

25: Social media as a customer interaction channel

Social media as a customer interaction channel will be the topic of this week's [Biz Takeouts Marketing & Media radio show](#), streamed live 5pm-6pm via [2oceansVibe Radio](#). In-studio guests this Wednesday evening, 13 June 2012, will be Guy Kilfoil, head of communications for BMW South Africa, and Micheal Wilson, media manager of Melrose Arch. [\[twitterfall\]](#)

This evening's lineup

- *Show host:* [Brendan Jack](#) ([@brendanjack](#))
- *In-studio guests:* Guy Kilfoil ([@GuyKilfoil](#)), head of communications, BMW South Africa ([@BMW_SA](#)); and Micheal Wilson ([@msbwilson](#)), media manager of Melrose Arch ([@Melrosearch](#)).
- *Discussion topics:*
 - Social media as a customer interaction channel
 - The effectiveness of social media in distributing news, updates as well as dealing with complaints from consumers
 - Are social media campaigns targeting desired audiences and how are they measured?
 - Are South African businesses using social media effectively and are they using social media to its full potential in marketing products?
- *Weekly news roundup:* [Bizcommunity](#) marketing manager [Warren Harding](#) ([@BizcomWazza](#))



How to listen

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

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@brendanjack](#), [@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.

PS. If you missed last week's, [\[Biz Takeouts Lineup\] 24: Mobile/tablet apps in advertising, marketing](#) show, [download](#) (43.8MB) or [listen](#) to the podcast (47:52 minutes).

Episode 24: Mobile/tablet apps in advertising, marketing

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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