

177: The Marketing Mix Shopper Path to Purchase speaker Amanda Cromhout

On Thursday, 9 June 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) looked at the upcoming Marketing Mix, Shopper Path to Purchase 2016 event happening on 20 and 21 July at the Sunnyside Park Hotel in Johannesburg.



The Shopper Path to Purchase event is all about how digital marketing has joined the proven mix of merchandising and above the line media by facilitating interaction with target shoppers and added dimension of the loyalty clubs. So the professional retailer and brand marketer has to continuously evolve the communication mix. [Click here](#) to read the program and check out the credentials of the speakers.

We are joined by one of the event speakers, Amanda Cromhout, founder and CEO of Truth, a boutique consulting business, specialising in loyalty, CRM, customer centricity and social CRM. Truth enables you to really understand and optimise that customer asset, by helping clients to understand their customers' needs and potential value to their business.

We chat to Amanda about:

- Who and what exactly is Truth.
- We chat about loyalty and rewards programs in South Africa.
- We look at the evolution of shopper marketing and how brands communicate with their customers.
- We look at the use of shopper data for retailers and the best way to use this data when communicating.
- We discuss what Amanda will be covering at the Marketing Mix Shopper Path to Purchase event in July.

All this and so much more for retailers and marketing managers is covered in the podcast this week.

This is the 9th annual [Shopper Path to Purchase conference](#).

[Check out Truth here.](#)

Get all the information by listening to this weeks podcast.

Episode 177: The Marketing Mix Shopper path to purchase 2016 event speaker Amanda Cromhout.

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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.



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