

119: Careers24 Sandcastle campaign and Mike Sharman

On the last [Biz Takeouts Marketing and Media Radio show](#) on Thursday, 22 January, show host Warren Harding was joined in studio by Nadia Boucher Coombe, Head of Marketing for 24.com.

We focused specifically on Careers24 ([@Careers24Jobs](#)), as it's that time of the year when matriculants are looking at entering the jobs market and many South Africans are looking at a change in career direction.



We spoke to Nadia about the recent Careers24 Sandcastle campaign that took place in January 2015 on Camps Bay beach and Plett beach. We find out the inspiration of the campaign, the behind the scenes details as well as the results. We also chat about how recruiters, brands and candidates can use Careers24 to assist with all employment needs. We end the show by looking at how online is transforming the recruitment industry.

[Check out Careers24 here.](#)

[The Careers24 sandcastle campaign gallery.](#)

Then via Skype we were joined by Mike Sharman ([@mikesharman](#)), owner and founder of Retroviral Digital Communications ([@retroviral](#)). We look at Mike's [#biztrends2015](#) article, [Online influencers are the billboards of 2015](#). We talk about influencers, and the link between content and influencer audiences, how important strategy is in defining your marketing and the expected trends for 2015. We end off with a discussion on video content, the do's and don'ts and the importance of high quality video production.

[Check out Retroviral here.](#)

[Check out Mike Sharman here.](#)

[Check out all the BizTrends 2015 articles here.](#)

Join Mike at the Durban leg of the [IMC Conference](#) happening on 23 - 24 March where he will doing a content and influencer keynote presentation with Retroviral CEO, Kirsty Sharman.

Make sure you listen to the most recent podcast of the show, which airs every Thursday 9am-10am streamed live via [2oceansVibe Radio](#).

The news roundup:

- [Your 2015: The consumer, content and collaboration](#)
- [Business and consumer trends for 2015](#)
- [15 global trends for 2015](#)
- [DigiChat with Andrea: Content Marketing](#)
- Featured Job: [Project Manager](#)

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.

Podcast

If you missed the show, [download](#) (85.8MB) or [listen](#) to the podcast (46:55min).

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