

After-Dinner - Marketing in Social Media

Thursday, 17 February 2011

I came across a commentary by Dominique Pienaar on the rules of Social Media in Memeburn.

Once she agreed to chat to me about the topic, Helaine and I went to Text100 to ask some questions.

Dominique has worked in the public relations industry for more than 12 years and is Managing Consultant of Text 100 Global Public Relations Johannesburg , one of the world's largest independent PR firms. Under her tenure, Text 100 has built its local presence in Southern Africa and become a respected communications partner to brands like IBM, Cisco, AMD, Axis Communications and Comstek.

As a passionate specialist in new media and digital communications, her role is to help clients harness the power of digital channels to achieve their communications goals.

After-Dinner Episode 12

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