

## 40: Google products in South Africa

Find out more about the products offered by Google South Africa and how and why business's should be using the Google range on products, by listening to last week's podcast of the [Biz Takeouts Marketing & Media radio show](#) - which airs every Thursday 5pm-6pm streamed live via [2oceansVibe Radio](#). [[twitterfall](#)]



### Lineup

In the Melrose Arch studio on Thursday, 4 October 2012, was Jonathan Ratcliffe ([@jonrat09](#)), agency lead for Google South Africa.

He shared more on the range of products offered by Google in South Africa and how and why businesses can benefit from using these products, with show host and [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#)). They also discussed Google Insights, Youtube and advertising on Youtube in South Africa, display and search products and had a look at Google+ and Google+ Hangouts.

The news roundup covered:

- [A realistic look at social media and the contact centre](#)
- [FNB seals deals with mPowa, Mxit](#)
- [TopTV attempting to raise capital](#)
- [Four ways digital media has changed the marketing landscape](#)
- [The great conference con](#)

### Podcast

If you missed the show, [download](#) (23MB) or [listen](#) to the podcast (24:59 minutes).

### [Episode 40: Google products in South Africa](#)

**Date:** 04 October 2012 **Length:** 24:59min **File size:** 23MB **Host:** Warren Harding

### Listen every week

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### 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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