

## 28: Developing brand and user relations

If you missed this week's [Biz Takeouts Marketing & Media radio show](#) which airs every Wednesday 5pm-6pm streamed live via [2oceansVibe Radio](#), you can now listen to the Biz Takeouts podcast to find out how to develop brand and user relations. [\[twitterfall\]](#)



### Lineup

In studio on Wednesday, 4 July 2012, was Tracy Stewart, the national marketing manager of [Isilumko Media](#) - a below-the-line activations and experiential media company focused on facilitating creative, integrated one-on-one interactions between a brand and consumer.

She joined show host [Brendan Jack](#) ([@brendanjack](#)) to discuss experiential marketing, engaging with customers and developing brand and user relations.

The news roundup by [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)) covered:

- (Traditional) PR is dead, [let's talk brand management](#)
- Melinda Shaw [to handle Shores](#)
- A [new online ad agency](#) for SMEs
- A Q&A about [freelancers and social media](#)
- A [new social lender](#) on the South African scene

### Podcast

If you missed the show, [download](#) (48.5MB) or [listen](#) to the podcast (50:29 minutes).

### Episode 28: Developing brand and user relations

**Date:** 4 July 2012 **Length:** 50:29min **File size:** 48.5MB **Host:** Brendan Jack

### Listen every week

For the very best highlights of marketing and media news in South Africa and Africa:

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

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@brendanjack](#), [@BizcomWazza](#) or [@SimoneBiz](#) using the hashtag [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

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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