

61: Advice on direct & content marketing

Join [Biz Takeouts Marketing & Media radio show](#) host [Warren Harding](#) tonight, Thursday, 9 May 2013, from 5pm-6pm on [2oceansVibe Radio](#) as he chats to studio guests about direct marketing and content marketing. [[twitterfall](#)]

This evening's lineup

- *In-studio guests:* Katherine McChesney, head of Demographica Cape Town ([@Demographica](#)) and Peter Olivier ([@DigiTailPeter](#)) from Love Digital.
- *Show host:* [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))
- *Discussion topics:*
 - **Katherine McChesney**
 - direct marketing
 - more about Demographica
 - best practices for email and sms marketing in South Africa
 - **Peter Olivier**
 - content marketing



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.

For more:



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