

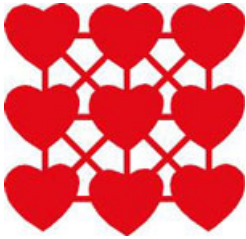
Biz feels the love



By [Simone Puterman: editor-at-large](#)

31 May 2011

Activity on Bizcommunity.com has soared on the back of last week's redesign and with the range of features, including self-promotional tools, now available to you, our readers. The revamp was announced directly to our +145 000-strong combined subscriber base and then more publicly via our various newsletters and portals ([there's more than](#) just Marketing & Media | South Africa, you know).



In a short space of time, + 7100 SA marketers, creatives and media professionals uploaded [profiles](#) - adding to the 49 000 personal accounts which have been accumulating over the past two years. We've also had 2916 new [newsletter](#) subscribers last week. In addition, quietly, we have amassed an audience close to 70 000 on Mxit.

This is the beginning of a substantial investment in marketing and new products and additional channels for Bizcommunity for 2011, the year of our 10th birthday, which focuses on users and clients. New skills are being brought on board and interesting partnerships formed in order to sustain all of this.

Nevertheless, our commitment to quality and varied journalism remains.

Thank you for all your loyal support.

Simone Puterman ([@SimoneBiz](#))

Managing editor

Originally published as the Marketing & Media | South Africa [editorial column on 30 May 2011](#).

ABOUT SIMONE PUTERMAN: EDITOR-AT-LARGE

Simone Puterman ([@SimoneAtLarge](#)) is currently editor-at-large at Marklives.com and deputy chair of the Sanef online editors subcommittee. After majoring in psychology and linguistics at Rhodes University, and then completing her honours in psychology, she has been in the world of B2B publishing since 1997, with 7.5 year stints at both WriteStuff Publishing and Bizcommunity.com (March 2006-August 2013). Email her at simone@marklives.com

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