

Vodacom selects MobiMedia as SCP

Vodacom has selected MobiMedia, the mobile marketing arm of Ole! Media Group, as one of its three strategic sales channel partners. The MobiMedia/Vodacom SCP will be introduced to the industry at events in Johannesburg and Cape Town on 9 and 11 May, respectively.

Vodacom's range of mobile marketing channels and advertising solutions currently offers in-app advertising, content sponsorship, bulk messaging, competitions, video, and multimedia messaging while MobiMedia creates customised advertising solutions to target specific audiences and build ongoing relationships through strategic mobile content campaigns and tailored mobile tools.

For more, visit: <https://www.bizcommunity.com>