

# South Africans are far behind

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South Africans are so far behind the rest of the world when it comes to technology

Digital marketing is a revolution in Advertising. I'm not talking about email lists or SPAM. We no longer have to rely on interruptive measure like TV or radio, we can find our target market where they are and when they are looking for us.

Yet South Africans are so far behind in so many areas, and technology is one of them.

The introduction of Blackberry's to the wider market is a start, however most have taken to Blackberry because of a free short messaging service, not for the technological advances.

As an example, those of with smart phones, how many of you can tell me what a QR code is? Without looking it up?

The world is moving at an alarming pace, yet we are lagging behind. Striking for more pay and clicking our tongues at those who want luxury items.

What can be done to get SA to move forward?

Forum created by **Donovan Banks**

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