Meltwater JHB event: Growth-hacking your marketing strategy

Issued by Meltwater

22 Aug 2016

Join Meltwater and 150 of South Africa's top marketers in Johannesburg on Thursday, 8 September, for a complimentary evening of creative cocktails and innovative insights. Listen to some of the country's leading marketing professionals share how you can growth-hack your marketing strategy to drive customer acquisition and loyalty.



Simply put, growth-hacking is about innovating within marketing channels to drive growth and customers. So, if you want to know how your business can start disrupting outdated industry “best-practices”, then don’t miss out on this invite only opportunity to learn how some of the country’s brightest marketing minds are experiencing business growth in the age of apps and selfie-sticks. You can expect contributions from Barclays Africa’s Head of Digital Products (and former Googler) Brett StClair; Vodacom’s Digital Marketing portfolio manager, Jeanine Ferreira, as well as NATIVE VML’s Managing Director, Jarred Cinman, to name
but a few.

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