

99: Best Marketing International and a jam-packed show

On the last [Biz Takeouts Marketing and Media Radio show](#), 24 July, host Warren Harding chatted to Hando SiniSalu, Founder & CEO of Best Marketing International. We spoke to Hando about "The Best of Global Digital Marketing: The Book" as well as his trip to JHB and CPT on 13 & 14 August to talk at the Marketing Mix events. Hando discusses how they chose the case studies that are featured in the Best in Global Digital book and we chat about the South African entries for The Tweeting Badger and the Organ Donor shop by Native VML ([@native](#)).



Find out more about the event happening in Cape Town and Johannesburg brought to you by Marketing Mix right here: www.marketingmixconferences.co.za.

Then we shift our attention to a Business Referral Networking company called Just Ask! ([@justask_SA](#)). We chat to CEO, Craig Shelley ([@justaskcraigs](#)) to find out more about how Just Ask works and the benefits for companies getting involved with them. We also look at the Biz Link software used by Just Ask and how members share referrals with Just Ask.

You can find out more about Just Ask by going to www.justask.co.za, or watching their video:

Our third guest on Biz Takeouts was Trevyn McGowan, one of the founders of Business of Design. We find out more about the two day seminar called Business of Design happening in Cape Town and Johannesburg in October this year. We look at the inspiration for the event, the big named speakers taking part in each of the events and what guests can expect at the seminar. Trevyn also tells us why design should be run like a business and what the industry needs to know.

Find out more about the seminars happening on 15 & 16 October in Cape Town and 22 & 23 October in Johannesburg by going to: Business of Design Facebook page or website: www.businessofdesign.co.za.

Lastly, in the super packed episode 99 of Biz Takeouts we chatted to Kirsty Henderson, PR and Marketing for uAfrica.com, organisers of the 2014 Ecommerce Conference and 2014 Ecommerce Awards. We find out about the Ecommerce workshops happening in Cape Town & Johannesburg on 2 & 3 September as the pre-events to the actual conference happening in Joburg on 4 September. We take a closer look at some of the key speakers at this year's event and discuss the Ecommerce Awards, the awards categories, how the public can vote for their favourite entries and stand a chance to win an Apple iPad. We also touch on who should be attending the workshops and what can be learnt from being there on

the day.

To find out more about the Workshops and conference go here: www.ecommerceconference.co.za/schedule/

To find out more about the Ecommerce awards 2014 go here: www.ecommerceawards.co.za/

Get all the information by listening to this week's podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)

The news roundup covered:

- [DigiChat with Andrea: Mobile Advertising & Marketing](#)
- [\[NewsMaker:\] Joanna Oosthuizen](#)
- [Big data, big advantages](#)
- [Avoid these five common digital media mistakes](#)
- [Featured Job: Senior Media Strategist](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on biztakeouts@bizcommunity.com.

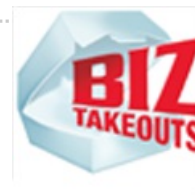
Podcast

If you missed the show, [download](#) (116MB) or [listen](#) to the podcast (103:54min).

Episode 99: Best Marketing International and a jam packed show

Date: 24 July 2014 **Length:** 103:54min **File size:** 116MB **Host:** Warren Harding

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