

43: Generating quality leads through social media

Listen to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#) which airs every Thursday 5pm-6pm, streamed live via [2oceansVibe Radio](#), to find out how companies and individuals can use social media to generate quality leads for business. [[twitterfall](#)]

Lineup

In the Cape Town studio on Thursday, 25 October 2012, was Edward Fisher ([@mail4fish](#)), account director and strategist for Network Sunday, an international business development agency that leverages social media to generate leads for organisations.



He and show host and [Bizcommunity](#) marketing manager, [Warren Harding \(@BizcomWazza\)](#), discussed the impact social media has had on the way we interact with companies as well how social media can be effectively used to generate quality leads for businesses.

PLEASE NOTE:

Next week, Thursday 1 November, Biz Takeouts will be airing live from [The Bookmarks 2012 \(@thebookmarks\)](#) at Artscape in Cape Town from 7pm-10pm. You don't want to miss this show!

The news roundup covered:

- [Shape and SA Garden/Tuin close; rumours of cutbacks at Indie](#)
- [Stan Katz opens MTN Radio Awards 2013 launch](#)
- [Written journalism still a strong value proposition for advertisers](#)
- [Mobile market increase prospects for brand interaction](#)
- [Prism Awards calling professionals](#)

Podcast

If you missed the show, [download](#) (47.1MB) or [listen](#) to the podcast (51:29 minutes).

Episode 43: Generating quality leads through social media

Date: 25 October 2012 **Length:** 51:29min **File size:** 47.1MB **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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