

# Rogerwilco shortlisted for three Assegai Awards

Issued by [Rogerwilco](#)

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Rogerwilco, the digital marketing agency previously known as 2Stroke, has been shortlisted for three Assegai Awards in the SEO category of the Direct Marketing Association of South Africa's annual awards.

The shortlisted entries were for a content marketing campaign on behalf of financial services provider Direct Axis, an SEO campaign for Genesis Medical Scheme and an SEO project for home loan originator ooba.

Winners will be announced at the Assegai Awards evening at the Museum of African Design in Johannesburg on 6 November.

Charlie Stewart, Rogerwilco CEO, said: "The single most important judging criteria for the Assegai's is the ability to evidence a return on investment. The fact that we were able to single out how our campaigns had generated leads and contributed to our clients' bottom lines points to the tangible value of search engine optimisation and its growing significance in the digital marketing mix."



Charlie Stewart

"Over the years we've refined our SEO processes to incorporate a strong online PR offering to support traditional link building and onsite optimisation. Coupled to our investment in analytics, this has helped us provide definitive evidence of results, bringing greater clarity to a digital tactic that's often viewed with some degree of circumspection by brands."

In April 2014, Rogerwilco (then known as 2Stroke) won a Gold PRISM for content marketing in the PR industry's annual awards to add to a Bookmark for organic search at the 2013 DMMA (now IAB) awards.

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## Rogerwilco



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