

go4word wins DHL Express Africa social media account

DHL Express Africa has awarded its social media account across sub-Saharan Africa to Cape-based PR and social agency, go4word.



go4word has been working with DHL Express sub-Saharan Africa for the past two years, managing its sponsorship properties with DHL Stormers and DHL Western Province and generating media exposure for Manchester United, for whom the Express company is the logistics partner, when the team visited South Africa last year.



The extension of the contract sees go4word exclusively managing all of DHL Express' social media platforms throughout sub-Saharan Africa.

Michelle Rolfe, joint CEO of go4word said of the DHL account expansion; "We are very excited to have been chosen as DHL Express' social media agency. At go4word, we place great emphasis on social media and we believe that the best way to succeed in the social arena is for brands to listen to their fans and followers and to produce top quality content - content that earns them attention, sparks stimulating conversations, attracts interest, and, ultimately, wins the brand passionate advocates. We believe that social media can be a powerful tool for building on, and deepening, relationships."

"go4word are proving to be a great partner for us to reach our customers through our social media platforms across the African continent. We look forward to strengthening the brand across these platforms with the expertise go4word brings to the table," said Sumesh Rahavendra, head of Marketing at DHL Express, sub-Saharan Africa.

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