

50: Mobile in South Africa and Africa with Google

Find out more about the current trends in mobile search and mobile marketing for businesses in South Africa and Africa by listening 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](#). [\[twitterfall\]](#)

Lineup

In the Cape Town studio on Thursday, 24 January 2013, was Google's head of New Products for Sub Saharan Africa, Brett St Clair ([@brett_stclair](#)). St Clair and show host [Warren Harding](#) ([@bizcomwazza](#)) discussed the growth and current trends in mobile in South Africa and Africa; how mobile is opening up opportunities for businesses in the region; mobile users' browsing habits; and St Clair gave advice on getting started with mobile marketing and common mistakes to look out for.



They also looked at ROPO (research online purchase offline) and how it has impacted consumer behaviour and advertising.



Brett St Clair and Warren Harding in studio.

The news roundup covered:

- [\[2013 trends\] Predictions for the retail sector](#)
- [First National Blunder](#)
- [Five points to consider when choosing your email database provider](#)
- [Is your landing page killing your online lead generation?](#)
- [Mistakes to avoid when creating a mobisite](#)

Podcast

If you missed the show, [download](#) (50.4MB) or [listen](#) to the podcast (55:07 minutes).

Episode 50: Mobile in South Africa and Africa with Google

Date: 24 January 2013 **Length:** 55:07min **File size:** 50.4MB **Host:** Warren Harding

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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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