

## 77: Content marketing in print and The Bookmarks

Last week on the [Biz Takeouts show](#) we spoke about content marketing through print publications and how brands are using print to increase sales and build loyalty. We also take a look at the upcoming digital industry awards event, The Bookmarks 2013 and find out more about the event and what's happening. [\[twitterfall\]](#)



### Lineup

In studio on Thursday, 7 November 2013, we hosted group account director for John Brown Media ([@johnbrownmedia](#)), Lisa Visser to talk about content marketing and how clients are using print to build customer loyalty and increase sales. We discussed why print is an important part of the content marketing mix and how content is tailored for digital and print platforms to achieve the best results. We also looked at some of the clients John Brown Media is currently working with.

Then on Skype we hosted Nikki Cockcroft ([@nikkicockcroft](#)), current chair for the annual digital awards event, The Bookmarks ([@thebookmarks](#)), to discuss what can be expected at this years event happening on 14 November in Cape Town. We also talked about the Bookmarks workshops happening next week in JHB and CPT. To find out more about The Bookmarks 2013, go to [www.thebookmarks.co.za](http://www.thebookmarks.co.za).

To win two tickets to attend The Bookmarks Awards, tweet [@bizWazza](#), tell him why you want to attend and use [#bookmarks2013](#). Winners announced on Tuesday 11 November.

### The news roundup covered:

- [Media24 comes before](#)
- [Competition Tribunal](#)
- [Mxit Brand Index: 31 October 2013](#)
- [Smart phones, dumb users](#)
- [Q&A with Bookmarks judge Laura Jordan Bambach](#)
- [Featured Job: Marketing Manager](#)

### Podcast

If you missed the show, [download](#) (30MB) or [listen](#) to the podcast (32:47min).

### Episode 77: Content Marketing in Print and The Bookmarks 2013

**Date:** 7 November 2013 **Length:** 32:47min **File size:** 30MB **Host:** Warren Harding



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