

## 132: Digicape launches iBeacon technology in South Africa

On Thursday, 21 May 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Gerhard De Kock, Business Development Manager for Digicape, to talk about the iBeacon product called Beamo.



Beamo is a mobile platform bridging online and brick-and-mortar to create an enhanced shopping experience. We find out how Beamo works, the advantages for brands and stores using iBeacons and how it actually works for your brand.

We throw out some new ideas on how brands can use iBeacons and Beamo and how easy the setup process for for using iBeacons really is for retailers and brands.

[Check out the Beamo here.](#)

We were also joined in studio by Daniel Gross, CEO of AdMarula, a specialist performance marketing network. We look specifically at performance marketing and the benefits for ecommerce brands on driving acquisitions and sales. We chat to Daniel about the ROI of online marketing and how ecommerce providers can drive quality acquisition that impacts their bottom-line. We find out about Daniel's step-by-step guide to getting performance marketing right and some of the biggest mistakes currently been made.

[Check out the AdMarula here.](#)

In a pre-recorded interview segment, we spoke to Scott Cundill, founder of Majestic3. Cundill challenges commonly-held beliefs about the value and performance of social media in business today by drawing from multiple research sources (including a Forrester research study) indicating some staggering figures, which may be discouraging for marketers. We also look at the evolution of email marketing and how email and social media marketing can complement one another.

[Check out the Majestic3 here.](#)

Make sure you listen to the most recent podcast of the show, which airs every Thursday from 9am to 10am, streamed live via [2oceansVibe Radio](#).

### The news roundup:

- [10 business lessons for brand success](#)
- [Bruce Good's OurHood unites neighbourhood communities](#)
- [The state of digital in South Africa](#)
- [Five reasons why we use social media](#)
- [Featured Job: Head of Digital Strategy](#)

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](mailto:biztakeouts@bizcommunity.com).

### Podcast

If you missed the show, [download](#) (109.9MB) or [listen](#) to the podcast (59:56min).

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**Date:** 21 May 2015 **Length:** 59:56min **File size:** 109.9MB **Host:** Warren Harding



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