

2023 Digital Marketing Customer Journey Survey

Issued by [Social Places](#)

24 Jan 2023

Last call to have your say! The Social Places 2023 Digital Marketing and Customer Journey Survey is coming to a close in less than 2 weeks. We need YOUR input on what drives South African consumers to search, interact and essentially choose which businesses they support. Oh, and we also have to choose the winner for the epic prize of a R5000 Takealot Voucher!



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Complete our Survey to stand a chance at winning a R5000 Takealot Voucher



"Our annual report has helped local businesses and marketers better understand the impact of how consumer reviews and search behaviour impacts their purchasing decisions. This allows brands to ensure they are making the right decisions on their digital and reputation strategies," says Ashleigh, the co-founder and client services director at Social Places.

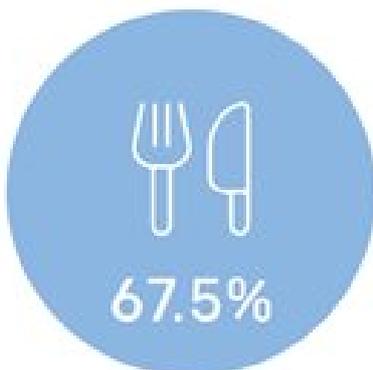
Entries will be open until 31 January 2023 and the winner will be announced on 15 February 2023.

Visit the link below to enter:

<https://forms.gle/9JoXpBM3rwUigMim6>

Terms and Conditions apply: <https://socialplaces.io/terms-conditions/>

Here are some of our Key findings for 2022:



Restaurants and Bars
are the most searched
businesses

Of consumers read reviews before making decisions



of consumers trust reviews as much as a personal recommendation

of consumers expect a business to respond to their negative review



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* **Briefing Journeys** 24 Nov 2022

* **Journey forms by Social Places** 16 Sep 2022

* **2022 Digital Marketing and Customer Journey Report** 16 May 2022



Social Places

Social Places is a MarTech company that specialises in location-based marketing and reputation management for multi-location and/or franchised brands.

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