

# SNX refreshes its brand and management

SNX (previously SearchNetworkx) has relaunched with a new website, new services and a new management team. It was recently awarded Google Premier Partner status, joining only a handful of agencies in South Africa to carry the Premier Partner badge.

It is the second oldest brand in the incuBeta Group of digital marketing and technology companies. The brand launched operations in 2002 and since then has grown to a client base of over 1,300, specifically in small to medium business, industrial and manufacturing-related industries.

“Like everyone else in this digital space, we’ve had our fair share of challenges,” says newly appointed Johannesburg branch manager, Walter Hoyer. “Over the past 16 years with thousands of clients, we have consistently hovered around a 75%-80% client satisfaction rate and that is a statistic we are desperate to change.



“I am part of a new management team assembled to move that stagnant approval rate into the 90% range, which will be no mean feat considering the volumes we are dealing with. It is my firm belief that every client is unique, that everyone deserves to be treated as ‘the only one’ – and that is the mantra of our teams under this new SNX brand.

“The Google Premier Partner Status means that Google trusts the company to deliver expertise in creating, managing and optimising our clients’ online marketing campaigns. In terms of marketing guidance, support, accurate reporting and professional sales assistance – the company has earned the right (and the accreditations) to stand among the best in the industry.”

## New products, solutions

SNX delivers digital concepts including web design and development, Google AdWords and display, SEO, social media marketing and a variety of analytics and technology services, supported by associated incuBeta Group companies.

In addition to its existing digital solutions stack, SNX has added specialised services such as video production, app and brand development, location-based mobile advertising and Augmented Reality (AR).

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