

119: Careers24 Sandcastle campaign and Mike Sharman

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 22 January 2015, from 9-10am, show host Warren Harding chats to Nadia Boucher Coombe, Head of Marketing for 24.com, and Mike Sharman, owner and founder of Retroviral Digital Communications.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Nadia Boucher Coombe
- *Via Skype:* Mike Sharman ([@mikesharman](#))
- *Discussion topics:*
 - We speak to Nadia Boucher Coombe about the recent Careers24 ([@Careers24Jobs](#)) Sandcastle campaign that took place in early January 2015.
 - Taking advantage of the fact that the matric results were released early January, Careers24, SA's top job portal, launched a fun awareness campaign over the Dec/Jan holidays. We find out more about the campaign.
 - Mike Sharman from Retroviral ([@retroviral](#)), an online communications consultancy, joins us to talk about his [#biztrends2015](#) article, '[Online influencers are the billboards of 2015](#)'. We find out more about influencers from Mike.



How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
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Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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