

51: Online recruitment trends for South Africa and Africa

To find out more about the current trends in mobile search and mobile marketing for businesses in South Africa and Africa, 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](#). [\[twitterfall\]](#)



Lineup

In the Cape Town studio on Thursday, 31 January 2013, was Matthew Gray ([@mattinsa](#)), web and mobile technology specialist at Graylink, a provider of cloud-based recruitment software to corporate Africa. Gray and show host [Warren Harding](#) ([@bizcomwazza](#)) discussed the growth in online recruitment; the various products suited to South Africa and Africa as recruitment environments; as well as what the future of online recruitment holds.

They also looked at some Graylink client case studies and Gray gave tips for getting started and perfecting online recruitment in South Africa and Africa.

The news roundup covered:

- [\[2013 trends\] Out-of-the-box branding](#)
- [\[2013 trends\] It is no longer business as usual](#)
- [\[2013 trends\] Opportunities for growth within marketing and advertising arena](#)
- [\[2013 trends\] Insight into cinema in 2013](#)
- [\[2013 trends\] The year ahead for experiential marketing](#)

Podcast

If you missed the show, [download](#) (39.4MB) or [listen](#) to the podcast (43:04 minutes).

Episode 51: Online recruitment trends for South Africa and Africa

Date: 31 January 2013 **Length:** 43:04min **File size:** 39.4MB **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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