

## A new digital partner: Ringier Africa launches Ringier Digital Marketing (RDM)

Lagos, June 23, 2015

**Ringier Digital Marketing (RDM) provides companies across Africa professional solutions to profit from the full value chain of online marketing. By providing various services for businesses ranging from development and design of their online presence, to the support, planning and handling of social and other digital marketing channels, RDM is ensuring that customers are set up for continuous success in reaching and selling to audiences online.**

Backed by 180 years of media experience, the Swiss family-owned mother company Ringier owns various consumer-facing market-leading online platforms in Africa like the news platform [Pulse.ng](#) in Nigeria, the deals platform [Tisu.com.gh](#) and sports platform [Allsports.com.gh](#) in Ghana, the deals platform [Rupu.co.ke](#) in Kenya, classifieds platform [ZoomTanzania.com](#) in Tanzania and the classifieds platforms [Expat-Dakar.com](#) and [MaMaison.sn](#) in Senegal.

RDM benefits from the experiences gained on the way to the top: «Through our local and international expertise, Ringier Africa developed a sustainable KPI and reporting model, which optimizes the performance of online marketing campaigns constantly and made our platforms market leaders. Now we want to help our customers to achieve the same.», says Robin Lingg, CEO Ringier Asia & Africa.

Services of RDM include website and app design and development, with post-live support services and SEO, ensuring new sites get the best possible start on the major search engines. Digital account managers additionally run the clients social and professional network channels, tasked with posting scheduled, targeted content daily, as they continue to do for example for its client supermarket giant Game Discount World Nigeria: «We continue to value our partnership with Ringier Digital Marketing and admire their timely responsiveness to our business concerns», says Sylvester John, the company's West Africa Executive.

To round the service off, RDM provides digital training, the production of newsletters and tailored videos and the organization and coverage of events and other online engagements.

Many of these services are being received by Brown Forman and its well-known brands *Jack Daniels* and *Southern Comfort*, the Nigerian mattress giant *Mouka Foam*, the Nigerian internet provider *Main One* and many more.

With 360-degree digital marketing services firmly in place, RDM already has an impressive number of clients after having just started the business by the beginning of 2015.

Ringier AG, Corporate Communications

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**Ringier** is a diversified media enterprise operating in 14 countries and employing some 6,500 people. Established in 1833, Ringier today operates media brands in the print, TV, radio, online and mobile arenas. The company also runs successful publishing, entertainment and internet businesses. Now in operation for more than 180 years, Ringier is noted for its pioneering spirit and individuality and is committed to independence, freedom of expression and diversity of information. Ringier is a family-owned company whose headquarters are in Zurich.

**Ringier Africa** operates ten content, classifieds and eCommerce sites, as well as a digital marketing agency across five African markets. Launched on the continent in 2011, Ringier Africa represents the most recent international expansion of the Swiss media enterprise Ringier, which also established successful operations in emerging markets in Eastern Europe and Asia since 1989. With a hyper-local approach and supported by the Swiss technology, which is running some of Europe's largest content and classifieds sites, Ringier Africa's 250 employees focus on bringing tailor-made mobile-first experiences to the African consumer.