

# Meltwater Outside Insight - Growth-hacking your marketing strategy

Issued by [Meltwater](#)

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Join Meltwater and 150 of South Africa's top marketers in Johannesburg on Thursday, 8 September, for a complimentary evening of creative cocktails and innovative insights. Listen to some of the country's leading marketing professionals share how you can growth-hack your marketing strategy to drive customer acquisition and loyalty.

## Featuring



Simply put, growth-hacking is about innovating within marketing channels to drive growth and customers. So, if you want to know how your business can start disrupting outdated industry "best-practices", then don't miss out on this premium opportunity to learn how some of the country's brightest marketing minds are experiencing business growth in the age of apps and selfie-sticks.

You can expect contributions from Barclays Africa's Head of Digital Products (and former Googler) Brett StClair; Vodacom's Digital Marketing portfolio manager, Jeanine Ferreira; Sasol's Online Media Manager, MJ Khan; as well as NATIVE VML's Managing Director, Jarred Cinman.

Save your seat here: [http://learn.meltwater.com/LE2016-09-08\\_LP-Registration.html](http://learn.meltwater.com/LE2016-09-08_LP-Registration.html).

<sup>\*</sup> South Africa's digital landscape maturation in 2024: Insights from the 2024 Global Digital Report 27 Mar 2024

<sup>\*</sup> Black Friday media coverage 2023 1 Dec 2023

<sup>\*</sup> Springboks media coverage at the RWC 2023 2 Nov 2023

<sup>\*</sup> How to use technology to prepare for Black Friday 1 Nov 2023

<sup>\*</sup> B2B and TikTok - more compatible than expected? 5 Sep 2023



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