

Tech PR storming into Africa

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Specialist B2B tech PR and digital marketing agency [DUO Marketing and Communications](#) welcomes two new clients to its growing portfolio of customers that want to grow market share in South Africa and the sub-Saharan region.

Both [Entersekt](#) and [Goodwell Investments](#) join DUO's growing client base of customers looking for PR, marketing and digital services beyond South Africa's borders. The consultancy now services five clients with a reach into sub-Saharan Africa.

"The rest of the continent has long been on the radar for many of our clients and it's particularly rewarding supporting them with PR and digital marketing solutions across sub-Saharan Africa," says Judith Middleton, CEO and founder of DUO Marketing + Communications.



Judith Middleton

Goodwell Investments, an impact investment firm, provides early stage growth capital to businesses in sub-Saharan Africa and India. For Entersekt, an innovator in push-based authentication and app security, the DUO team will raise awareness of the company's world leading mobile authentication service.

"After operating for twelve years as a specialist Tech PR and digital communication agency, we have a strong South African portfolio and are building confidence in our solutions for our cross border clients. Our South African clients have requested extensions of our partnership across borders and together we are discovering the best methods and approaches for each country," says Middleton.

Goodwell Investments requires solutions in Kenya, Ghana, Nigeria and South Africa and Entersekt across Kenya, Ghana, Nigeria and Tanzania.

"In our experience PR is very expensive across Africa and the South African model doesn't translate very well into the rest of Africa. Newswires definitely don't work. PR is about relationships, a depth of knowledge of the client as well as the country and finding an approach that matches the client's business objectives," she says.

Recent partnerships with [Procre8](#) in Dubai and [The Plexus Group](#), a representative of specialist Tech PR agencies from around the world, have enabled DUO to recommend partners across Europe, the USA and other territories to clients. "Our partnerships expose us to best practice case studies, campaigns and new methodologies from industry peers and enable us to tap into a global pool of experts to strengthen our ability to deliver tailored campaigns that yield irrefutable returns for our clients," says Middleton.

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DUO Marketing + Communications



DUO Marketing + Communications is a specialist PR, digital and marketing agency servicing B2B technology companies in sub-Saharan Africa. DUO incorporates PR with digital to deliver results and ROI for clients.

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