

# How a top 5G provider rapidly grew its subscriber base in South Africa

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The 5G connectivity industry in South Africa is fiercely competitive. Advertising on MyBroadband gives you an advantage over your competition.



The 5G connectivity industry in South Africa is fiercely competitive, requiring companies to constantly find new ways to gain an advantage over their competitors.

A prominent South African 5G provider recognised the potential of advertising on MyBroadband as a way to stand out from the crowd, and booked a long-term campaign on the technology news website as part of its marketing strategy.

- [Click here to contact MyBroadband's marketing team.](#)

MyBroadband's marketing team advised the 5G provider on the best marketing solutions for its needs, including sponsored articles with social media amplification, homepage takeovers, and display banners which targeted articles about 5G and broadband connectivity on the MyBroadband website.

Homepage takeovers and display banners provided extensive brand visibility for the 5G provider across MyBroadband's website, keeping its products top of mind for South African internet users.

Sponsored articles with social media amplification then provided potential customers with all the information they needed to know about the 5G provider's offerings.

The marketing campaign was a big success and enabled the 5G provider to reach millions of South African purchasing decision-makers – many of whom became new customers.

Your business can benefit from advertising on MyBroadband, too - [click here to contact MyBroadband's marketing team.](#)

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