IAB SA DIGITAL CONTENT MARKETING COMMITTEE CALL FOR NOMINATIONS

Deadline: 4pm on Friday 14 August 2020

The IAB SA Digital Content Marketing Committee seeks to empower the media and marketing industry to thrive in a digital economy by encouraging and developing content marketing in South Africa as a unique, independent discipline and an effective tool for brands to communicate with their audiences.

The IAB SA Digital Content Marketing Committee has the following objectives:

- To position content marketing as an independent discipline within advertising and marketing.
- To promote content marketing as an effective practice for brand communication
- To showcase the channels content marketing is served across.
  To inspire creativity, promote excellence and best practice, and elevate content in South Africa.
- To grow industry knowledge around the category.
- To develop and recognise a community of content marketing experts in South Africa, to encourage best practice and innovation amongst the practice
- To show how content marketing can have a direct impact on brands' sales, customer retention, positioning and ability to communicate with consumers, thereby delivering clear, measurable ROI.

The IAB SA would like to extend the invitation to all our members to nominate for the IAB SA Digital Content Marketing Committee.

Please complete the form below by 4pm, Friday 14th August 2020.

IAB SA DIGITAL CONTENT MARKETING COMMITTEE NOMINATION FORM