

# Digital Marketing Conference to reveal State of Digital Marketing in SA - Take survey now

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Excitement is building as industry leaders, marketing professionals, and digital enthusiasts prepare to gather at the Digital Marketing Conference 2023 (DMC) in Cape Town this November. This not to be missed marketing event is set to take place on 22 and 23 November 2023 in Cape Town. The conference will bring together marketing professionals from various industries to explore the latest trends, strategies, and innovations in the ever-evolving landscape of digital marketing.



**Digital Marketing Conference**

**LIVE in-person**  
**22 & 23 Nov 2023**  
CTICC, Cape Town

**Stay up to date with the latest digital marketing trends and improve your marketing results in 2024.**

Get expert advice, tips & tools for a winning digital marketing strategy.

					
<b>Danilo Acquisto</b> Special Effects Media	<b>Mike Saunders</b> Digitlab	<b>Odette Butcher</b> Digital Coach	<b>Thamsanqa Pasiya</b> ShiftONE Digital	<b>Justin Lester</b> Ruby Digital	<b>Ines Rosef-Ingram</b> Pine 3 Marketing

**2 Days, 12+ Speakers:** + Digital Strategy + Content Strategy + Social Media Marketing  
+ Email Marketing + Data Science & Analytics + Brand Storytelling + Search / SEO  
Conversion & Engagement + UX & Design + Mobile Marketing & Targeting  
+ Customer Engagement + Video Marketing + Geo-Targeting + Conversions  
+ Marketing & Sales Automation + Affiliate Marketing + more...

**Book online at: [www.digitalconference.co.za](http://www.digitalconference.co.za)**

A highlight at the conference this year will be the unpacking of the first State of Digital Marketing in South Africa survey by Digitlab. Marketing professionals are invited to complete the survey at <http://bit.ly/stateofdigital>. On completion, participants will receive a link to get 40% off their Digital Marketing Conference ticket AND ALSO receive the digital e-book version of the survey/report (valued at R4000) to benchmark their own business and marketing efforts against the industry as a whole. This offer is only available until 31 October 2023.

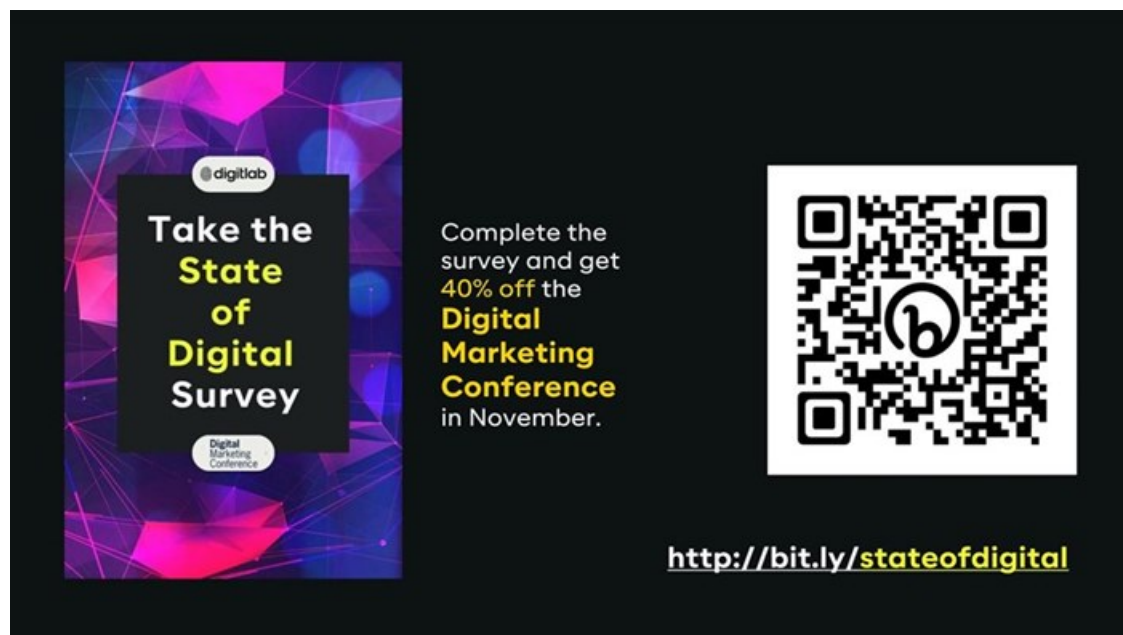
Now is the time to sharpen your company's digital marketing efforts. Continued marketing is critical to any business and online digital marketing is offering affordable opportunities to get your brand out there and noticed. As more people are

spending more time online, savvy marketers are capitalising on the opportunities offered by digital and online marketing for business growth.

DMC is designed for marketers across all industries and will help you build traffic, create brand awareness, generate leads, improve customer service online and develop better use of digital tools to drive better communications, effective marketing and productive business outcomes.

The speaker line-up includes more than 14 topic experts that will share information and best practices on the latest digital and internet technologies and applications available to market your business. They will share insights from successful digital marketing campaigns and help you build customer loyalty, improved lead generation, increase sales and drive consumer engagement.

Tickets, agenda and more details are available online at [www.digitalconference.co.za](http://www.digitalconference.co.za) or by calling the organisers, Cadek Media on 021 854 4700.




The graphic features a dark background with a vibrant, abstract geometric pattern in shades of purple, pink, and blue on the left side. A black rectangular box is overlaid on this pattern, containing the text 'Take the State of Digital Survey' in white and yellow. Above the box is a small 'digitlab' logo, and below it is a 'Digital Marketing Conference' logo. To the right of the box, white text reads 'Complete the survey and get 40% off the Digital Marketing Conference in November.' Further right is a square QR code with a stylized 'b' logo in the center. At the bottom right, the URL 'http://bit.ly/stateofdigital' is displayed in white and yellow.

digitlab

Take the  
**State  
of  
Digital  
Survey**

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<http://bit.ly/stateofdigital>

For more, visit: <https://www.bizcommunity.com>