

Adclick Africa to engage with entrepreneurs at the Small Business Expo 2016

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Adclick Africa is proud to announce that it will be taking part at the Small Business Expo to be held at the Ticketpro Dome from 8-10 September 2016. This follows the successful launch of its small business marketing services at Leaderex 2016.

According to Thebe Reed Exhibitions, the organisers of the expo, this event is devoted to the development of small and medium enterprises, providing an invaluable platform for small businesses to market themselves and interact with prominent business leaders, corporate and investors.

“The Small Business Expo fits perfectly into our timing of rolling out our strategic, profitable yet cost-effective digital marketing packages to small and medium entrepreneurs in South Africa. We are confident that by engaging with other stakeholders in the entrepreneurship ecosystem we will be able to widen the business opportunities for our clients,” said Adclick Africa’s CEO, Velly Bosega.

Entrepreneurs visiting the Adclick Africa stand will not only get practical insights into the potential that digital marketing provides but their digital assets (websites and social media company pages) will be audited for free. A SWOT analysis for interested business owners will also be conducted to ascertain their needs.

This is a practical element that will provide immense value to the SMMEs. The strategy behind this hands-on approach is to elicit as much information as possible so that tailor-made solutions can be created and implemented.

“We do not believe in the one-size-fits-all approach to digital marketing as we are cognisant of the uniqueness of each business. Our solutions are designed to help businesses achieve their goals,” said Velly.

Adclick Africa’s SMME marketing services enable businesses to build brand awareness, generate leads, acquire new customers and retain the existing ones through the utilisation of digital technologies. The impact on the bottom line is guaranteed.

The company is also working with some innovation hubs in and around Gauteng but there are plans already in place to connect with all the stakeholders in other provinces as well.

Innovation hubs and other entrepreneur associations are free to contact Adclick Africa to discuss how their constituencies can benefit from the company’s offerings.

Judging by how well the SMME packages were received by business owners at Leaderex, the company is expecting the same level of enthusiastic response from entrepreneurs.

For more information about the Adclick Africa SMME marketing services call the sales team on 011 704 2641 or email info@adclickafrica.com.

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