

Ncube urges use of social media to grow brands

By [Fortune Moyo](#)

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Alpha Media Holdings chairman Trevor Ncube has challenged the business community to embrace various social media available to improve their business brands.

Speaking at a business networking meeting organised by the Marketers Association of Zimbabwe (MAZ) last week in Bulawayo, Ncube urged the business community to use social media such as Twitter and Facebook to enhance their brands.

He however warned the business community to evaluate how ready their brands were for the social media and digital revolution because technology has already disrupted a lot of brands.

"Business should take advantage of the diverse and huge impact of social media," said Ncube, who was one of the guest speakers at the meeting. "However, they should have clear strategies on how to use the social media to enhance their brands."

Ncube also warned businesses not to take their markets for granted.

Speaking at the same meeting, MAZ vice-president Ruth Ncube said it was important for businesses to challenge themselves to have distinct brands.

"We need to challenge ourselves to have distinct brands so as to be able to operate in a dynamic world," she said. "The annual Super brand event is one of the ways to try and ensure that businesses are constantly working to be innovative about their brands."

Edgars brand and marketing executive, Rita Chinyoka emphasised the need to re-define, re-focus and protect their brands in light of today's sophisticated and demanding customers.

The Super brand is an annual event held by MAZ that seeks to recognise and promote marketing excellence by awarding and recognising top brands in Zimbabwe.

The meeting, held under the theme, 'Leading brands, distinct brands', brought together business leaders from various sectors of the economy to network and share experiences on how best to market their brands.

Source: allAfrica.com

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