

180: Hendri and Kyle from Barbarossa Media

On Thursday, 7 July 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) took a closer look at new kid on the block, content-first digital marketing agency, Barbarossa Media, who creates engaging content for brands to connect to their customers in an impactful way.



We were joined in studio by the agency founding partners, Hendri Lategan, CEO and Kyle Hauptfleisch COO.

We spoke to Barbarossa Media about:

- The history of the agency and why it started.
- The services offered by the agency.
- Content marketing as a marketing foundation.
- The measuring of content marketing.
- The sales cycle of content marketing plus value and relevance.
- The state of content in south Africa right now.

We end the show by looking at the future of content, the trends we can expect and the future of Barbarossa Media. All this and so much more is covered in the podcast this week.

[An Introduction to Content Marketing](#) by Barbarossa Media.

Episode 180: Hendri and Kyle from Barbarossa Media chat content

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The news roundup from [Bizcommunity](#):

- [How millennials prefer to work](#)
- [Why brands miss their target market](#)
- [Those 'idiots' are your brand ambassadors!](#)
- [Elements of a great content marketing strategy](#)
- [South African agencies to benefit from iDidTht.com launch of #WorkToWatch](#)

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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