

# Sparrow Schools marketing takes flight

 By [Beverley Klein](#)

18 Jul 2016

DUO Marketing recently [partnered up with Sparrow Schools](#) to offer pro bono digital consulting services. The school delivers specialised education for learners between 7 and 18 years of age.

As an initial 12 month contract, DUO Marketing will elevate the digital brand of the School and support campaign and marketing efforts for Sparrow Schools. We chatted to Dominique Pienaar, regional manager for Gauteng at DUO Marketing + Communications, to find out more about the partnership and how important it is for corporate organisations to have a CSI strategy.



Dominique Pienaar

## ***How did you get connected with Sparrow Schools?***

Some of our DUO employees had worked with Sparrow Schools in previous roles, and when their marketing team was looking for a digital/social media partner, they approached us and our relationship began. It did not take us long to decide that we really wanted to work with the team at Sparrow Schools, and that our digital capabilities would be a good fit for their needs.

## ***Tell us more about Sparrow Schools***

Sparrow Schools was founded by Jackie Gallagher in 1989 with the aim of providing quality education to learners that have varying degrees of educational backlog, remedial problems and other barriers to learning.

The school caters for approximately 600 learners annually, and currently has 221 learners in the foundation school and a further 184 in the high school.

## ***How important is it for companies to have a CSI strategy in this day and age?***

We believe it is critical to have a CSI strategy - not because it is a growing requirement for BEE certification, but because giving back to the communities in which we live and work is rewarding for the recipients, and the teams participating in the initiatives.

Changes in legislation and BEE requirements are compelling corporates to consider a CSI strategy – and each organisation will evaluate its causes and investment based on its own priorities.

At DUO, our strategy for CSI is not only about BEE. We believe we have a social and moral obligation to contribute to society and we love making a difference to projects and initiatives where our skills can enhance existing efforts. This, combined with an alignment of values and integrity make for a mutually rewarding partnership.

## ***Will your digital marketing strategy differ in the CSI space?***

Because we don't sell cookie cutter solutions, our ability to tailor the digital marketing strategies across industries and business types, will be as beneficial in the CSI space, as it would be for corporate clients.

We worked closely with the Sparrow Schools marketing team to understand the school's challenges, opportunities and priorities, and developed a customised plan for their digital marketing efforts. We have built the strategy around leveraging

existing PR efforts, as well as creating a robust messaging and engagement plan across its digital assets.

### **What does Mandela Day/month mean to DUO Marketing?**

Our aim as a business, is to give back every month through sustainable and longstanding CSI partnerships - and we encourage participation and involvement throughout the year. For us, Mandela Month is about giving that little bit extra.

In addition to supporting Sparrow Schools this Mandela Month, we have partnered with Harrington House in Cape Town, to raise funds for much needed equipment that needs to be replaced after the children's home, run by Mrs Barrett, burned down. We are once again leveraging our media relations and digital expertise to extend the reach for fundraising for the children's home.

## ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

■ #MandelaMonth: From street vendor to small business owner - 29 Jul 2016

■ #MandelaMonth: Sparrow Schools marketing takes flight - 18 Jul 2016

■ Give a hoot, don't pollute - 10 Jun 2013

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>