

52: The business of blogging

Find out more about the business of blogging in South Africa by listening to the podcast of last week's [Biz Takeouts Marketing & Media radio show](#), which airs every Thursday from 5-6pm streamed live via [2oceansVibe Radio](#). [\[twitterfall\]](#)



Lineup

In the Cape Town studio on Thursday evening, 7 February 2013, was Dan Nash ([@bangersandnash](#)) from men's lifestyle blog [Bangersandnash.com](#) and Natalie Roos ([@natalieroos](#)), creator of [Tails of a Mermaid](#).

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They shared with show host [Warren Harding](#) ([@bizcomwazza](#)) on how they got started in the blogging business; the various platforms they use and recommend; how different content drives traffic; how they measure traffic on their sites; the need for a standard measurement so all players are on the same page and how to make money from blogs.

They also discussed what advertisers need to know about drops and advertising and how bloggers can help businesses access their target audiences.

The news roundup covered:

- [Featured Job: Creative Director - Digital](#)
- [Bizcommunity competition](#)
- [Google enhances AdWords](#)
- [New chairperson at DMMA](#)
- [Retainers vs projects](#)



Podcast

If you missed the show, [download](#) (48.8MB) or [listen](#) to the podcast (53:18 minutes).

Episode 52: The business of blogging

Date: 7 February 2013 **Length:** 53:18min **File size:** 48.8MB **Host:** Warren Harding

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Comments or questions

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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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