

The Viability of Internet Advertising (Social Media) as a Promotion Medium for a Governmental Agency Targeting Industrial Customers

S. Pramjeeth¹, N.C. Zikalala² and E. Mutambara³

¹MANCOSA, Academic, 26 Samora Machel Street, Durban, South Africa

²Richards Bay Industrial Development Zone, Brand and Marketing Manager

Telephone: ¹<+27 82 898 2140>, ²<+27 35 788 0571>

³University of Kwazulu Natal, Graduate School of Business & Leadership, University Road, Durban, South Africa

E-mail: ¹<shamola.pramjeeth@mancosa.co.za>, ²<zodwa.zikalala@rbidz.co.za>, ³<Mutambara@ukzn.ac.za>

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ABSTRACT The study investigates the viability of using Internet advertising, with a focus on social media, as a promotion medium for a governmental agency. An evaluation of Richards Bay Industrial Development Zone (RBIDZ)'s current advertising strategy was undertaken to determine if social media was a viable marketing option for targeting industrial customers. Using survey research and based on a random sample of 100 respondents, the study found that the most preferred medium for business leads were referrals from a network of colleagues and friends, followed by internet search engines such as Google and Yahoo. Twitter and Facebook were found to be the less frequently used mediums. The paper recommends strategies to improve brand awareness for RBIDZ. A conceptual framework for targeting industrial customers is proposed.