

2023

Digital
Marketing
Report
South Africa



Introduction

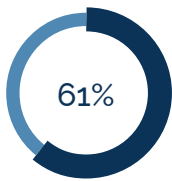
The 2023 Digital Marketing Report is based on a survey conducted in February 2023.

1,834 respondents took part in the survey, the majority of whom are business decision makers and professionals.

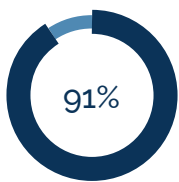
Professional level of respondents:



Influence of respondents:

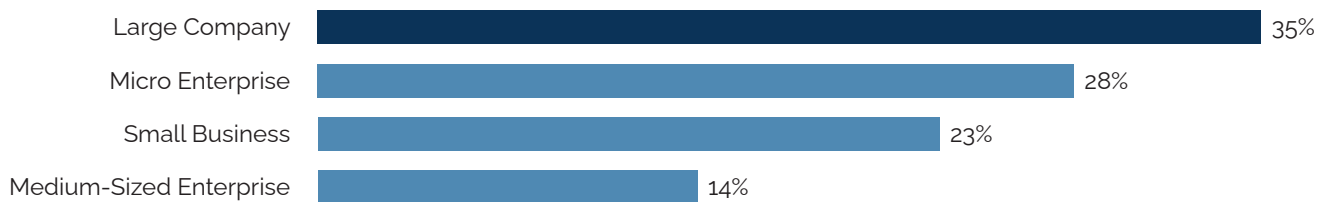


61% of respondents advise their businesses on which products and services to buy



91% of respondents advise family and friends on which products and services to buy

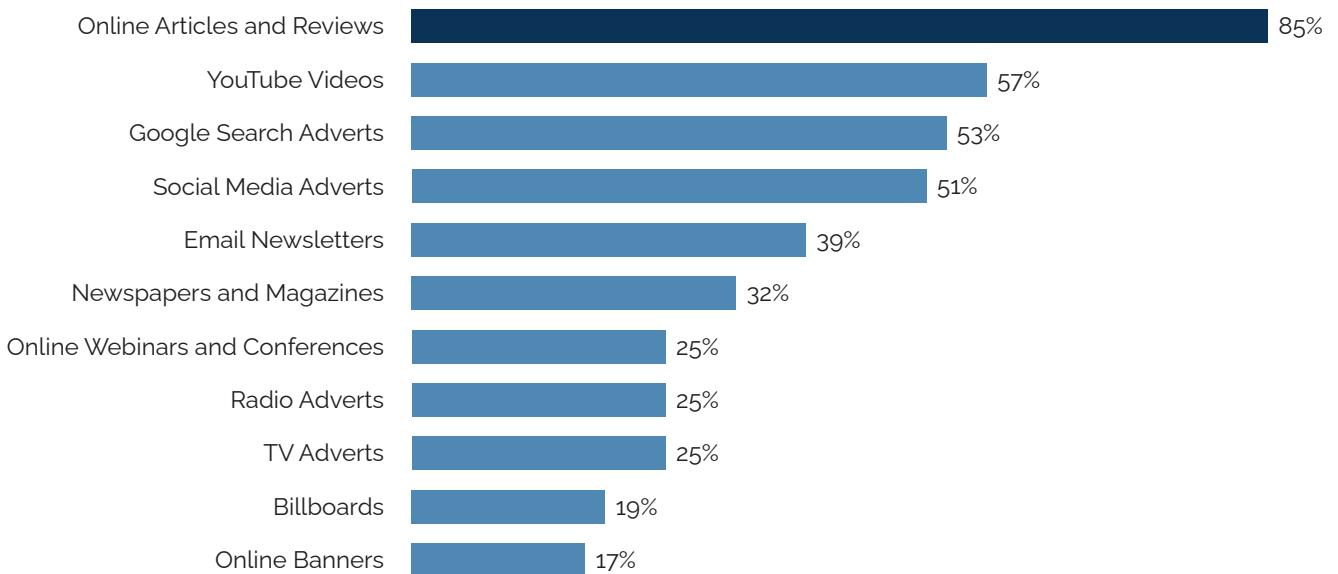
The size of the companies the respondents work for are:



