



WORKSHOP

Digital Content Marketing
Draft definition

DEFINING DIGITAL CONTENT MARKETING Request for input;

According to The Content Marketing Association, content marketing accounts for 20% of marketing spend globally. Yet, the lines between advertising content, native content, brand content and content marketing are murky.

For this reason, the [IAB South Africa Digital Content Marketing Committee](#) was established in 2020. Among its mandates is to recognise content marketing as a niche discipline and recommend guidelines in South Africa that are relevant to agencies, brands and publishers.

Its first project, developing a framework of what content marketing is and how it exists within the greater digital marketing landscape, will provide the base on which to begin a benchmarking process and build thought-leadership on the subject in South Africa.

Read the committee's working definition of content marketing and submit comments to Debbie@iabsa.net by 5pm on 25 May 2021.

The committee will then review your feedback for review in the IAB SA Defining Digital Content Marketing Workshop on 2 June 2021 from 12 - 1pm via Zoom webinar.

[ACCESS THE DIGITAL CONTENT MARKETING DEFINITIONS HERE](#)

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About the IAB South Africa:

The Interactive Advertising Bureau is based in over 47 countries and serves to empower the media & marketing industry to thrive in a digital economy. We do this through our connected culture and accessible access to experts and expertise, enabling you make better digital decisions with smart, motivating and actionable insights.

To find out more about IAB SA membership fees and benefits, e-mail Debbie@iabsa.net.

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