

# 2012 Most Popular lists for Bizcommunity Marketing & Media Africa

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Here they are, [Bizcommunity.com Marketing & Media Africa](http://Bizcommunity.com Marketing & Media Africa)'s 2012 lists of most popular articles and those that drew the most comment as well as our most read contributors.

## Our most-read stories

|     |  |             |
|-----|--|-------------|
| 1.  | <a href="#">Photo costs the credibility of Kenyan newspaper</a> - Carole Kimutai: <a href="#">@CaroleKimutai</a>               | 14 Jun 2012 |
| 2.  | <a href="#">Forbes Africa Person of the Year 2012 nominees announced</a>   | 23 Oct 2012 |
| 3.  | <a href="#">Intergrating Pinterest into email marketing campaigns</a> - Wikus Engelbrecht                                      | 28 Feb 2012 |
| 4.  | <a href="#">CNN faces wrath of Kenyans</a> - Carole Kimutai: <a href="#">@CaroleKimutai</a>                                    | 12 Mar 2012 |
| 5.  | <a href="#">Brands behaving badly on social media</a> - Banele Rewo  | 07 Jun 2012 |
| 6.  | <a href="#">10 consumer trends for 2012</a>  | 03 Jan 2012 |
| 7.  | <a href="#">Africa sprints ahead with mobile banking</a> - Vanessa Clark   | 13 Feb 2012 |
| 8.  | <a href="#">Kenya's advertising sector attracts new players, technologies</a> - Carole Kimutai: <a href="#">@CaroleKimutai</a> | 11 Jul 2012 |
| 9.  | <a href="#">Samsung, Vodafone unveil Galaxy Note 10.1 in Ghana</a> - Mashudu Kunteh  | 21 Sep 2012 |
| 10. | <a href="#">10 tips on how to do email marketing right</a> - Wikus Engelbrecht   | 18 Jun 2012 |
| 11. | <a href="#">Expanding your brand across Africa</a> - Nonye Mpho Omotola  | 08 Nov 2012 |
| 12. | <a href="#">MultiChoice calls for smartcard swap</a> - Gregory Gondwe: <a href="#">@Kalipochi</a>                              | 20 Mar 2012 |
| 13. | <a href="#">Forbes Africa welcomes Kalusha Bwalya</a>  | 03 May 2012 |
| 14. | <a href="#">Someone is watching Kenya's media</a> - Carole Kimutai: <a href="#">@CaroleKimutai</a>                             | 16 Jan 2012 |
| 15. | <a href="#">Ogilvy Kenya Board announces leadership change</a> - Carole Kimutai: <a href="#">@CaroleKimutai</a>                | 23 Mar 2012 |

## Our most-commented-upon stories

|    |  |             |   |
|----|--|-------------|---|
| 1. | <a href="#">Expanding your brand across Africa</a>                                 | 08 Nov 2012 | 5 |
| 2. | <a href="#">Intergrating Pinterest into email marketing campaigns</a>              | 28 Feb 2012 | 3 |
| 3. | <a href="#">Brands behaving badly on social media</a>                              | 07 Jun 2012 | 2 |
| 4. | <a href="#">The role of email marketing in the multi-channel evolution: Part 4</a> | 04 Jul 2012 | 2 |
| 5. | <a href="#">Huawei appoints communications manager</a>                             | 27 Jan 2012 | 2 |

## Our most-read contributors

|     |                                   |
|-----|-----------------------------------|
| 1.  | <a href="#">Carole Kimutai</a>    |
| 2.  | <a href="#">Gregory Gondwe</a>    |
| 3.  | <a href="#">Walter Wafula</a>     |
| 4.  | <a href="#">Wikus Engelbrecht</a> |
| 5.  | <a href="#">Vanessa Clark</a>     |
| 6.  | <a href="#">Donna Rachelson</a>   |
| 7.  | <a href="#">Craig Wilson</a>      |
| 8.  | <a href="#">Jason Stewart</a>     |
| 9.  | <a href="#">John Boe</a>          |
| 10. | <a href="#">Duncan McLeod</a>     |
| 11. | <a href="#">Banele Rewo</a>       |

|     |                                   |
|-----|-----------------------------------|
| 12. | <a href="#">Tatenda Chiweshe</a>  |
| 13. | <a href="#">Dawn Rowlands</a>     |
| 14. | <a href="#">Georgia Christian</a> |
| 15. | <a href="#">Daniel Munslow</a>    |

- **Biz Most Read Award winners April 2024** 1 May 2024
- **Tick all the X's with Biz Content Feature Sponsorship** 26 Apr 2024
- **Biz Most Read Award winners March 2024** 2 Apr 2024
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- **Share in the sharing economy on Biz** 28 Feb 2024

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