B2B tech agency on growth trajectory

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Niche B2B tech agency, Duo Marketing + Communications, has not only added four more accounts to its portfolio, but also five new staff members in a little more than three months.

"We are excited to find that both local and international technology companies are realising the benefit of a smaller, more niched agency and are encouraged by the opportunities that have presented themselves over the last three months," says Judith Middleton, CEO of Duo Marketing + Communications.

These new business wins, and hires, coupled with the opening of a fully fledged regional office based in Morningside, represent the beginning of what it believes is an exciting growth phase for the company.

Adds Middleton, "The speed with which the team and the client base has grown is both exhilarating and daunting all at the same time. But it is a good challenge for any organisation to have to tackle."

In line with this growth strategy, Middleton has extended her leadership team, by bringing on board PR veteran, Dominique Pienaar, as the regional manager for Gauteng, and promoting Andre Fourie to head of the business unit in Cape Town.

The organisation has a no compromise approach to two key elements - the type of client and calibre of the consultant that it wishes to attract.

"The ultimate client sweet spot for us, is transformative tech companies who enable us to consult and contribute to their brand to deliver high-impact results underpinned by a realistic strategy, with commercial goals in mind.

"With content development and strategic placement as our core assets, we get to do what we love, everyday, for clients that have a compelling story to tell," concludes Middleton.

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