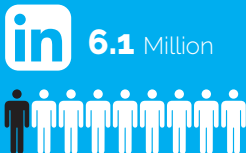
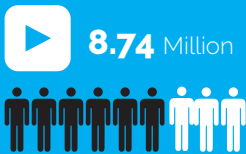


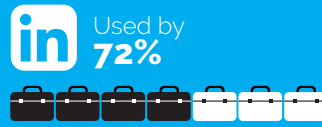
2018 Social Media Landscape in South Africa

South African social media by numbers



The business of social media

Brands utilising social media to reach existing and potential customers:



Social advertising

Brands finding value for money:

