

# MMA launches four-point plan for SA

The Mobile Marketing Association (MMA) is a global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. It announced this week that it has increased its support for the South African market through a new work plan for MMA SA.



The South African Council initiatives encompass the four areas of mobile guideline development and validation, mobile marketing measurement and effectiveness, networking and events, and education and training.

The MMA SA co-chairs, Ahmed Kajee of Cellsmart Technologies and Rick Joubert, head of Vodacom's Mobile Media division, have been joined by Terry Murphy as GM of the local council, it was announced on Tuesday 1 September 2009. He will work with the MMA SA to execute new regional priorities and initiatives including that of ensuring that existing MMA Global documentation, for example, takes specific South African market issues, priorities and services into account. The WASPA Code of Conduct and the ECT Act need to be integrated to create a clear local picture.

Working alongside the various global MMA Committees focusing on measurement, metrics and research, MMA SA will support efforts at both a regional and global level. "Mobile marketing service offerings in SA are varied in many respects and effective tools for measurability are required to ensure widespread adoption and greater uptake of these services. MMA SA has taken on the role of championing this process for the mobile industry at large," said Kajee.

## More support

The third focus will be on hosting, participating in, supporting and sponsoring events to provide members with educational and networking opportunities through industry partnerships and affiliations fostered at ad hoc networking events, monthly representations and speaking engagements at industry events, bi-annual industry conferences and annual MMA member events.

"To sustain industry growth it is imperative that education and training initiatives are conducted to increase the mobile marketing skills pool in South Africa and ensure that MMA SA member companies have the resources they need to implement good quality and successful mobile marketing and advertising campaigns. It is our belief that by working in this way across the fields of education, networking, measurement and guidelines we can create a vibrant and effective mobile marketing industry for all South African players," concluded Joubert.

More on MMA at [www.mmaglobal.com](http://www.mmaglobal.com) and MMA SA on [www.mmaglobal.com/region/mea/south-africa](http://www.mmaglobal.com/region/mea/south-africa).

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