



Customer communication within SMMEs: a South African story

Successful communication strategies of SMMEs are rooted in customer research.

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In an increasingly digital and hyperconnected world, small, medium and micro enterprises (SMMEs) have started employing digital communication tools in their marketing strategies. The COVID-19 pandemic has also forced many SMMEs to communicate with their customers through digital media, such

as social media, email, websites and blogs. In order to reach the correct customers, it is important to select the right marketing communication channels.

Research indicates that the choice of communication tool used by SMMEs in South Africa is not based on which channels their customers

make use of or respond to. This leads to many SMMEs choosing the wrong communication channels and missing their target audience.

"To succeed in reaching the right customer, SMMEs need to base their marketing communication on customer research," says Safura Kallier-Tar. "The selection and choice of digital media used should not be left to chance, but should rather be grounded in market research."

Businesses need an understanding of who their customers are, which platforms they are using and which communication media they will respond to - and even whether their customers are indeed using digital media. It is also important to know which communication media the consumer views as clutter.

"If this is done correctly, companies can use their customer research to reach their target audience through the right channels. This will lead to increased sales, exposure and awareness."



The right communication channel can help businesses reach their customers.



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