



2024

IMPACT REPORT





Annual Impact Report

EXECUTIVE SUMMARY

The 'Let's Talk Digital' initiative, launched by Whoopro, a division of Global Media Alliance, was a landmark series of events held in 2024 to discuss the evolving landscape of digital marketing and communications.

This initiative provided an essential platform for industry experts, practitioners, and brands to engage in thought-provoking discussions and knowledge sharing. The report highlights the initiative's relevance, achievements, objectives, and key takeaways that will serve as a foundation for future sessions.





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WELCOME MESSAGE FROM THE TEAM

Dear Industry Professionals, Partners, and Enthusiasts,

It is with great pleasure that we welcome you to the Let's Talk Digital 2024 Impact Report. This initiative was born out of a shared vision to create a dynamic platform for meaningful conversations on the ever-evolving digital marketing and communications landscape. Over the past year, we have witnessed groundbreaking discussions, insightful knowledge-sharing, and collaborative efforts that have significantly contributed to industry growth.

We extend our heartfelt gratitude to all speakers, partners, participants, and stakeholders who made this initiative a success. Your contributions have not only shaped the conversations but also provided valuable insights that will continue to influence the digital marketing ecosystem in the years to come.

As we reflect on the achievements of 2024, we look forward to building on this momentum and creating even greater opportunities for engagement, learning, and innovation in future editions. We invite you to explore this report, gain insights from our key findings, and join us in shaping the future of digital excellence.

Thank you for being part of this journey!



Group Head, Digital & Innovations - GMA

FELIX O. AFRIYIE

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PURPOSE OF THE REPORT

This report aims to document the impact of 'Let's Talk Digital' on the digital marketing ecosystem, evaluate its key achievements, and provide strategic recommendations for future sessions. By assessing the successes and areas for improvement, this report seeks to guide the evolution of the initiative in subsequent years.





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RELEVANCE TO THE DIGITAL MARKETING & COMMUNICATIONS INDUSTRY

The 'Let's Talk Digital' initiative played a pivotal role in addressing the increasing reliance on digital platforms for brand visibility, audience engagement, and consumer behavior analysis. Discussions highlighted the critical importance of adapting to technological advancements such as artificial intelligence, data analytics, and social media strategies. Industry professionals acknowledged the program as a catalyst for innovation, bridging the gap between traditional marketing techniques and emerging digital trends.



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ACHIEVEMENTS OF THE 'LET'S TALK DIGITAL' INITIATIVE



Virtual Events

X Spaces

In-person Events

MultiChoice & Crux Global

The Power of UGC's in Developing Brands & Storytelling

Marked the celebration of World Digital Marketing Day with discussions on leveraging consumer-generated content for brand advocacy.

Explored best practices for encouraging audience participation and organic brand promotion.

The Art of Digital Storytelling

Featured prominent industry speakers who shared insights on building compelling narratives that drive audience engagement.

Emphasized the role of authenticity, brand voice, and audience alignment in digital storytelling.

The Future of Digital Marketing & Communications in Africa

With a rapidly evolving digital marketing landscape, this conference gathered experts to discuss key aspects of digital marketing and communications in Africa regarding the current state of digital marketing, challenges and practical recommendations for success.

GH Music: Understanding & Unlocking Digital Channels

This event explored strategies for maximizing digital potential and building sustainable careers.

Key topics include streaming, distribution, monetization, marketing, and industry trends for the future.

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IMPACT METRICS

572,903

Content Views

243,656

Reach

13,222

Interactions

3,278

Link Views

2,878

Page Visits





Annual Impact Report PARTNERS



An African-owned company based in Accra, Ghana, Crux Global partners with artists, labels, and brands to distribute and promote content worldwide. They offer services such as digital distribution, public relations, marketing, and brand management, helping clients grow their audience while retaining full rights to their work.



Established in May 2017, this professional networking organization is dedicated to educating, mentoring, and empowering female public relations professionals and students in Ghana. Their initiatives include annual summits, mentorship programs, and networking events aimed at fostering leadership and continuous career advancement among women in the PR industry.



Perception Management International Ltd is a Ghanaian-based agency that provides key logistical services and BTL marketing services to individuals, organizations, and governments. For all event logistics and management, PMI has you sorted.



A leading digital marketing and communication agency in Ghana, IDMC Ghana focuses on providing innovative solutions to help businesses and organizations navigate the digital landscape. They offer comprehensive courses covering topics like digital marketing strategies, strategic communication, and the application of artificial intelligence in marketing.



MultiChoice Ghana is a leading provider of digital satellite television services in Ghana, offering a range of entertainment, sports, and news channels through its DSTv and GOTv brands. The company also provides a platform for local talent to showcase their work through its Akwaaba Magic channel and the MultiChoice Talent Factory initiative.



Really Great Brands Ltd. is African at Heart and International in Spirits working with some of the finest international suppliers and renown brand owners in the world. At RGB, services are tailored for customers to empower every aspect of distribution to make impact on bottom line.



E Productions Ghana is your No. 1 production house in creating unforgettable experiences. With a strong focus on attention to detail and customer satisfaction, E Productions Ghana aims to deliver that exceed clients' expectations.



Y107.9FM is your No. 1 urban radio station based in Accra, Ghana. The station targets a youthful audience, playing a mix of contemporary hits, Afrobeats, and urban music. Y107.9FM is the go-to radio station for young Ghanaians and music lovers alike.



Digital Dialogues is a vibrant community of professionals from diverse organizations, all united by a shared passion for digital marketing.



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PANELISTS



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IVY PROSPER

Digital Creator & Media
Personality



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**AKOSUA
HANSON**

Media Personality
YFM Accra



AKOSUA SHIRLEY

Digital Creator



OTOPEA

Senior Account Manager / Content
Creator

Annual Impact Report GALLERY



THANK YOU

GLOBAL MEDIA
Alliance
WALK TO U.S. WALK TO AFRICA