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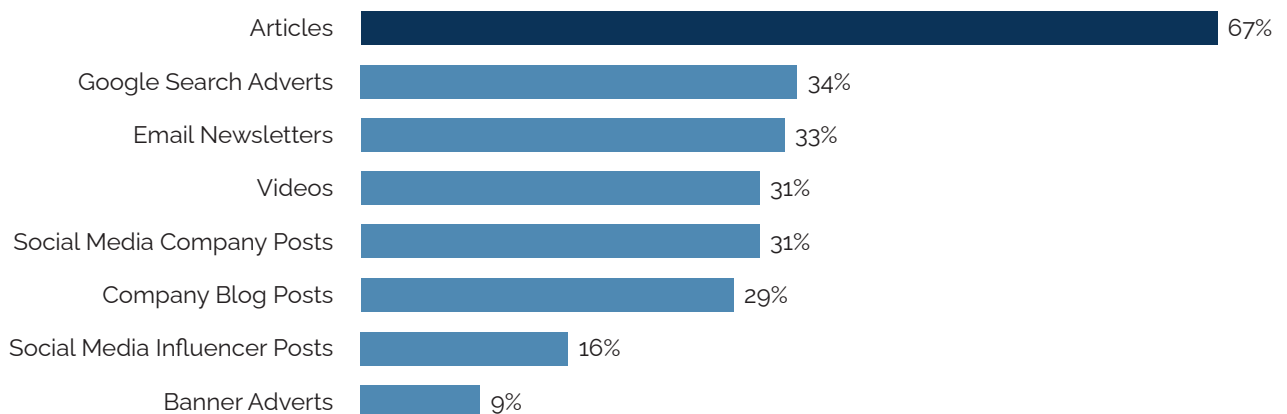
Key Finding: Online articles and reviews are by far the most effective way to provide business decision makers and consumers with information.

Which marketing channels do you use to find information about products and services you are interested in?



Key Finding: Online articles are the most trusted form of online advertising.

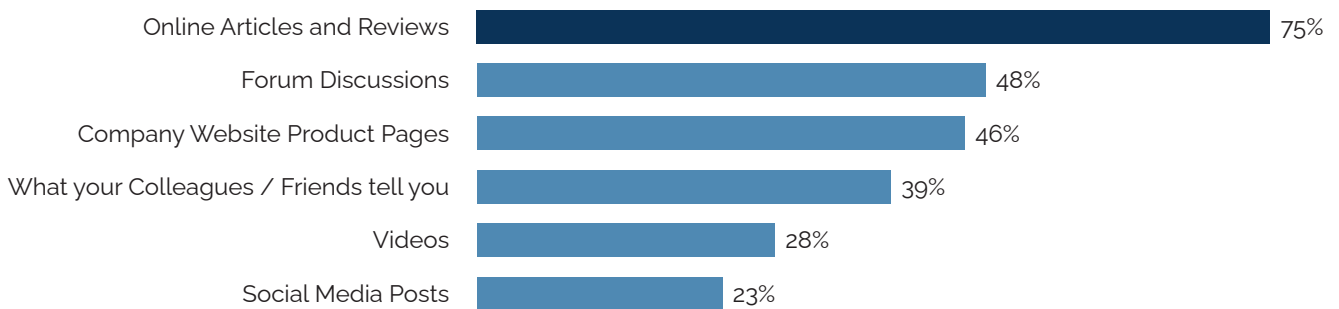
Which forms of online advertising do you trust the most?



