

We are because of PR

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A paraphrase of the definition of Ubuntu - we are because you are - goes some way to explain that apart from our pride in being Africa's premier B2B news distribution channel, Bizcommunity is also proud to be home to a great many of the continent's foremost PR, marketing and digital communications professionals.



Bizcommunity's portfolio of industry websites is the platform where all the disciplines that currently impact the economic health of our region - from agriculture to CSI, green building, motoring, manufacturing, mining, financing, education, medical, media, HR and more - meet with the 1000's of communications specialists who have the skills and networks to promote the corporate content of our region to the continent and to the world.

It is for this reason that we consider the PR community of South Africa one of our most valued resources, oiling the wheels of commerce, tirelessly promoting industry issues and events to Bizcommunity's 365,000 South African, 43,000 Pan-African and 160,000 international subscribers via our websites and 5,3 million monthly industry newsletters across 20 industries, every day.

Have you hugged your PR today?

The above may go some way to explaining how the advertising communications, digital, mobile and PR community of South Africa as a whole, may be seen as change-makers, having the skills and networks to leverage brand content, build corporate reputations and even grow sectors.

Be first choice for investors, partners and acquisitions

As more and more industries and companies from agriculture and education to medical, retail, automotive, building and mining are compelled to align their goals with sustainable partners in our region, the sharing of thought leadership has become an increasingly valuable asset in attracting the right partners, investment and prospects. Publishing via Bizcommunity's multi-industry channels can:

- help companies build a strong corporate reputation
- build a thought-leader reputation
- educate new markets
- find the right partners and investors
- grow their industry base to prospects

Why the corporate content wave is still growing

A regular professional presence on the web enables companies not only to further their own interests, but also those of the communities and entry-level players they serve. It is for these reasons that according to UK trends, 60% of marketers are devoting increased budgets to content marketing year-on-year.

Bizcommunity.com is the home of South Africa's foremost advertising and PR professionals, mobile and digital marketers, who have the skills to promote the interests of your sector to the right markets and put your corporate initiatives on the map.

Create a cohesive audience for your industry news, opinions, events, jobs, issues and innovations and help to grow your business communities and their interests. For starters you may want to visit our [PR company listings](#), [list your company](#) or get a [MyBiz Profile](#). For further advice on raising your content game, contact our team in Gauteng on +27 11 513 4172, Cape Town +27 21 680 3500 or sales@bizcommunity.com.

Bizcommunity. Where business communities make a difference.

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