

# Publish sponsored articles on BusinessTech for outstanding ROI

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BusinessTech is South Africa's largest and most influential business news website.



If you want to build trust in your brand, products, and services, you should run sponsored articles on BusinessTech.

As South Africa's largest and most influential business news website, BusinessTech has an impressive audience of C-level executives, business owners, company directors, managers, and professionals.

These readers are key decision makers in their businesses and homes, making them the perfect target market for your marketing efforts.

The best way to reach these readers is through sponsored articles – as proven by the [2023 Digital Marketing Report South Africa](#).

The report found the following:

- Online articles and reviews are by far the most effective way to provide business decision makers and consumers with information.
- Online articles are the most trusted form of online advertising.
- If respondents wanted to buy a new product or service for their business, they would trust online articles and reviews the most.



## Feature on BusinessTech

Our marketing team is ready to help you get featured on BusinessTech through sponsored articles.

Once you have made a booking, your account manager will make the entire process seamless – from getting an article written (if required) to getting it published and promoted to your intended target audience.

Your article will be posted to BusinessTech's Facebook, Twitter, and LinkedIn pages, and our marketing team will also give your content a social media boost.

The article will be included in the BusinessTech daily newsletter, too, and once it has featured on all of these platforms, you will receive a comprehensive performance report.

[Click here to learn more about advertising with sponsored articles on BusinessTech.](#)

- " **How to get your executives on South Africa's hottest investment video podcast** 16 May 2024
- " **Sponsored articles on MyBroadband - The best way to build trust in your business** 9 May 2024
- " **Business Talk with Michael Avery - South Africa's leading business podcast** 2 May 2024
- " **Reach South African investors and high-net-worth individuals on their smartphones** 24 Apr 2024
- " **How a top 5G provider rapidly grew its subscriber base in South Africa** 18 Apr 2024

### Broad Media

#### BROAD MEDIA

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