

#LetsTalkDigital: The race to digital marketing maturity with Lorraine Landon and Bridget Ngcobo

The digital maturity race belongs to the swift — and many companies need to accelerate their efforts to catch up. Digitally mature advertisers are better able to respond to changing market dynamics.

My guests today are Lorraine Landon, specialist lead for SSA at Google and Bridget Ngcobo, banking industry manager. Today we talk about the state of digital marketing maturity in SA, some of the challenges brands are being faced with and digging into the findings from the latest BCG/Google Report. All brands have access to a free online DMM Assessment Tool which can determine your level of maturity starting from Nascent to Multi-moment.

<https://digitalmaturitybenchmark.withgoogle.com/en/advertisers/>

Get mature, get listening now!

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

For more, visit: <https://www.bizcommunity.com>