

# 151: Twitter advertising and Jupiter Drawing Room Cape Town

On Thursday, 1 October 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizwazza](#)) was joined via phone by Stephen McIntyre ([@stephenpmc](#)), Vice President of Twitter sales EMEA and in studio by Dale Imerman ([@idale](#)), Head of Digital for Jupiter Drawing Room Cape Town ([@JupiterCT](#)).



Stephen tells us why South Africa is important to Twitter, the various advertising options on the platform and shares some valuable advice on how to use Twitter effectively. Lastly, we looked at the future of Twitter and we got good advice on predicting the future with tweets and the best practice from around the globe. We also talked a little rugby.

[Check out Twitter Business here.](#)

To find out more about advertising on Twitter in SA, contact [Addynamo](#).

Then Dale Imerman comes into studio to talk digital marketing and where we currently stand. We look at Dale's three challenges in digital and how to solve them, as well as how clients approach agencies, and how agencies have evolved. We end off by looking at Dale's predictions for the future of digital marketing.

[Check out Dale's article here.](#)

[Check out The Jupiter Drawing Room here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

## The news roundup:

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- [Featured Job: Content Creator and Manager](#)
- [\[NewsMaker\] Selvan Naidoo](#)
- [Why reputation is important when it comes to email marketing](#)
- [Protecting your creativity on the web](#)
- [Why do big brands keep making the same mistakes](#)

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](#) (102MB) or [listen](#) to the podcast (55:59min).

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**Date:** 1 October 2015 **Length:** 55:59min **File size:** 102MB **Host:** Warren Harding



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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