

Recession opens up new doors for Rocketseed SA

Contributed by Henre
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{pp}At a time when almost everybody is cutting back on spending, Rocketseed has aggressively been growing its distribution footprint in Southern Africa and some key international markets.

Since the start of September 2008, Rocketseed has entered into new distribution agreements with partners in the US, UK and the Gulf, whilst in Southern Africa new partnership agreements has been or is in the process of being concluded in Namibia, Malawi, Zambia, Botswana and Swaziland.

Says Rob Love MD of Rocketseed SA, “we are delighted by both the increased awareness from businesses globally of the extraordinary opportunity their business email offer them as marketing channel, and the growing amount of potential resellers wanting to offer Rocketseed to their clients.”

It is common fact that in a recessionary environment businesses often cut back on marketing and brand development activities and budgets, this at a time when it is even more critical to stay in focus of customers to ensure that you remain the brand or product of choice when they do make a buying decision.

But Love says Rocketseed offers businesses that want or need to cut back on marketing costs with the perfect alternative, an outcomes based solution that is not only more cost effective, targeted and measurable, but also one which allows businesses to optimize a marketing channel they already own: Email.

In fact, we believe that our solution and patented process is a fundamental business requirement for any business irrespective of prevailing market conditions, and the intelligence built into our solution allows businesses to use their email to deploy marketing strategies and campaigns as wide as the marketer's imagination and as narrow or focused as the business requirement.

Our SME solutions allows smaller businesses to punch above their weight and not only use email to build brand, market their products and services, drive traffic to their websites and generate new business leads but also use Rocketseed to save costs on recruitment and use it as tool to publish success and PR.

In the last year we have focused on improving the fundamentals of our businesses, so today we not only offer proven technological solutions that really count to businesses of any size, we back this up with exceptional service, support and turn around times.

Love ends of by saying that the strengthening of other currencies against the rand has seen an increase in the volume of design and customer service being outsourced by its international subsidiaries to its South African offices. So counter-trend we have been actively employing new personnel and we are confident that this will continue for the foreseeable future.

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