

2012 a year in review at Rogerwilco

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The past 12 months have delivered awards, certifications, new faces and solid growth at Rogerwilco Interactive, one of South Africa's leading full service digital marketing companies.

In addition to becoming a Google AdWords Certified Partner (and in the process seeing most of our marketing team obtain individual AdWords certification), we joined the elite club of [Bookmark Award](#) winners in 2012. A high impact email marketing campaign that helped [Chris Willemse Cycles](#), the largest online cycling shop in the Southern Hemisphere, grow its turnover by more than 240% during the month long campaign scooped us a bronze award in the email category.

Email is just one of the business streams that contributed to our growth. In the web development space we cemented our reputation as the country's leading Drupal development studio - in the process signing up new clients including the United Nations, Pearson plc, the Heart & Stroke Foundation and a raft of local ecommerce sites.

Search engine optimisation continues to be a major area of focus. In addition to winning briefs from the likes of [ooba](#), Property Genie, [Reeds Motor Group](#) and [Andy Cab Canopies](#) we grew campaigns for all of our existing clients.

Over the course of the year we doubled our team to 22 digital marketing consultants. One notable addition to the marketing crew is [Brett Pringle](#) who joined us as our head of search.

An increase in staff meant an office expansion and a complete refit of the work environment. Our offices border the TygerWaterfront lake and come complete with a pet mongoose. Pool and table tennis tables, a proper restaurant style coffee rig, a gumball machine and a bar round off one of the coolest digital workspaces in Cape Town.

In spite of the growth, we've remained true to our philosophy of helping our clients sell more for less. As Eben Human, owner of long standing client [Assignment3](#) says: 'Our sales increased four-fold within six months of us appointing Rogerwilco. We are in business and the bottom line is what speaks. We've come to know Rogerwilco as a company that delivers. There are numerous companies who call themselves "experts" - Rogerwilco is one of the few that does the word justice.'

Delivering value - and being able to evidence it - is, according to Rogerwilco co-founder Charlie Stewart, the single most important contributor to the company's growth. "We've a great team who are motivated by our clients' success. Whether they're using responsive web technologies to help brands sell more baked beans or implementing SEO strategies that support clients' professional service offerings, they're focused on one thing: results."

" Rogerwilco creates accurate content on Africa Check's Election Information Hub " 22 May 2024

" How the Cookie crumbles: Crafting new marketing strategies in a Cookie-free world " 14 May 2024

" Businesses invited to participate in the 2024 South African Customer Experience Research Report " 26 Mar 2024

" Rogerwilco appointed performance marketing agency to Momentum Metropolitan Holdings " 11 Mar 2024

" Rogerwilco enhances digital marketing through AI-based neuroscience product " 27 Feb 2024

Rogerwilco



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