

African mobile marketing agency JustPalm ranked 4 at EMEA

By Louise Marsland

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JustPalm.com, Africa's fastest growing mobile marketing agency, has been ranked among the top five EMEA Digital/Specialist Agencies at the annual Smarties awards.



Digital entrepreneur, Patrick Palmi.

Patrick Palmi is the visionary African digital entrepreneur and mobile innovator, who has built the highly successful multi-million rand and multi award-winning mobile/digital marketing agency, Justpalm.com, which specialises in helping leading brands connect, engage and convert consumers to customers using mobile technologies.

Justpalm.com mobile innovations have won over 10 prestigious awards and was recently shortlisted as finalist in the prestigious Loeries awards for mobile creativity. Justpalm customers include the top *Fortune 100* FMCG companies in the world.

Bizcommunity.Africa interviewed Palmi about his journey to success:

■What is the significance to Just Palm of being ranked so highly by the MMA Smarties?

Being ranked so highly by the MMA Smarties is a validation of our pursuit of excellence in digital/mobile marketing and acknowledges us for the dedication and passion into delivering winning solutions to our clients.

■What is your agency's USP/philosophy in client work that makes you stand out?

I like to call it “a touch of genius” where we always pack our creativity with innovation that is relevant to our client’s needs in delivering value to their shoppers. We will always push boundaries in innovation for our clients in bringing their brands to life; making sure their brands resonate with shoppers.

■What are the values and attributes a great digital agency needs today?

I believe every agency will be defined by its people. I have great people in my team that work hard and more importantly are passionate about challenging the status quo to make a difference in the lives of our mobile audiences. Any great digital agency will tell you that they are as only as good as their last campaign and with the pace of digital, any successful digital agency needs to keep themselves on the pulse of mobile/digital innovation and be willing to adapt and innovate with agility to be relevant.

■Please elaborate further on the digital marketing landscape in Africa and the challenges.

Africa is growing, however there are some countries with still poor internet penetration. It becomes important to understand which digital channels to use in which countries for business outcomes.

■How important is mobile marketing in Africa for global brands?

Africa is the second largest continent, after Asia, in size and population with 650 million mobile phone subscribers - which is more than US and Europe. With 41% mobile broadband growth per year, the math becomes very clear.

■What is your projected growth trajectory?

My growth trajectory is a stretch for the business, because I believe there is much to do and there is plenty of opportunity. We have grown immensely in the last couple of years, laying a strong foundation; however, placing a single or double digit number to growth could be a modest approach to the world of digital as there are dependencies.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: www.sourceagency.co.za.

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