

# National Positions SA rebrands as NP Digital

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[NP Digital](#), formerly known as National Positions SA, have rebranded and expanded their services and products to address the ever-evolving needs of their clients. Renowned for their expertise in all facets of search marketing, joint CEOs Maon Seidel and Richard Fyffe have geared up and built a full-service digital agency while no one was watching.



Maon Seidel and Richard Fyffe.

Boasting over 10 years' experience, 31 Unilever brands, as well as SAA, Miway Insurance, African Bank and PG Group to name a few, NP Digital has developed a reputation of being the go-to-people when looking for creative and technical online marketing solutions.

"It was inevitable for us to progress into a more strategic space, we already advise our clients on a variety of practical and technical issues regarding their online presence, so it's a natural step for us to formalise what we already do. We know we don't operate in a vacuum. SEO is an essential part of a much bigger picture and we're ideally positioned to help businesses elevate their brand in a digital space," says Seidel.

The agency's model now includes services like digital strategic consults and audits, access to a full suite of creative and content development resources as well as a host of new products which they are confident will continue to deliver exceptional results.

"We operate in the fields of search, performance and data and great content is at the heart of everything we do. If an idea is good, well executed and consistently implemented, the sky is the limit with what we can achieve online," says technical specialist, Fyffe.

But the team is practical and has a firm can-do, no BS policy. According to Seidel, “It’s about understanding the art of the possible and being transparent with our clients. Our industry had developed a bad reputation over the last couple of years, but the fact that we’re a consistently growing business is a testament to the quality of our relationships and the commitment of our team. That takes trust and time.”

NP Digital is also a preferred SA partner for several game-changing technologies and platforms which drastically change how campaigns are implemented, managed and measured – music to any marketer’s ears.

It seems the future is now.

## ABOUT THE AUTHOR

[[<https://www.bizcommunity.com/PressOffice.aspx?i=198992> NP Digital]] (formerly known as National Positions SA) is a sponsor of the Bizcommunity.com Digital Marketing Focus 2017. NP Digital is a Google Premier Partner and specialist digital agency that specialises in delivering a qualified digital audience through mastering the art and science of search, performance and data. To add digital rocket fuel to any of your campaigns, call Maon Seidel on 011 022 9830.

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