

132: Digicape launches iBeacon technology in SA

On the next [Biz Takeouts Marketing & Media radio show](#) tomorrow, Thursday, 21 May 2015, from 9-10am, show host Warren Harding looks at iBeacon technology with Digicape.



We speak to Gerhard de Kock, Business Development Manager for Digicape ([@DigicapeSA](#)), about the iBeacon product called Beamo, a mobile platform bridging online and brick-and-mortar to create an enhanced shopping experience. We find out how Beamo works, the advantages for brands and stores using iBeacons and how it actually works for your brand.

Then we shift our attention to Performance Marketing and the benefits for ecommerce brands on driving acquisitions and sales. In studio we have Daniel Gross, CEO of AdMarula ([@AdMarula](#)), a specialist performance marketing network. We chat to Daniel about the ROI of online marketing and how ecommerce providers can drive quality acquisition that impacts their bottom-line.

We end the show by looking at purpose-driven marketing and chat to Jacqui Maroun ([@JaxTimeTraveler](#)), Head of User Experience Design at NATIVE VML ([@Native](#)), about how purpose-driven brands are geared towards attracting customers that share its values. This approach creates real relationships, bonding and a powerful connection that's useful in doing good.

Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Daniel Gross and Gerhard de Kock
- *Via Skype:* Jacqui Maroun

How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone, Blackberry or Android apps](#)

Comments or questions

- Email: biztakeouts@bizcommunity.com
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

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