

## Let's Talk Digital podcast launches on Bizcommunity

This September, [Let's Talk Digital](#), a new multimedia offering launches on Bizcommunity. The bi-weekly podcast, hosted by Audrey Naidoo and produced by Tyran De Beer, features conversations with leading voices in the SA digital marketing and media space.



Let's Talk Digital is hosted by Audrey Naidoo

In addition to being the owner and founder of Let's Talk Digital, Audrey is head of digital marketing at Absa, a digital activist, podcaster, influencer, public speaker and a member of various professional bodies including the IAB Brand Council, MMA, CMO Advisory Council for Africa and MASA.

Let's Talk Digital, which has already notched up 52 episodes, consists of 30-35 minute interview-style conversations focussed on closing the digital marketing knowledge gap by sharing and igniting new ideas that help businesses upskill and educate across a range of digital and marketing transformation topics.

Some of the recent participants in the podcasts include Haydn Townsend, managing director of Accenture Interactive and the chairman of The IAB SA on the topic of 'the shift from customer experience (CX) to The Business of Experience (BX)'; Greg Bailie, Head of Growth for Tik Tok in SA, shares trends and opportunities for brands on the platform; plus local and global industry thought leaders on topics covering media, creative, technology, tools, resources, content and measurement trends.

Fans of Let's Talk Digital audiences can look forward to content around harnessing digital trends and transformation, as well as keeping abreast of the latest changes across the digital ecosystem.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital

conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

For more, visit: <https://www.bizcommunity.com>