

Janna Strang appointed head of PR and Reputation Management at Rainmaker Marketing

As of 1 December 2021, Rainmaker Marketing officially welcomed onboard PRomote Communication's founder and director, Janna Strang, to head up their Public Relations and Reputation Management division.



Janna Strang

This latest addition to their management structure will not only see Strang joining the ranks of their talented team but PRomote Communication's diverse and exciting list of lifestyle and business clients will also be added to the existing Rainmaker Marketing portfolio.

Since 2012, when Strang established PRomote Communication, she has chipped away at earning herself an outstanding reputation in the communications industry through award-winning work delivered for clients in the crisis communication and reputation management spaces in particular. Her 19-year love affair with marketing and PR has seen Strang deal with brands, businesses and personalities across a diverse range of sectors with the categories of business and lifestyle being the areas she is most passionate about.



Merissa Himraj set to take the reins of major media house Wavemaker South Africa in 2022

Wavemaker 2 Dec 2021



"With Janna's experience and her own impressive reputation with media – we knew she would be the perfect fit for Rainmaker Marketing as we set about re-imagining our PR and Reputation Management division of the business. We are excited about the value that Janna's skillset can offer to our clients that will help bolster our holistic marketing offering. We believe Janna and her exciting portfolio of clients will also help us cement our reputation in the marketplace as specialists when it comes to marketing all things lifestyle and business, with a particular focus and speciality in the property space", explains Stefan Botha, director of Rainmaker Marketing.

These two powerhouses joining forces under one roof can only mean even more exciting things to come in the marketing and communications space for Rainmaker Marketing. “I have so enjoyed the challenge of starting and owning my own business but when Stef approached me with the opportunity to join his dynamic setup at Rainmaker Marketing – it was a no brainer. The business he has developed with a truly holistic offering for clients in the marketing and communications space is what excites me and I know that my existing clients can only benefit from the additional resources they can tap into which includes the likes of a market research division, social media, design and even an in-house sales team. I am excited to be part of an extremely talented team that have earned their reputation as the ultimate disruptors in the property industry and I look forward to expanding on this to include the lifestyle and business sectors,” says Strang.

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