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Catherine Black, Belinda Mountain

Small Business – Big Plans

How to use digital marketing to help your South African business thrive

Tailored specifically to the digital world in the 2020s, this easy-to-read practical guide is packed with expert insights along with plenty of real world examples. Written by the co-founders of South African digital agency Black Mountain, the book distils the duo's decade of knowledge working with some of the country's biggest brands, as well as many exciting start-ups, into bite-sized chunks of marketing know-how.

Weaving core digital marketing principles into a specifically South African context, you'll learn:

- How to craft a digital sales strategy;
- How to create a website;
- The basics of search engine optimisation;
- How to write emotive web copy that inspires action;
- How to launch your own digital PR campaign;
- How to navigate the world of influencers and social media.

Ultimately this book will empower you as a small business owner in away that maximises your time and budget – helping you achieve those big dreams.

About the authors

Catherine Black is a copywriter, marketing strategist and search engine marketing specialist who assists clients in a range of industries from tech and wellness to finance and travel. With over 18 years' experience in paid and organic search, she began working on the agency side. She lives in Plettenberg Bay.

Belinda Mountain is a copywriter and digital marketing consultant who has worked with some of South African's biggest brands over the past decade. She is also an award-winning blogger with a highly engaged social media audience. Having lived in London, Johannesburg and Cape Town over the past 20 years, she currently calls the Netherlands home.

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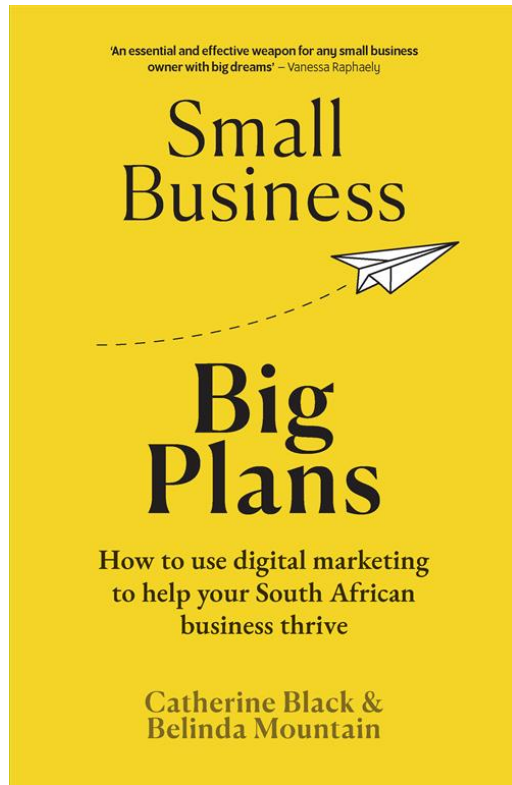
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