

## 45: Search marketing

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 search marketing, SEO and SMO can be used to improve a company's visibility online. [\[twitterfall\]](#)

### Lineup

In the Cape Town studio on Thursday, 8 November 2012, was Peter Olivier ([@digitalpeter](#)), a qualified SEO professional and digital marketing strategist for AdMakers International.

He and show host and [Bizcommunity](#) marketing manager, [Warren Harding](#) ([@BizcomWazza](#)), discussed the impact SEO and search marketing can have on a company if done correctly; the important role social media plays in increasing ranking online; and how social media optimisation can help companies improve their visibility online.



The news roundup covered:

- [How are South Africans interacting with social media?](#)
- [Direct marketing offers online marketing rules](#)
- [New partnership offers more in enterprise marketing](#)
- [Lessons from Obama's presidential campaign](#)
- [The importance of packaging](#)

### Podcast

If you missed the show, [download](#) (46.8MB) or [listen](#) to the podcast (51:11 minutes).

### Episode 45: Search Marketing

**Date:** 8 November 2012 **Length:** 51:11min **File size:** 46.8MB **Host:** Warren Harding

### Listen every week

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- Internet radio/streaming audio: [2oceansVibe Radio](#)
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### Comments or questions

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