

The SA Channels *Playbook*

Bing has 3% share here. Facebook is still gold here. The channel advice you read online was trained on someone else's market — this playbook was trained on South Africa.

INSIDE, YOU GET:

- **Google Ads without tears** — the six mistakes in nearly every account, and the budget maths in rand
- **Social that behaves like a human** — the platform interrogation, and why Facebook is still the best place to start
- **PR, influencers & events** — the relationship ledger, the five creator rules, and the convention funnel
- **The money you're wasting** — ad fraud, bots, and how to buy back your media budget

"There are more online ads bought and paid for daily than there are human beings on earth who could consume them."

— Marc, ex-Sun International, on digital ad fraud

6

CHANNELS

7

FRAMEWORKS

19

PAGES

Anyone can listen to 35 hours of podcast. Members get the 35 hours done for them.

Join the South African Marketers' Circle — R100/month, and this guide (plus five more) is yours today.

samarketerscircle.co.za