



2022 Industry Whitepaper: The State of Content Marketing in SA

The South African IAB Digital Content Marketing Committee has launched the industry's first comprehensive whitepaper about this area of expertise.

Discover the principles of content marketing within the South African context. The IAB Content Marketing Committee's whitepaper about The State of Content Marketing in South Africa explores relevant topics about content creation and marketing, as well as its role and impact in the communications and marketing landscape.

After surveying the industry and consulting with content marketing experts both locally and internationally, the panel has addressed the most pressing issues surrounding the discipline of content strategy best practices, trends and future considerations.

Contents of the whitepaper include:

- Digital content marketing defined
- A brief history of content marketing in South Africa
- Is content marketing still relevant?
- The local agency landscape
- B2B content marketing in a post-COVID, online world
- The importance of a content marketing strategy
- Why content marketing is key to winning in a world where first-party data is king

The whitepaper also includes local case studies that showcase how strategic, purpose-driven content can drive key marketing performance areas.

Explore the [content marketing whitepaper](#).