

43: Generating quality leads through social media

Tune in to this week's [Biz Takeouts Marketing & Media radio show](#), streamed live from 5pm-6pm via [2oceansVibe Radio](#), to find out how companies and individuals can use social media to generate quality leads for business. The studio guest this Thursday evening, 25 October 2012, will be account director and strategist, Edward Fisher. [\[twitterfall\]](#)

This evening's lineup

- *Show host:* [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))
- *In-studio guest:* Edward Fisher ([@mail4fish](#)), who is an account director and strategist for an international business development agency that leverages social media to generate leads for organisations.
- *Discussion topics:*
 - the impact social media has had on the way people interact with companies
 - how social media can be used effectively to generate quality leads for businesses



How to listen

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

Comments or questions

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

Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio 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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