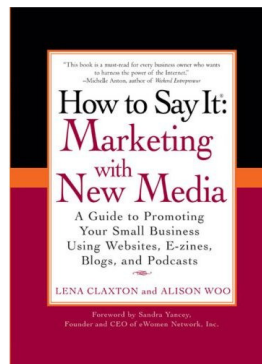




Dental **WEALTH** Builder
By Dr. Bhama Doshi

How to Say It: Marketing with New Media

A Guide to Promoting Your Small Business
Using Websites, E-Zines, Blogs, and Podcasts



Authors: Lena Claxton
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About the Authors:

Lena Claxton has extensive marketing experience helping entrepreneurs and authors market themselves on the Internet. She was marketing product manager at Baker & Taylor Inc., the world's largest book distributor. Her syndicated articles on marketing have appeared on Web sites around the world.

Alison Woo is a journalist with extensive experience in television, print, radio and online media. She has worked for CNN Headline News, Emmy-Award winning anchor Linda Ellerbee and freelances for national news organizations. An alumnus of Columbia University's Graduate School of Journalism, Alison was an executive producer and writer for television stations in New York, Tampa, Sarasota, Orlando, Charlotte and Atlanta.

<http://www.newmediamavens.com/>

■ The Big Idea

"How to Say It: Marketing with New Media" offers cutting-edge solutions for marketing your small business to today's ever-evolving online community. Packed with content templates and practical steps for getting the word out, this book is a one-stop resource for building a network of loyal customers.

You'll find quick tips for generating website copy, articles, podcast scripts, and blog posts, so you can launch an online marketing campaign no matter how limited your time or budget might be. It also covers tips for writing selling copy; the keys to creating a marketing message that sizzles; step-by-step instructions for promoting with your new media tools; strategies for attracting site visitors and e-zine, blog, and podcast subscribers; and savvy techniques for using search engines, viral marketing, and social media

Whether you're just beginning to explore digital media or want to improve the marketing tools you've already built for your business, this useful guide will help increase your visibility – and your bottom line.

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■ Why You Need This Book

This book offers new media tools that will help your business and your message stand out from the crowd. For each of the tools recommended, you'll be shown how to speak to your always-evolving audience, who are becoming more savvy, edgy, and impatient every day – as well as how NOT to go about doing so.

■ Creating Your Marketing Message

A marketing message is a succinct statement that explains the purpose of your business to your target audience. It is no coincidence that the marketing message has been nicknamed the “elevator speech.” You should be able to say what you do, who you do it for, and the benefits you provide in the time it takes to ride the elevator – about thirty seconds.

Here’s an easy “what (verb), whom (ideal client), and how (key benefit)” formula for creating a unique marketing message that will quickly communicate with your target audience:

What do I do? Create [verb] mouthwatering confectionery.

Whom do I serve? People who are celebrating [ideal client].

How specifically do my customers benefit? Parties are transformed from the simple to the sublime [key result].

The next step is to combine your what, whom, and how:

“Renaissance Bakery creates mouth-watering confectioneries that transform your celebrations from the simple to the sublime.”

Verbs That Articulate What You Do		
Empower	Help	Find
Guarantee	Provide	Match
Connect	Partner	Get
Collaborate	Make	Work
Build	Create	

Remember that your marketing message is dynamic, not static. Consider who you are talking to, and make sure your message is audience appropriate. Also, whenever there’s a change in your business product or service, it’s time to revise your message.

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■ Getting Your Message Across with a Website

Today, without an online presence, your business is likely to be perceived as nonexistent. Your website is the hub – the gateway to all of your online marketing efforts. It is an integral part of your business identity and your calling card for doing business in the twenty-first century.

A website also is an essential lead-generating tool, capturing visitors' contact information and automatically building your authentic customer list – spam free.

When communicating with your audience, remember that nonverbal communication is important on the web. When using a template, use colors that harmonize with your existing marketing materials to keep a consistent look. Better yet, hire a web-designer who can create an exact color match to your offline promotions and develop a personalized site.

