

IAB SA Good Works

IAB SOUTH AFRICA GOOD WORKS AN INVITATION TO SHARE YOUR GOOD WORK

In this time of uncertainty, we applaud our member organisations for helping South Africans get the latest news, online food deliveries, entertainment, access to digital conference calls, and many essential services.

Good Work is worth sharing and we would like to share the good work our IAB Members are doing, as the situation with the coronavirus pandemic quickly evolves and the world adapts to a new way of doing business while staying safe.

Is your leadership team offering connectivity, content, and services to consumers for free or at a reduced cost or helping in any small way in this uncertain time? If you are an IAB member and would like your organisation's response to COVID-19 to be featured, contact goodwork@iabsa.net

We are grateful to all our members!

The following IAB SA members have included content for the first release of IAB SA Good Works so far:



D6 Group | Media support schools and other community organisations with effective communication while enabling small business with a focussed advertising capability.

They have been providing more than **2500 schools** and other organisations with a **communication platform** to ensure the parents linked to these schools and organisations are always informed. We ensure that more than **1 million parents** and other community members (like your church, club, residential estate, etc) are kept up to date with what's going on in their respective school and organisation. The communication platform supports e-mail, sms, and d6 Connect app communication and the app has no cost for the parent or member.

Furthermore, given the number of parents and members active on the platform, local businesses also have the opportunity to advertise on the platform to reach the selected members or parents and a portion of the advertising spend is shared back to the school or organisation. This is done through our d6 rewards program.

Up to date, **we have shared back more than R800 000 to local schools and organisations through our d6 rewards advertising revenue share.**

During COVID-19 lockdown, we would like to support all communities to enable them to communicate effectively but also support local business through the following:

1. Provide our d6 communication platform for free to any school or other organisation until 30 June 2020. This also includes initial setup and training.
2. Provide free weekly online training to all or clients in the communication platform.
3. Provide advertisers with up to a 30% discount on any campaign booked for 2020

Our d6 rewards program is automatically enabled for all clients. So, while schools and organisations have the ability to keep their members informed through our d6 Connect platform, Advertisers can ensure lower cost and targeted digital advertising while supporting the local school and organisation.

For more information on our communication platforms, please contact us on sales@d6.co.za or click [here](#) for a product brochure.

For further information on our advertising/media opportunities please contact: werner@d6.co.za

Please also refer to our [video release](#) for schools during the current lockdown challenge.



Google South Africa have compiled a number of free online tools to assist SMBs to grow their businesses and become digitally savvy during this time.

Here are just a few of them:

- **[Google My Business - GMB](#)**

Google My Business is a **free tool** to list your business and manage your online presence. Your free business profile helps you attract new customers, create a website and easily engage with your customers.

<https://events.withgoogle.com/gmb>

<https://www.google.com/business/>

Download GMB app.

- **[Digital Skills Training](#)**

Get new skills for a digital world and discover new tools to grow your business.

<https://learndigital.withgoogle.com/digitalskills>

- **Academy for Ads**

Grow your advertising skills using Google Ads to market your business online and get Google Ads Certified.

https://landing.google.com/academyforads/#?modal_active=none

- **Test my Site**

Perform a mobile **website speed test** with the **Test My Site** tool and receive recommendations for improving **website** performance across all.

<https://testmysite.withgoogle.com/intl/en-gb>

- **Free Video Meetings**

Google's premium video meetings are now free for everyone. [Read more](#)

- **Datally**

Save up to 30% of mobile data and do more with it.

<https://datally.google.com/>

- **Files Go**

Files Go provides a faster way to clean up your phone and free up space. It also speeds up finding and sharing files.

<https://filesgo.google.com/>

Please be sure to read our [first article](#) on IAB SA members' Good Works if you haven't already.