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Author: Dale Hurwitz

## New website offers small businesses an easy and affordable way to gain online exposure

*MarketSpace is an online directory that generates relevant visitors via partner websites and effective SEO, creating a centralised facility for you to easily promote your business digitally - Dale Hurwitz  
Managing Director*

Started by three Cape Town based entrepreneurs; Dale Hurwitz (Managing Director), Gareth Watkins (Financial Director) and Michael Findlay (Sales and marketing Director) MarketSpace officially launched as of 1 September 2014.

Small businesses face many challenges when trying to gain exposure online. To have any real presence you need to have a website, list the company in directories, sell products and services through third party websites and use paid marketing services from the likes of Google. Managing content in multiple places can be costly and takes a lot of time – two scarce resources in the small business world.

“The core of what we offer is an online business directory that generates relevant visitors via partner websites and effective SEO,” says Hurwitz. “In addition we have integrated features to assist our customers in gaining additional exposure through featuring products, events and linking into their social media.”

Some of our unique, value-add features are:

- Promoting your products and services through our Offers feature
- Promoting your business events through our Events feature
- Google Maps Integration
- Video upload capability for your business or products
- Capability to receive reviews from your customers
- Gallery feature to upload images relevant to your business
- Ability to link to your social media properties such as Facebook and Twitter

We cover all business nationally and have longer term plans of launching a global version of our solution.

From a Free listing, to our premium offering – approximately R100.00 per month - our comprehensive package range allows you to benefit from MarketSpace no matter your size and revenue.

In a true South African spirit any non-profit organisations qualify for a free Gold subscription worth R500.00 per year.

To register simply visit [www.marketspace.co.za](http://www.marketspace.co.za). On all our paid offerings we offer a 30 day money back guarantee. If for any reason you are not satisfied with your experience we will transfer the full amount you have paid back to you, no questions asked.