

# How MyBroadband helped a backup power brand improve its sales in South Africa

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A leading portable power station brand recently asked MyBroadband to market its products to South Africans, who are desperate to beat load shedding.

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MyBroadband's marketing team met with the company and developed a winning digital marketing campaign that ran over several months.

The campaign comprised sponsored articles with social media amplification, and display banners. This combination expertly positioned the brand's portable power stations in front of a large audience of South African purchasing decision-makers.

The sponsored articles provided MyBroadband readers with vital information about why the brand's portable power stations were the best in the market, while the always-on display banners kept the brand top of mind.

Thanks to this marketing campaign, the brand sold more power stations than it had expected and firmly established itself as a leader in the local market.

It was so impressed with the results, that the company is currently renewing its marketing campaign with MyBroadband until the end of 2024.

## Contact MyBroadband's marketing team

MyBroadband's marketing team can help your business grow its sales and build its brand reputation through a well-designed campaign.

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