

SA mobile marketers can get certification

The [Mobile Marketing Association's](#) (MMA) South African Council's newly elected co-chairs, Raymond Buckle, SilverstoneCIS founder and CEO and Brett St Clair, Admob Google country manager for South Africa, launched the Certified Mobile Marketer Programme for South Africa on Monday, 18 October 2010.



Key programme points

- Designed to educate both individuals and organisations on mobile marketing best practices, privacy issues and guidelines on various methods of marketing to consumers on mobile
- Certified mobile marketers will be directory listed ensuring that brands, agencies and other employees can identify the individuals and organisations best qualified to create and execute mobile marketing campaigns
- Other industry partners will recognise it, as part of the association's collaborative approach.

"As mobile marketing and advertising gains traction globally and particularly in South Africa, it is vital to equip marketers with the skills required to compete," said Buckle. "With the technology evolving rapidly, it is also essential to keep abreast of all the changes in the industry, bearing in mind the personal nature of the mobile device for the consumer. The programme will cater to all those interested in learning more and pursuing a career in mobile marketing and it is especially relevant to brands and agencies based here running local or multi-market campaigns."

Mobile positioning

The programme represents the first of a number of initiatives to be introduced by MMA South Africa and this plus other activities, reflect the association's new positioning to:

- promote the mobile channel and mobile marketing
- educate brands, agencies and consumers about the full scale and scope of the mobile marketing channel
- measure the size, growth, trends and effectiveness of mobile marketing
- guide the industry by continuing to create and develop guidelines, best practices and standards
- protect the opportunity to maximise public and industry confidence in mobile marketing
- lower barriers to entry
- minimise non-economic costs of doing business

For registration details go to www.mmaglobal.com/certification.