

Samsung, Mxit partnership keeps users always on

Samsung has partnered with local mobile social network Mxit to take to market its 'always-on' content strategy and drive awareness around its Wifi, BBM, Idols and retail initiatives.



Andrew Kramer, Mxit VP Sales explains that Samsung has been very active on the platform since October last year, with engagement being a key driving factor behind the brand choosing it as the media platform. "Samsung has tested it as both a social networking tool and as a media channel to promote brand offers and it has performed on both fronts.

"The brand is running an app that is being updated, populated and progressed regularly and hence seen as 'always-on'. It offers value for the user in the form of competitions, polls, brand updates, retail offers and the like. As a result, it has 500,000 followers upwards that continually access the app to find out more on product launches and benefits.

The company is a pioneer in identifying the platform as an opportunity to talk to the mass market while keeping premier brand feel. It has seen success and continues to spend within the space as the mobile social network offers a unique opportunity to educate, engage and drive sales," concludes Kramer.

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