

Translating culture for brands

In this video, Nyiko Chauke of Marketing Fridays interviews Siya Metane, MD at SlikourOnLife.

Having built a digital agency that is wrapped up in content makes him someone that really understands the future of content marketing. Over 2 million annual visits to his website, more than 1,800 videos on YouTube and working with different blue-chip brands in helping them understand urban culture.

“ *Any brand that's speaking in this country literally has to speak in our language and our narrative.* ”

Share your thoughts with Nyiko at nyiko.chau@gmail.com. Follow [#MarketingFridays](#) on [Facebook](#), [Instagram](#) and/or [Twitter](#).

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