

# 61: Advice on direct & content marketing

Listen to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday from 5-6pm streamed live via [2oceansVibe Radio](#), to find out more about direct marketing and content marketing. [\[twitterfall\]](#)

## Lineup

In studio on Thursday, 9 May 2013, we hosted Katherine McChesney, head of Demographica Cape Town ([@Demographica](#)) and Peter Olivier ([@DigiTAlIPeter](#)) from Love Digital.

McChesney shared with show host [Warren Harding](#) ([@bizcomwazza](#)) about direct marketing, the benefits of SMS and email marketing, and the best practices in South Africa for direct marketing.

Olivier shared more about content marketing, how content marketing consumption has changed, and how video is becoming more important in telling a story about your company or brand.

## The news roundup covered:

- [Habari XL appoints Sue Glennie](#)
- [E-banking survey reveals surge in mobile banking](#)
- [Marketing's new powerful revenue generating tool](#) by Daryn Smith
- [Adspend declines in real terms](#)

## Podcast

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## Episode 61: Direct marketing and content marketing advice

**Date:** 9 May 2013 **Length:** 55:01min **File size:** 51.0MB **Host:** Warren Harding

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