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Respondent

1

Anonymous

15:40

Time to complete

1. How long have you been in business? *

3 years

2. Within Digital Marketing what is your area of expertise? *

☐ Search Engine Optimization (SEO)☒ Social Media Marketing☐ Affiliate & Influencer Marketing☐ Other

3. Please specify *

We do both SEO and Social Media Marketing, as well as lead generation

4. How big is your organisation? *

☒ 1-10☐ 10-50☐ 50-100+

5. How do you stay updated with the latest marketing trends and technologies? *

Social media

6. Which emerging technology(s) have you come across and tried to use? *

conversation AI called Sesame AI

7. What has been your most challenging experience when it comes to being a business owner? *

Steadily growing and expanding business operations

8. Who are some of your current or past clients? *

Matador Group

9. Do you focus on short-term results, long-term growth, or both? *

both

10. Have the results yielded any significant returns? Returns do not have to be money *

Strong client relationships and brand recognition

11. What is the digital landscape looking like now that AI tools are widely available? *

We have to quickly adapt and try new things, pivoting is very crucial in business

12. Please feel free to add more insights *

South African business have to adapt to new technologies that are out there. As a business we are exploring new ways to improve our services