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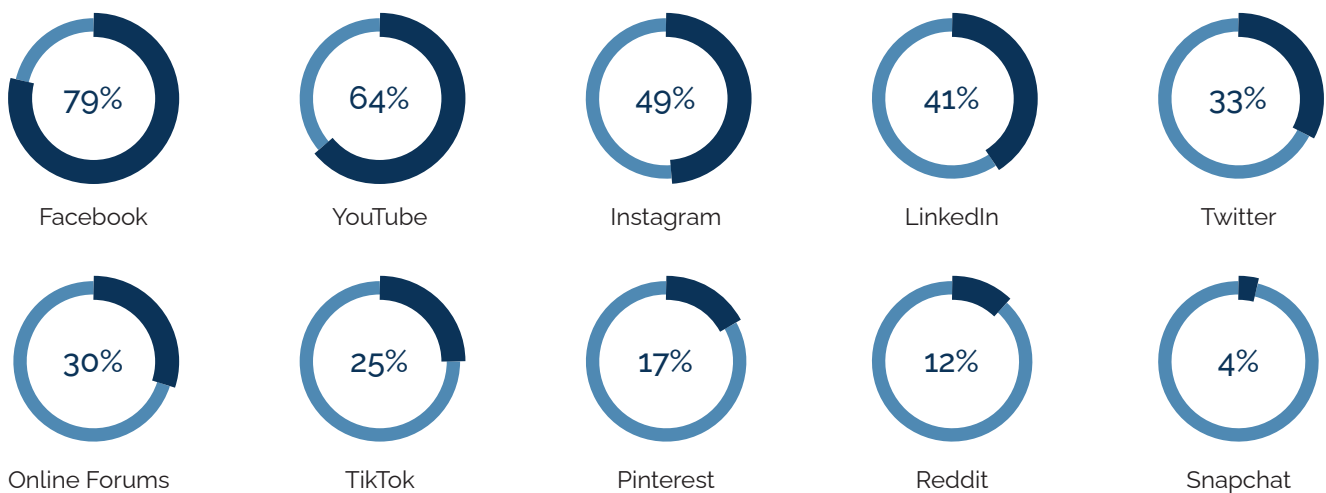
Key Finding: Purchasing decision makers trust online articles the most when looking for information on new products and services for their business.

If you want to buy a new product or service for your business, which options do you trust the most?



Key Finding: Facebook is the most popular social media platform, closely followed by YouTube.

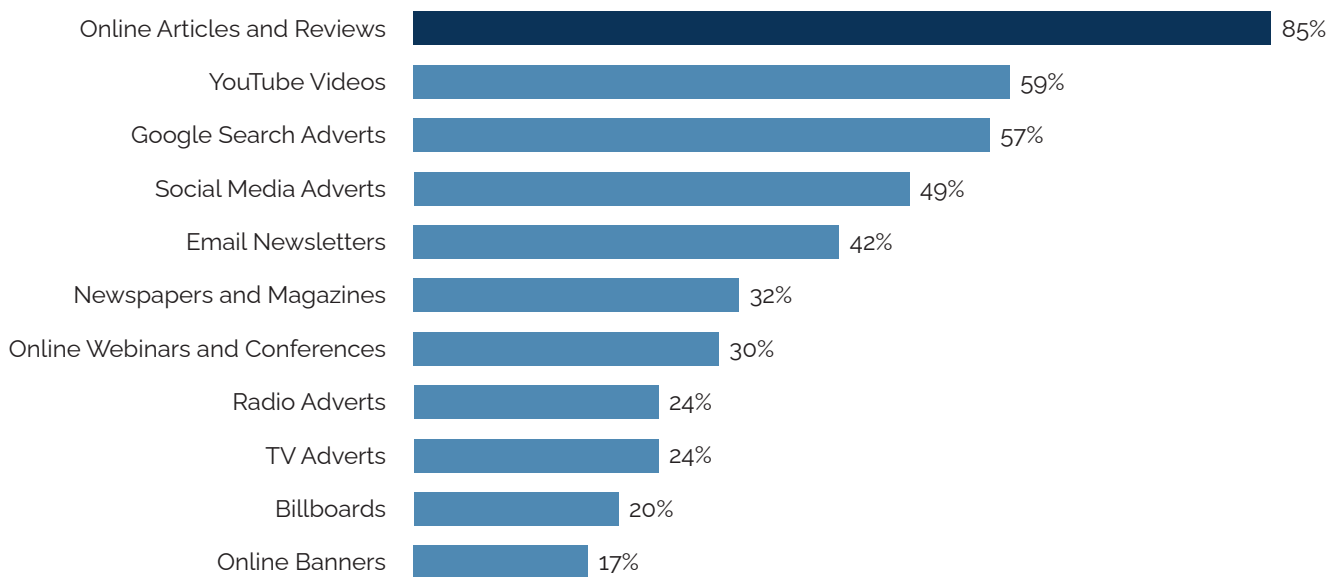
Which social media channels do you use daily?



