

# New social media accounts for Promise Digital

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Promise Digital has recently been appointed as the social media agency for several brands. Promise Digital will manage and drive the social strategy, insights and reporting and community management of new clients SAB Africa, Edgars Mobile, Jet Cellular and River Island.

The agency already manages the through-the-line business for some of these brands. It is a natural extension for these clients to have appointed Promise Digital to drive their social media presence as integrated brand custodians.

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