

Bad marketing decisions cost South Africa billions every year

 By [Chris Moerdyk](#)

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A growing number of chief executives and members of corporate boards in South Africa are becoming alarmed at the amount of money their companies are wasting every year through bad marketing. The average wastage on marketing budgets for corporate South Africa runs at about 25 percent.

Figures of as much as R50 billion a year have been bandied about over the past few years.

Now there is an online resource created specifically for CEOs and bona fide board members, to gain insights into marketing wastage and to be able to conduct confidential conversations online.

www.marketingforum.co.za was established recently by four specialists in the industry, Chris Brewer, Rachelle Bricout, Gillian Rightford and Chris Moerdyk, to offer chief executives and board members an opportunity to find out how to find out where their marketing might be wasting money and how to fix things.

The closed confidential service is free and available only to members of corporate boards.

More information is on the website or contact Chris Moerdyk at moerdykc@gmail.com or on 083 222 5636.

ABOUT CHRIS MOERDYK

Apart from being a corporate marketing analyst, advisor and media commentator, Chris Moerdyk is a former chairman of Bizcommunity. He was head of strategic planning and public affairs for BMW South Africa and spent 16 years in the creative and client service departments of ad agencies, ending up as resident director of Lindsay Smithers-FCB in KwaZulu-Natal. Email Chris on moerdykc@gmail.com and follow him on Twitter at [@chrismoerdyk](https://twitter.com/chrismoerdyk).

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