

Digital magazines grow with smartphone usage

The content marketing experts at Narrative have been investing heavily in building digital magazines, a content-rich marketing tactic that can connect brands to customers and potential customers across desktop, tablet and smartphone devices, since 2012.



"Before the smart device (phone and tablet) explosion four years ago, we would have thought twice about pushing digital magazines," says Narrative CEO, Neal Farrell. "As the penetration of smart devices into the South African population has grown and sales are on an exponential rise, digital magazines have become one of our key products for clients wanting to connect to customers and potential customers through rich, experiential content at a time and place of leisure."

Around 23 million South Africans have smartphones and that number is growing as manufacturers bring in more appealing, user-friendly devices at increasingly affordable prices with ever-improving technology.

A digital magazine is the perfect vehicle for brands to tell stories to their customers, building brand awareness and loyalty and ultimately driving sales.

Aligning with the smart device growth in South Africa, Narrative is seeing that up to 50% of readers of digital magazines access the content on a smart device. It is spearheading digital magazines with some of South Africa's premier brands such as Massbuild, Sanlam, adidas, Jeep and eBucks, among others.

As the smartphone climate heats up even more, Farrell predicts brands will increasingly be turning to digital magazines to enrich their connection with customers and potential customers.

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