

Adclick Africa launches its SME Marketing Services business unit at Leaderex 2016

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[Adclick Africa](#), the leading provider of digital advertising solutions to brands seeking relevant audiences in Africa, launched its business unit that offers affordable digital marketing services to SMMEs in South Africa.

The company is leveraging its experience that spans over four years in dealing with premium brands like Unilever, Standard Bank, MTN, Land Rover, Suzuki and Falcon Safaris to help the small business owners.

“We have identified that marketing is a major pain point for most entrepreneurs in the SMME space and we are offering digital marketing as a viable solution. This is because digital marketing is way cheaper than placing an advert on TV or in a newspaper. Also, the modern customers spend most of their time online and our service enables SMMEs to connect with them with ease,” said Velly Bosega the founder and CEO of Adclick Africa.



The Adclick Africa SMME marketing programme is run by some of the best digital marketing talent in the country with a combined experience of over 15 years. Our team understands the digital marketing ecosystem and the nuances of the South African market place. This enables us to create a tailor-made strategy and tactical plan that is unique to each business that we deal with.

“We are fully cognizant of the fact that not every business is the same and therefore we create a roadmap that matches the specific industry and marketing requirements of each business that we engage with,” said Velly.

Mobile phones have widely penetrated the South Africa market with over 39 million adults owning a mobile phone according to the latest Mobile Marketing Association of South Africa report. Considering that these mobile devices represent the dominant internet access platform, the size of the digital audience is quite huge. What makes it even more exciting news for entrepreneurs is that 81% of the modern customers use the internet to search for information on products and services. Thus, it is important for brands to have an awesome online presence that captures this always on and engaged audience.

Our passion lies in helping the brands to connect with their customers online.

Trends world show that digital marketing is very important because it levels the playing field for entrepreneurs. There is no small or big company on the internet. This scenario enables SMMEs to attract clients that they would not have been able to reach hitherto.

Over and above our website design service, we also offer:

- Search engine optimisation (SEO)
- Google Adwords
- Google Analytics
- Social media marketing (Facebook, Twitter, LinkedIn, Instagram, Pinterest, Youtube)
- Mobile marketing
- Email/ Newsletter marketing
- Content marketing

Additionally, we also runs bootcamps and one-on-one consultations with entrepreneurs. The aim of these programmes is to equip participants with the right digital marketing skills that will help them unlock value in the marketplace.

Adclick Africa is also working with Incubation hubs and other related stakeholders in the SME ecosystem to cascade the digital marketing capacity to as many entrepreneurs as possible.

For more information on our SMME marketing services call 011 704 2641 or email info@adclickafrica.com

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