

South Africa currently ranks as one of the top entrepreneurial countries in emerging markets

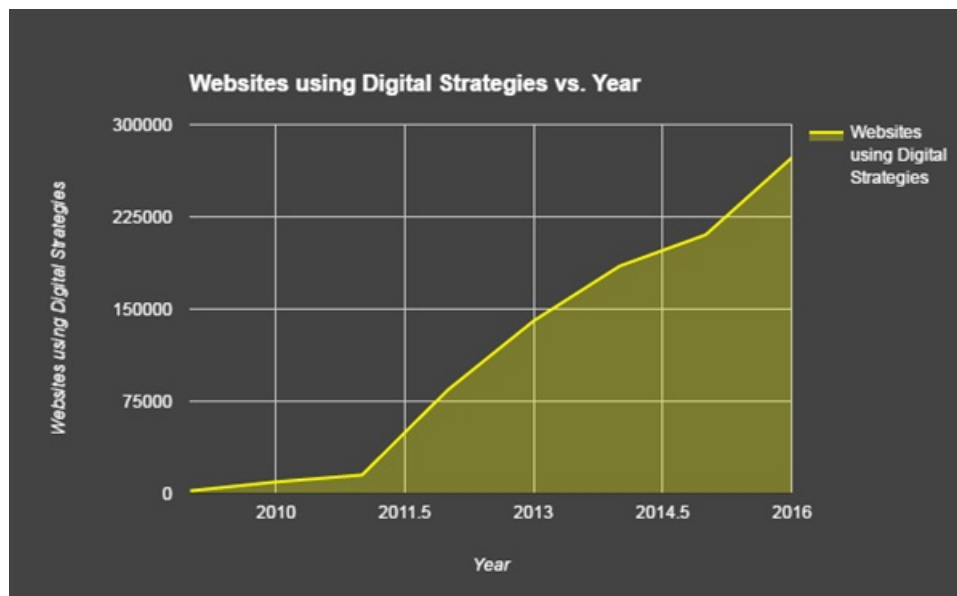
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Emerging markets have long been hotbeds of activity for entrepreneurial-minded people. In countries where big business only employs a percentage of the population, industry is not widespread and people have little access to many of the luxuries or even essentials that people in developed nations have, it is up to the entrepreneur to bring those goods and services into hard-to reach areas.

South Africa is a prime example of such a country. With unemployment at a staggering 26.7% and with numerous support structures in place for entrepreneurs, South Africa currently ranks as one of the top entrepreneurial countries in Africa.

One of the most important factors driving entrepreneurial action in South Africa is the digital transformation. According to Global Insider, out of 520,000 [South Africa companies](#), only 142,000 have transformed their revenue streams by using digital techniques - everything from simple smartphone applications that allow for cashless transactions to large-scale adoption of online business-enhancing tools.



Unfortunately, South Africa still lags behind when it comes to digital marketing, with little in the way of social media, online, SEO or other techniques, although a significant proportion of companies do at least have email access. Of the registered companies in South Africa, close to 145,000 have registered a minimum of two to four email addresses and the majority of these companies have opted in for email marketing, which is still one of the most effective digital marketing strategies available.

Entrepreneurs and marketers looking to get in touch with these companies, however, have a daunting task ahead of them. Thanks to the rapidly shifting marketplace, the majority of email marketing lists are outdated, incomplete or inaccurate. And with a potential email marketing database of over 320,000 addresses, ensuring your data is up to date and accurate is essential.

Finding a database supplier that has complete, accurate and up to date information is no easy task. Our research has turned up several players, only to discover that the majority have become significantly outdated. The player with the most complete and current list is a company called [Global Database](#), which currently has access to a sizable rolodex of contacts across 142,000 companies, large and small, representing over 40% of South African business.

The South African consumer, by and large, is online. Even people without home PCs have cell phones and smartphones, all of which are internet-enabled, making them a massive potential market. By embracing online marketing, as well as improved digital systems, South African companies will not only be able to reach more potential customers, but they will also improve their revenue streams.

South Africa is lagging behind on the digital revolution, but it doesn't have to stay that way. You and your company can reach more people, do more business and take your business further by expanding your online capabilities... it's just a matter of partnering with the right database provider.

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