

176: CloudOne.mobi and Marketing Mix Shopper Path to Purchase 2016

On the next [Biz Takeouts Marketing & Media radio show](#) on Thursday, 2 June 2016, from 9-10am, show host Warren Harding takes a look at the upcoming Marketing Mix, Shopper Path to Purchase 2016 event, happening on 20 - 21 July at the Sunnyside Park Hotel in Johannesburg.



We talk to one of the event speakers, Dana Buys, CEO of CloudOne.mobi, a leading expert in boosting business performance with technology, including digital in-store signage.

Dana joins the show to tell us more about CloudOne.mobi, trends within the retail and signage environment and to chat about his talk at the event covering:

- Localising digital signage content via cloud computing
- Explaining the cloud breakthrough
- How store managers can now load content directly relevant to their store and their department
- Case studies demonstrating cloud digital competitive advantages

We are entering a new age of marketing where all media are sales channels, all communications have “buy now” capabilities, and all marketing is essentially shopper marketing.

- Brand manufacturers must build shopper-centric thinking into the earliest phases of brand development.
- Retailers must partner with brands and vendors to enhance loyalty, improve the shopping experience and drive traffic sales.
- All partners must rely on deep insights to connect with shoppers along the entire path to purchase.

Get all the info on the upcoming Marketing Mix, Shopper Path to Purchase 2016 event [here](#).

Tune into Biz Takeouts every Thursday from 9am-10am live from the 2oceansVibe Radio studio in Cape Town as we discuss the topics that matter in Marketing & Media.

How to listen

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Comments or questions

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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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