of the Mobile West Africa 2014 conference in Lagos, Nigeria, Harding said the association is searching for businesses in Nigeria that are interested in the operations of the association.

"We are basically searching for local businesses that are interested in the association," she said, adding members would have access to networking, information and training.

Harding said Nigeria is a pioneer nation with lots of opportunities for marketers.

## Pioneer for mobile marketing

"Nigeria is a pioneer for mobile marketing on the continent; there are unbelievable opportunities for marketers to benefit from. For the different barriers to entry, we can find solutions," she said.

She said a successful marketing campaign is defined by the ability of the campaign to achieve the set objectives. "It is all about achieving the objectives of such campaign; in other words, mobile marketing is objective-based."

Despite the differences between Nigeria and South Africa, Harding said all strategies are deployable in Nigeria, adding "there is also room for creativity and consumer engagement".

## Target-focused, cost-effective

For companies who do not have access to much funds for mobile marketing, she recommended choosing platforms that are target-focused and cost-effective.

"They should choose cost-effective platforms. All of the platforms are measurable and have analytics to assess their effectiveness. They should also ensure that their strategies are target-focused. There are quite a number of affordable tools they can use, they can avail themselves of the marketable opportunities," Harding said.

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