

09: Strategic online publicity and marketing techniques

To find out more about online publicity and marketing techniques, as well as what SANEF has to say on the [Haffajee/Miyeni saga](#), tune in to the [Bizcommunity/Chai FM Media & Marketing radio show](#) tonight, Wednesday, 3 August 2011, 6pm-7pm, on 101.9 FM in Johannesburg and via [streaming audio](#). [UPDATED]



Tonight's lineup includes:

- In-studio guests [Justin Spratt \(@justinspratt\)](#), CEO of [Quirk](#) and [Daniel Levy](#), CEO of [Popimedia Innovations](#), will be joining show host Kevin Fine ([@TheFinester](#)) to discuss strategic online publicity and marketing techniques such as viral marketing and social media, with outdoor advertising thrown in the mix
- SANEF secretary general Gaye Davis will comment on the situation between *City Press* editor Ferial Haffajee and now former *Sowetan* columnist Eric Miyeni; SANEF has [expressed its solidarity](#) with Haffajee while defending Miyeni's right to defend what he likes, "with the proviso that it fall within the bounds of what the constitution allows".
- The agency focus will be [The Hardy Boys](#), with client service director [Alan Bell](#).
- The weekly news roundup will be done by Fine while [Bizcommunity's](#) marketing manager [Warren Harding \(@WazzaBiz\)](#) is on leave.

How to listen

To get the very best highlights of marketing and media news in South Africa and Africa:

- Tune your radio to community station Chai FM on **101.9 FM** in Johannesburg
- Listen via **streaming audio** at chaifm.ndstream.net

Send advance comments or questions via email (biztakeouts@bizcommunity.com), Twitter (tweet [@chaifr](#) or [@bizcommunity](#) using the hashtags [#bizchaifm](#) or [#biztakeouts](#)), [Facebook](#), studio tel 0861 242 436 or SMS 37420.

Podcast

A [podcast](#) of the show will be available later during the week.



For more:

- Bizcommunity Search: [Biz Takeouts](#)
- Previous Biz Takeouts podcasts: [Chai FM](#)
- Bizcommunity press office: [Chai FM](#)
- Chai FM: www.chaifm.co.za
- Chai FM: [streaming audio](#)
- Chai FM: [Facebook](#)
- Twitter: [@chaifm](#)
- Twitter (Kevin Fine): [@TheFinester](#)
- Twitter Search: [#bizchaifm OR #biztakeouts](#)

Updated at 4.30pm on 3 August 2011.

For more, visit: <https://www.bizcommunity.com>