Digital Marketing - Business Owners, Directors, C-Level Executives, and Senior Executives Responses

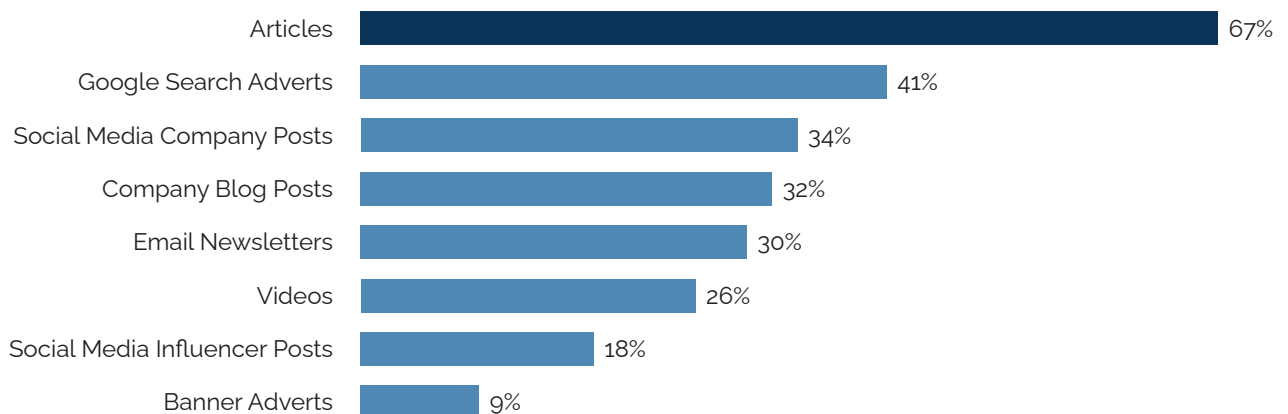
Key Finding: Online articles and reviews are by far the most effective way to reach Business Owners, Directors, C-Level Executives, and Senior Executives.

Which marketing channels do you use to find information about products and services you are interested in?



Key Finding: Online articles are the most trusted form of online advertising among Business Owners, Directors, C-Level Executives, and Senior Executives.

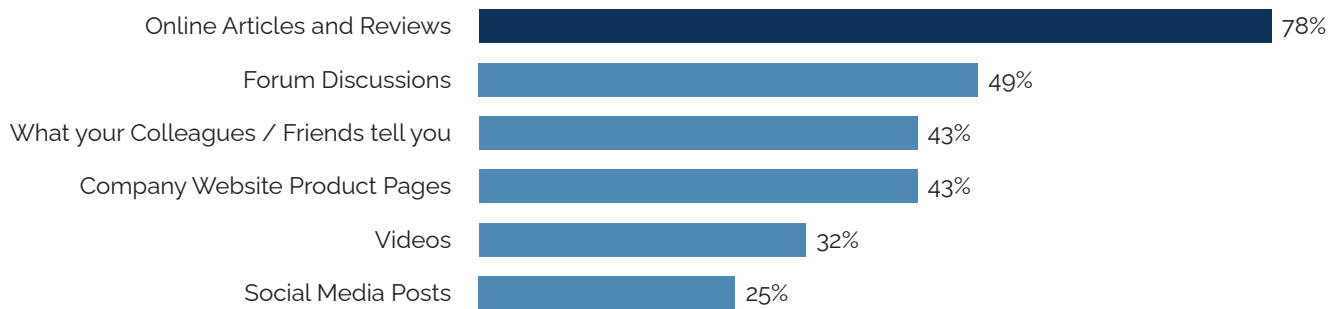
Which forms of online advertising do you trust the most?



Digital Marketing - Business Owners, Directors, C-Level Executives, and Senior Executives Responses

Key Finding: Business Owners, Directors, C-Level Executives, and Senior Executives trust online articles the most when looking for information on new products and services for their business.

If you want to buy a new product or service for your business, which options do you trust the most?



Key Finding: Facebook is the most popular social media platform among Business Owners, Directors, C-Level Executives, and Senior Executives.

Which social media channels do you use daily?

