

118: Money4Jam with Warren Venter and BizTrends 2015

On the very first [Biz Takeouts Marketing and Media Radio show](#) of 2015, on Thursday, 15 January, show host Warren Harding was joined in studio by Warren Venter, COO and co-founder of M4JAM, an innovative platform that empowers thousands of people across the country to earn cash using their phones.



We spoke to Venter to find out how M4JAM ([@m4jam](#)) started, how advertisers and brands can get involved and the benefits of the research available through using the platform. We also look at what the future holds for M4JAM and international growth.

For more, go to www.m4jam.com.

We were then joined by Louise Marsland ([@Louise_Marsland](#)), founder of TrendAfrica.co.za and curator of the BizTrends2015 guide. We look at what we can expect from BizTrends 2015 and the various formats being used to communicate trends to Bizcommunity.com readers, including newsletters, a downloadable PDF, video, print and more. We also find out what Marsland's key trends for 2015 are and why every marketer should have a look at the BizTrends2015 toolkit to assist brands in 2015.

For more, view the [BizTrends 2015 videos](#), and check out the [BizTrends 2015 special section](#).

Make sure you listen to the most recent podcast of the show, which airs every Thursday from 9am-10am, streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Some tough questions to ask yourself about your marketing for this year](#)
- [2015: Mobile is key](#)
- [Satisfied customers don't mean repeat business](#)
- [Launch of BizTrends 2015](#)
- [Senior Media Strategist](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

Podcast

If you missed the show, [download](#) (77.8MB) or [listen](#) to the podcast (42:33min).

Episode 118: Money 4 Jam with Warren Venter and BizTrends 2015

Date: 15 January 2015 **Length:** 42:33min **File size:** 77.8MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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