

The business of backlinks, hashtags and rehashing success - 11 Jan 2016

BY [LEIGH ANDREWS](#)

One way to get the business year off to a good start is by looking at last year's success. With their 'media agency of the year' win at the recent Annual AdFocus Awards, Vizeum is one such successful industry leader. I chatted to Kelvin Storie, managing director of Vizeum Johannesburg about what it takes to be a [successful media agency](#) and what we can expect in the coming months.

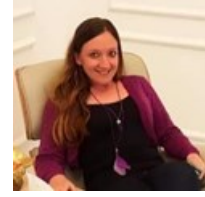
This is proof that businesses that haven't made the digital leap simply won't survive in 2016. A big part of that is making sure your online offering is in line with what your consumers expect, to ensure continued growth in revenue and reach.

In this light, Adegboye Adeniyi looks at whether [linking to another website](#) is the key to help website traffic to grow and how it ties into the law of reciprocity.

Looking from backlinks to the specific form of linking that comes from hashtags, we explore how [#KenyaLive](#) is showcasing Kenya's night safari wildlife and coastal underwater treasures through a series of live web broadcasts. View it all via mobile phones, tablets or computers via Periscope on the [HerdTracker channel](#) until 18 January.

Happy viewing!

Leigh Andrews



Andrews was on the inaugural Marketer of the Year

(MOTY) jury for the 2019 [Marketing Achievement Awards](#) (MAA) as well as an #Inspiring50 2018 nominee herself, and judged over 500 entries for the most recent [Epica Awards](#) - the only creative prize awarded by journalists working for marketing and communications magazines around the world. She's also serving on the IAB (SA)'s #Bookmarks2020 Publisher panel.

Responsible for keeping a finger on the pulse of the latest happenings in the marketing and media industry, this is an almost 24/7 role that involves keeping one eye on your inbox with the other on your social media feed, to write breaking news stories and interviewing key people in the B2B space.

All made easier by 13 years of working for companies such as Microsoft, Kagiso Media, Fleet Street Publications, the Mail & Guardian Online, Caxton Community Newspapers and Newsclip's media, marketing and PR publications.

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