

Niche tech PR agency expands into Gauteng after 10 years of success in the Cape

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Specialist B2B technology PR and marketing company DUO Marketing + Communications announced that it will open a Johannesburg office in February 2014. The announcement comes ahead of the company's ten-year anniversary, which marks a decade of working with some of the most innovative local and international technology companies including Amazon, wiGroup, Vox Telecom and Gartner.

Founder and CEO Judith Middleton says she's noticed a growing demand for the company's niche tech PR services in the Gauteng market. "The value-based business model is very attractive to tech entrepreneurs who demand high return from their marketing spend both locally and into Africa. With so many of our clients eyeing expansion into broader African markets, establishing a base in Gauteng, which is widely regarded as a springboard into Africa, makes commercial sense. Opening the Johannesburg office is therefore a natural step in our growth strategy."

According to Middleton, the ten years spent working at the coalface of Cape Town's tech scene has enabled the company to develop effective, flexible and proven brand elevation solutions. "We've developed high return solutions for some of Cape Town's top technology companies, and helped international tech giants such as Amazon establish a local footprint. We have a proven holistic model for translating the business value of our clients' technology and harvesting it in a way that supports their business objectives."

Middleton says the recent introduction of an expanded service offering bodes well for the company's expansion into the Gauteng market. "We've introduced new digital content marketing, video and social media services to support and extend our traditional service offering as a direct result of changing client demands."

DUO's Johannesburg office will open in February 2014 in Woodmead. For more information about DUO, please visit www.duomarketing.co.za.

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