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MEDIA RELEASE

Ref: No. 232

O & L contributes to enhancing digital ability of Business Namibia

WINDHOEK, 25 APRIL 2017

Alongside the likes of former Facebook Africa Director, Musa Kalenga and other digital specialists from different corporates in both South Africa and Namibia, O&L contributed to making a success of what was Namibia's first Social Media & Disruptive Technology Conference hosted by SOMA Social Marketing.

The two-day conference recently hosted in the capital, was brought to life with the purpose of landing the importance of incorporating the digital arena into any corporate's marketing strategy, says SOMA Social Marketing Director, Rob Parker. Parker: "We have realized that not many Namibian companies are inclined with the reality of social media and the impact it can have on business performance. We identified the need to host a conference of this nature, in contribution to exposing corporates to the benefitting world of the digital sphere and social media in particular. And also to contribute to the strengthening of corporates that already make use of digital marketing and social media platforms."

Kalenga took attendees through a guided tour of the social media landscape emphasizing the human aspect of the media before honing in on marketing specifics. He also placed emphasis on the potential of social media VS traditional media, as well as on how critical following correct procedures are in achieving maximum results. According to O&L Digital Marketing Manager, Armin Wieland, digital transformation is a critical step for any corporate, especially to survive in a world where the digital sphere is taking over as the preferred platform for the corporate sector. Wieland during his presentation titled "Introduction to Digital transformation" said: "If you do not get on board the digital ship, you will be left behind. I think it should be obvious that marketing of products and services on the internet, and social media specifically has strong possibilities and is bound to deliver maximum results if it's done correctly. The first step though for companies who are not on board yet, is to get on board! Don't be left behind, make that transformation if you want to survive in this era."

The O&L Group Journalist & Creative Writer, Francios Olivier who is part of the O&L Corporate Relations team responsible for creating content for both traditional and social media platforms, introduced the audience to what he described as "a winner of a checklist to making sure you achieve the absolute maximum results in a social media campaign". His "Social Media Campaign Checklist" presentation provided the audience with a clear direction as to what boxes to tick before launching a campaign. Olivier: "Many companies in Namibia launch social media campaigns, but not all are successful in their results, simply because they do not follow the effective procedures, and they do not make use of the tools available to enhance reach and results."

Parker regards this first conference as a major success followed by the feedback, with enquiries already rolling in as to when the next one will take place. "I was overwhelmed with the response from those that sat in on the conference. We approached corporates with a strong social media presence as speakers for this conference, to share their knowledge and learnings with participants. The take-out was tremendous and we thank each and every speaker and all the participants for their valued

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contributions in making Namibia's first Social Media & Disruptive Technology Conference such a great success."

- Ends,



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