

# 176: Marketing Mix Shopper Path to Purchase 2016

On Thursday, 2 June 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) looked at the upcoming Marketing Mix, Shopper Path to Purchase 2016 event happening on 20 and 21 July at the Sunnyside Park Hotel in Johannesburg.



The Shopper Path to Purchase event is all about how digital marketing has joined the proven mix of merchandising and above the line media by facilitating interaction with target shoppers and added dimension of the loyalty clubs. So the professional retailer and brand marketer has to continuously evolve the communication mix. [Click here](#) to read the program and check out the credentials of the speakers.

We were joined by one of the event speakers, Dana Buys, CEO of CloudOne.mobi, a leading expert in boosting business performance with technology, including digital in-store signage.

We chatted to Dana about:

- Who and what CloudOne.mobi exactly is.
- We discuss the benefits of cloud storage and management of POS and digital signage.
- We look at the opportunities available for cloud services in the retail environment.
- Dana also takes us through the latest trends in digital signage, POS and cloud services in retail and we look at the what the future holds for CloudOne.mobi.

This is the 9th annual Shopper Path to Purchase conference.

[Check out CloudOne.mobi here.](#)

[Check out Shopper Path to Purchase 2016 here.](#)

Get all the information by listening to this weeks podcast.

**Episode 176: The Marketing Mix Shopper path to purchase 2016 event speaker CloudOne.mobi.**

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- [#KantarOnAir: Internet disrupts TV](#)
- [Internet of Things to overtake mobile phones by 2018](#)
- [#YouthMonth: Helping our youth become the farmers of the future](#)
- [#YouthMonth: SA blind to accountability, with real consequences for future generations](#)

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](mailto:biztakeouts@bizcommunity.com).



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