

The looking glass into big trends impacting marketing in 2022 with Musa Kalenga

In this week's episode Let's Talk Digital host Audrey Naidoo chats to Musa Kalenga, chief future officer of the House of Brave, on the big trends impacting marketing in 2022.



Marketers face a landscape disrupted by a pandemic, new business models, new applications of tech, and the fallout of regulatory changes. As we prepare for 2022, we need to lead with insights and have a proper plan of action to drive growth and enhanced customer experience which is the ultimate end goal.

This week's guest is Musa Kalenga, chief future officer of the House of Brave. Kalenga is an author of *Ladders and Trampolines*, a marketer, a brand communication specialist, a writer and an entrepreneur. He is the former head of digital marketing for Nedbank and client partner for Facebook Africa. His passion is changing the communities we live in, African emerging markets and inspiring the youth through technology.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy,

performance and ROI with a strong inclination to Google Ads.

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