

# Changing the face of PR and traditional marketing

Online industry experts across the country will gather in Johannesburg, 2 - 3 August 2006, at the Rosebank Hotel, Rosebank, to assess and discuss the state of South Africa's online marketing industry.

Internet marketing expert Martina Steen has noted that there is more to integrated marketing than just repeating the same message in different channels. Nor is it an easy task to get the right balance of in-store promotions, mass advertising and online marketing in one campaign. So how should a brand manager use the online channel as part of the marketing mix when launching a new product?

As the South African online audience begins to boom, print media begins to create online versions, new online publication start to emerge, a full integration of Internet marketing into all marketing activities becomes increasingly critical. Companies are now looking to work with those integrated marketing agencies that understand clients want 'to fish where the fish are'.

A presentation by Quirk eMarketing will cover WebPR, which includes online channels such as "article bank/directory sites AND industry-related sites, as well as local and international news sites". As in offline, PR content remains king: tailor-made writing angles should contain reference links back to clients' websites, providing them with a constant stream of PR.

ForgeBusiness director Jonathan Miller will be presenting an interactive session on 'the silent revolution' - affiliate marketing in South Africa. Delegates will explore through case studies how South African companies are employing this leading international business methodology, first pioneered by Amazon.com, to drive new customer, leads and sales to their businesses.

Delegates will also learn the key fundamentals to start their own affiliate marketing program, and overview of the technology and business model requirements and learn secrets of implementing a fail-proof affiliate program.

Other presenters at the conference include

- Russell Hanly, chairperson of Online Publishers Association and chief executive of Media24 Digital
- Andrea Mitchell, head of digital, 34degreesouth
- Matthew Buckland, publisher of *Mail & Guardian Online*, Vinny Lingham, founder and chief strategy officer of incuBeta
- Rudolph Muller, founder and manager of mybroadband.co.za and a broadband columnist for *The Citizen*, Moneyweb and *Rapport*
- Luisa Mazinta, chief executive of theMarketingsite.com
- Leanne Vermaak, email marketing director of Acceleration
- Peter Stewart, managing director of Clickthinking, and

- Gunter Berger, author of the *E-guide* and managing director of mediaspace.

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