

What's trending in BizTrends2017?

Issued by Bizcommunity.com

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Not only are Bizcommunity's BizTrends reports a respected resource for local and global audiences on par with leading research organisations, but they also enjoy above-average engagement.



In 2017, in addition to digital, mobile, marketing and media trends, the focus will be on issues that specifically affect Bizcommunity's 18 other industry sectors with input from multi-industry thought leaders, companies and CEOs which will deliver the widest possible relevance to business professionals in our region and the greatest value to sponsors.

Industries to be showcased include Agriculture, Automotive, Building, CSI & Sustainability, Education, Energy & Mining, Finance, Healthcare, HR, ICT, Legal, Lifestyle, Logistics & Transport, Manufacturing, Marketing & Media, Property, Retail and Tourism.

BizTrends sponsors enjoy month long association with top stories across 18 industry sectors, exposure via the BizTrends mobile app and website special section archives, which now provide a trend repository dating back to 2009, as well as via a high-end design e-book and social media exposure.

BizTrends content is curated from November each year by specialist industry editors to be published daily from January of the following year – first to market when the business communities are back at their desks fresh and focused on planning and networking.

BizTrends sponsors receive exposure via these platforms:

- [Website special section](#)
- Front page trend articles and interviews
- [Special edition newsletter](#) sent in mid-January to 366,906 subscribers
- Apps: [Android](#), [IOS](#)
- [eBook](#) viewable online
- Social media [#biztrends2016](#)

Some examples of 2016 sources:

- Louise Marsland's 16 Trends for 2016
- JWT's Future 100 trends for 2016

- Norton Rose Fulbright SA Inc
- Top-level ad agencies such as TBWA Africa, OgilvyOne/Ogilvy Africa, Content Central
- Over 100 individual [contributors](#) across 18 industry sectors
- Key Marketing sectors: Advertising, Africa, Digital, Marketing, Media, Mobile and Youth

BizTrends2016 stats at a glance:

- 2,590 Facebook likes/shares
- 1,625 LinkedIn shares
- 1,784 PDF downloads

A few categories are still available for great value sponsorship. To own a daily front page and annual presence, which puts your company and services top of mind and cutting-edge content, contact sales@bizcommunity.com or call +27 21 4041460 or 0860812 000.

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