

Agency launches digital division

Action Ambro's recently launched a digital division headed by seasoned industry expert Antonio Petra, who has worked and operated with online marketing in countries such as the US, UK and Russia. The aim is to further entrench the agency, which has evolved from a direct marketing basis, into a comprehensive through-the-line agency.

The new digital division will offer clients an additional avenue to communicate with their target audience directly by means of online promotions, newsletters, website development, analysis and marketing through to viral campaigns, presentations and video to mention a few.

"The knowledge and experience accumulated in the international environments serves me exceptionally well back in the South African market," says Petra. "The digital market is very specific and extremely personalised, making it essential to ensure that the message is communicated making use of a trusted and accurate database.

"A message communicated through an email or SMS will reach the individual directly and must therefore be aimed at a person who is receptive to the message. It is extremely easy to create a negative perception if that vital link is disregarded."

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