

Encierro Digital Marketing - ready to run with the bulls

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Greg Mason, founder and MD of Encierro Digital Marketing, is confident and optimistic that his vision of a digital sales house focused on representing small and emerging websites will be a great success.



Greg mentions, "Encierro is one of the many new kids on the block this year but we feel we have a strong competitive advantage that will allow us to be around for many years to come. Besides Encierro does mean running with the bulls..."

The core focus of Encierro is to represent niche local websites and exclusively sell, book and manage all the advertising on these platforms. Encierro focuses on representing sites generating under four million page impressions per month and most importantly, quality content. Greg Mason explains that "this maintains the niche factor which in my opinion provides a more engaged, mature browser who is very familiar with the web and is routinely spending considerable time online every day."

Having officially opened its doors on 1st March Encierro has managed to secure a very powerful list of sites. Greg Mason comments that his core focus is to not generate as bigger list of partner sites as possible but rather to thoroughly focus on providing each of Encierro's current partner sites with a quality service each and every day. Encierro has managed to fill its cup with larger, better known sites like Just Letting, PriceCheck and Mahala together with smaller more niche sites like Just The Planet, A Flower Gallery and Tee2Pin websites. "This gives us phenomenal platforms to sell on and a great cross-section across all aspects of South African living," explains Greg.

With the launch of Google Ad Manager (now called DFP Small Business) last year Greg saw a fantastic opportunity to monetise advertising on small sites with very little capital expenditure as DFP Small Business is a free and extremely easy to use, stable ad server. This enables publishers to confidently implement online advertising without the fear of having to cover costly ad serving fees and internal staff salaries.

Implementing advertising on niche platforms is often uncharted territory for both publishers and advertisers alike. Encierro understands the small- to medium-sized market and as a result knows the importance of providing both publishers and exploratory advertisers with very personalised, in-depth services. Encierro's core philosophy is to maintain very close relationships with the publishers and in turn offer advertisers the most tailor-made campaigns. Whether it be a customised advertorial or a page takeover or regular banner advertising, Encierro together with its publishers can offer advertisers some of the most innovative and customised online advertising in South Africa.

Together with cutting-edge technology and solid online experience, Encierro uses an innovative reporting technique which Greg Mason coins as "Objective-based reporting". This clearly and concisely analyses campaign performance beyond the click. Greg explains that "all too often advertisers are criticised for only focusing on the click but what other simple ways do experts analysing campaign performance for advertisers? This is why Encierro helps the advertiser effectively identify the objectives of the campaign first and then based on those objectives, sets the criteria by which the campaign performance will be measured."

The two major objectives are direct response - which could be measured by clicks and post click activity - and brand awareness - which could be measured by share of voice and banner interaction. Together with this, the campaign is measured with various socio-economic factors happening during the life time of the campaign. This gives a true representation of the performance of the campaign.

Encierro is eager to be an integral part of the online community in South Africa and hopes to add to the wealth of

knowledge in this sector and ultimately be viewed as a major contributor to making this industry a very successful one.

Encierro Digital Marketing looks forward to discussing your advertising objectives and applying their services to your needs.

To enquire about advertising on any of the Encierro partner sites or any other enquiries please email Greg Mason at .

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