

## M4JAM extends its offerings

M4JAM (Money for Jam), which provides brands, businesses and NGOs with unbiased, real-time data insights from customers across South Africa, has added a new 'Earn' button that makes it easier for brands to engage and jobbers to complete jobs.



Since its launch, just under six months ago, the revolutionary micro jobbing platform has successfully managed multiple campaigns for over 40 of South Africa's biggest brands, including TomTom, Le Creuset, Ster-Kinekor, TNS, Telesure and Shoprite.

Its 2015 goal is to scale the business by working with more brands not only to ensure they get optimum insights from the platform, but also to keep providing the growing jobber base with opportunities to do easy work for easy money.

Chief jammer and co-founder of M4JAM, Andre Hugo, comments, "The response has been overwhelming and has given us valuable insights into the types of campaigns that our jobbers are proficient at, the quality of work that our community is able to produce and, more importantly, how real-time data monitoring has benefited the brands on the platform."

### Returning client

One of the big brands returning to the platform is TomTom. The navigation and mapping company was one of the pioneer brands having seen the platform's potential to assist in keeping its mapping solutions as up-to-date and as accurate as possible, in a time and cost effective manner. The company initially used M4JAM to complete 7500 point of interest (POI) validation jobs across the country. Following the success of this campaign, it released an additional 7000 special places POI validations. It has just released an additional 13 000 POI validation jobs nationally.

GM of TomTom Africa, Etienne Louw, explains, "We found that the speed with which the platform's community completed the previous campaigns was remarkable and we would like to tap into this again. Supplying our clients with the freshest, most accurate points of interest will always be a priority and this adds another way for us to maintain our mapping data for Africa on a daily basis to cope with an ever-changing world."

### New brand engagement

Online classifieds company, OLX, is coming on board to experience similar real-time benefits. OLX South Africa Country Manager, Stephen Ballot, plans to use the platform to educate jobbers about how easy it is to create adverts and use OLX, launching a brand activation campaign on M4JAM now. "One of our values is to be innovative and I believe M4JAM embodies this. We are constantly looking for new ways to spread the value of online classifieds, using a captive and attentive market of potential sellers is a great opportunity."

Beyond these powerful brands, M4JAM is also working with a major South African retailer on a compliance job to validate customer service at the till point. In addition, the micro jobbing platform is welcoming a host of other premium brands, offering them services ranging from market research, mystery shopping, to merchandising auditing and 'just in time' product training.

## **Adding Earn button**

Brands on the platform will also benefit from the new E(arn) button. Similar to the popular social networking buttons present on many sites allowing users to share interesting information socially, brands will be able to place the M4JAM E(arn) button on their digital properties. By clicking on this button, potential jobbers will be redirected to a mobisite where they will be able to find jobs specific to that brand. An additional feature allows jobbers to share across their social accounts that they have done a job for a specific client and earned cash on M4JAM. According to Hugo, "Not only will these new features give jobbers new avenues to find jobs, but it increases the value that we offer to our clients, allowing them to showcase the role that they are playing in changing the market.

"Our value proposition is simple; we are an option for gaining real insights, from real customers, in real-time. As a brand, one cannot afford not to be part of the micro jobbing revolution," he concludes.

For more information, go to [www.m4jam.com](http://www.m4jam.com).

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