Adapting to digital change in West Africa - A Meltwater business lunch

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The African marketing landscape is changing, and changing rapidly. There are now over 48 million internet users in Nigeria alone, and according to the National Communications Authority, Ghana boasts a staggering 65.74% mobile internet penetration rate. Today, businesses are forced to adapt to an increasingly internet-savvy consumer, or face being left behind. Building a successful online marketing strategy and measuring its ROI however, takes experience, careful planning, and access to the right data.



It is with this in mind that international media intelligence company, Meltwater, is proud to announce its first ever Digital Marketing Business Lunch to be held in Accra, Ghana. Among other guest speakers, the event will feature Vodafone's Chief Marketing Officer, Agnes Essah, and look to provide attendees with actionable takeaways on how to adapt their marketing strategies to the evolving African consumer.

The event takes place on Wednesday the 15th of June at the Mensvic Palace Hotel in Accra. Limited seats are available, so should you be a marketing executive interested in attending the complimentary lunch event and networking with some of Africa's top business minds, save your seat now.

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