

# You can't manage what you can't measure

Issued by [Meltwater](#)

24 Oct 2016

The African marketing landscape is changing, and changing rapidly. 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.



## Business Lunch

How to measure ROI for Online Marketing



the collective



Radisson Blu Hotel, Nairobi  
4 November, 11:00 - 14:00

Save Your Seat

It is with this in mind that global media intelligence provider, Meltwater, is proud to announce its first-ever Business Lunch to be held in Nairobi, Kenya. Among other guest speakers, the event will feature The Collective's Chief Executive Officer, Joe Otin, and look to provide attendees with actionable takeaways on how to measure ROI for your online marketing campaigns.

Join Meltwater and 50 of Kenya's top marketers at the Radisson Blu hotel in Nairobi on Friday, 4 November, from 11h00 to 14h00 for a complimentary afternoon of networking, lunch and innovative insights. We'll lay the foundations necessary for you to build a rock-solid reporting strategy that not only showcases your efforts more effectively, but generates the executive buy-in to take your entire online marketing, PR and communications strategy to the next level.

[Save your seat now](#) to avoid disappointment.

*\*Limited space available*

### Guest Speakers:



Joe Otin

Chief Executive Officer  
The Collective

Joe is the Chairman of the Advertising Standards Board in Kenya, the Vice President of the Pan-African Media Research Organisation (PAMRO), a member of the Oversight Committee of the Kenya Audience Research Foundation (KARF), a member of the Marketing Society of Kenya (MSK) and the Public Relations Society of Kenya (PRSK). He received the distinguished Marketing Society of Kenya Warrior Award in 2010. Having studied the advertising industry in insurmountable detail over the last nine years, he founded The Collective in order to serve the market need created by technological advancements in Africa, firstly around mobile telephony and subsequently through internet and social media growth. The Collective is an interactive ad agency focussing on social media management and digital advertising with its headquarters in Nairobi, Kenya.



### Tunde Oyateru

Communication & Marketing Officer  
Shelter Afrique

Oyateru is a communication and marketing professional in charge of Shelter Afrique's public image, content, messaging and social media platforms. Oyateru is charged with promoting and managing brands across all theatres of operation while reflecting the diverse and bilingual nature of his organisation and client list. He is responsible for making corporate communication consistent, clear and timely for shareholders, internal audiences and the general public.

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