

# The future is mobile, and the future is happening right now

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This week Tuesday, a hundred of Cape Town's tech savvy digital marketers attended the second edition of [Online Tuesday South Africa](#) at the DoubleTree Hilton Hotel. A quarterly event organised by DQ&A Media Group. As usual it was an opportunity to do proper networking, but also catch up on the latest trend in mobile and mobile apps marketing.



To catch up or get a refresh of the conference, here's our non-exhaustive digest of the main insights for South African (mobile) marketers.

The evening was being hosted by [Rob van Vuuren](#), one of South Africa's most sought after mc's and corporate entertainers. In a flamboyant and humoristic way he made sure the evening was properly moderated and easy to follow.

To kick-off the evening [Lynette Hundermark](#) talked about apps and the possibility they offer for digital marketing.

[Brendon Radomsky](#) picked up on the huge possibilities mobile offers for soccer world, the second largest newspaper in South Africa and the seventh mobile site of the country. To gain success they have a firm focus on content and context and believe in the power of iteration. Having a repeating process with the aim of also claiming position in the app space of SA.

[Russel Stromin](#) was to close the evening. As the owner of Strike Media he advises companies that the key to mobile success is to filter data and content vigorously and continuously. But also not to think in silos but to interact from your mobile platform with all other platforms so you will benefit from the specific possibilities barcodes, NFC and beacons offer for mobile users.

We enjoyed the evening and are looking forward to see you for the third Online Tuesday SA event on 8 September 2015!

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