BIZCOMMUNITY

Style ID Africa's latest webinar series aimed at powering business growth

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Style ID Africa's commitment to empowering Africa's influencer marketing industry has manifested into a series of free webinars aimed at revolutionising the way we use social media for our brands and businesses.

In a rapidly evolving digital landscape, the South African market is poised for a transformative shift. With influencer marketing becoming a cornerstone of global brand strategies, South Africa is in need of comprehensive education on this dynamic and highly lucrative strategy. Many South African brands and agencies are yet to fully harness its potential.

Reflecting on webinars past:

Our first webinar, titled 'Navigating Legalities in the Creator Economy' provided attendees with a comprehensive overview of the legal framework surrounding content creation and entrepreneurship. Kyle Freitag, head of commercial law at law firm Legalese, shared invaluable insights, ensuring creators are equipped with the knowledge to protect their intellectual property, navigate contracts, and operate within legal boundaries. The event served as a vital stepping stone for brands and creators seeking to stay protected while collaborating.

'Understanding the Creator Economy' hosted by social media manager Asha Singh, presented a deep dive into the ecosystem that powers the success of South African creators. Attendees gained critical insights into audience engagement, maximising ROI, monetisation strategies, and the evolving role of influencers in the digital landscape. The event sparked meaningful discussions and inspired participants to rethink their approaches to content creation, authenticity, audience cultivation.

Affiliate marketing epitomises the future of digital commerce. Its performance-based model ensures cost-effectiveness and high ROI, making it a favoured strategy for businesses worldwide. With precise targeting and seamless integration, affiliate marketing unlocks new avenues for brand exposure and revenue generation in the digital age. This is why Style ID Africa saw it in the best interest to provide the industry with thought valuable leadership about the affiliate marketing opportunity in our own local context.

'Integrating Affiliate Programmes' led by guest speaker, and affiliate marketing specialist, Shannon Fogden, shed light on a powerful revenue stream for creators and marketers alike. Attendees learned how to forge mutually beneficial partnerships, optimise affiliate marketing strategies, and enhance their monetisation efforts. This session was a game-changer for brands and creators seeking to expand their revenue streams sustainably.

What's to come (1 to 29 November 2023)

Building on this success, Style ID Africa is thrilled to announce its upcoming lineup of webinars, each promising to provide even greater insights into the influencer marketing industry and creator economy for the benefit of your brand:

The rise of AI tools for marketers

This thought-provoking session will delve into the transformative power of artificial intelligence in marketing. AI engineer, AI assessor and process automation expert, Ph.D Joseph Mtetwa, will showcase how AI-driven tools are revolutionising customer engagement, data analysis, and campaign optimisation. Attendees will leave with a deeper understanding of how AI can enhance their marketing efforts and drive business growth.

The future of retail: Exploring AR

In this cutting-edge webinar, creative digital marketer and leading AR strategist, Dean Joffe, will explore the fusion of augmented reality (AR) and retail, offering a glimpse into the future of shopping experiences. Attendees will discover how AR technology is transforming the way consumers interact with brands, and gain actionable strategies for implementing AR solutions in their businesses.

Understanding the creator economy

Due to popular demand, Style ID Africa is returning with a follow-up session, offering deeper insights and perspectives on the creator economy, with digital marketing specialist, influencer marketing specialist and campaign manager, Baji Legoete. This webinar will explore emerging trends, highlight success stories, and provide practical strategies for thriving in the digital world. Whether you're a seasoned creator or just starting out, a brand who is new to working with creators or an experienced entity, this session promises invaluable takeaways for all.

Each of these webinars promises to be a thought-provoking and transformative experience for attendees, offering them the tools and knowledge needed to power business growth.

"We are truly excited about the impact our webinars have had on the creator community so far," said Savon Matjane,

innovation and marketing lead at Style ID Africa. “The positive feedback and engagement from our attendees have been inspiring, and we are confident that our upcoming sessions will continue to empower creators, marketers, and industry professionals alike.”

Register here for free. For any questions, queries and guest speaker enquiries please contact info@styleid.co.za.

- **Why Style ID Africa** 15 Apr 2024
- **Elevating the African digital and influencer marketing landscape with Style ID Africa** 6 Mar 2024
- **Style ID Africa's latest webinar series aimed at powering business growth** 25 Oct 2023
- ***The Business of Influence* podcast: Demystifying influencer marketing and powering business growth** 23 Oct 2023
- **Leveraging influencer marketing for B2B brands: Powering business growth** 28 Sep 2023

Style ID

Pioneering the African influencer marketing space, Style ID Africa is an agency and technology platform with over 35,000 registered and vetted influencers across 10 African countries.

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