Perceptions for Businesses

Because 90 percent of communication is nonverbal, color plays an important role. Like scent, color evokes an emotional response. Although there are some can't-miss choices, don't be afraid to be authentic and experiment with colors that resonate for you. The following list provides the traditional meanings of common colors and suggests compatible business usage:

Pink: Romance, love, friendship, delicacy, feminine; ideal for relationship coaches, florists, and breast cancer awareness sites

Purple: Royalty, spiritual, transformation, creativity, new age; ideal for spirituality-based or new age businesses and businesses in the creative realm

Blue: Solid, communication, calm, wisdom, trust, reassuring; ideal for financial businesses, insurance companies, and lawyers

Green: Growth, money, abundance, fertility, freshness, health, environment; ideal for grocers, environmental businesses, therapists, healthcare businesses

Red: Energy, strength, texture, passion; ideal for bold businesses based on power and for professionals; use in combination with black

Black: Power, sophisticated, elegant, formal, style, dramatic, serious; ideal for fine dining establishments; commonly used as an accent color

Gold and yellow: Wealth, wisdom, prestige, power, energy, joy, clarity, light, intelligence, optimism; ideal for the construction industry

White: Purity, goodness, simplicity, clean; ideal for almost every business

Brown: Friendship, earthy, comfort, content, reliable, sturdy; ideal for businesses involved in administrative support

Orange: Vibrant, enthusiasm, energy, warmth; ideal for creative businesses and teachers

Gray: Security, staid, quality, professional, old-age; ideal for the legal industry

HOW TO SAY IT ON YOUR WEBSITE

- Make it easy for customers to find you. Select a domain name that's the same as your business name or your slogan. Make sure you are listed on all the major search engines.

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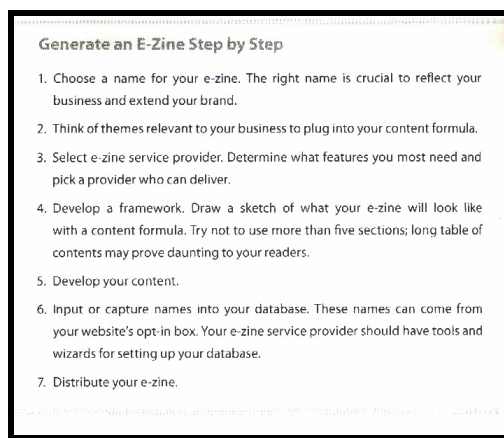
- Refine your home page copy. It is the first impression of your company. Have finely honed content that speaks directly to your target audience.
- Write conversationally. Use words to convey a feeling of warmth, professionalism, and trustworthiness.
- Offer incentives. Create a coupon, and offer it as free download to visitors who provide their name and e-mail address. Entice customers with a one-time-only discount.
- Use language that positions you as an expert. Convey your experience and expertise in a short statement.

HOW **NOT** TO SAY IT ON YOUR WEBSITE

- Don't use corporate speak. Too much jargon can obscure your meaning. Be clear and specific in what you say.
- Don't focus on your own gains. Avoid phrases that emphasize greed and what you will get out of the transaction. Keep your focus on the customer.
- Don't lose track of the customer. Keep the emphasis on how you can be of service.

■ Getting Your Message Across with An E-Zine

While your website is your new media foundation, your e-zines (or online newsletters) go out into the Internet universe, lasso your customers' interest and bring them back to your site. An e-zine is a regularly scheduled e-mail communication that entices your customers, informs them of your current offerings, and reconnects your business to their basic needs.



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HOW TO SAY IT WITH E-ZINES

- Pick a theme for each month. After determining your theme, introduce it and then provide a relevant solution or address a need related to that theme.
- Write conversationally. Use words that you'd normally say out loud to engage your reader. Write in first person, using the pronoun "I" instead of "we", "they", "he", or "she".
- Address your readers by name. Use your subscriber's name in the greeting section of your e-zine.
- Write relevant content.
- Create an attention-getting subject line. Remember that your subject line must compel readers to open your e-zine.

*HOW **NOT** TO SAY IT WITH E-ZINES*

- Don't use a generic greeting.
- Don't create an e-zine that is radically different from your website.
- Don't use a free e-mail domain for distributing your e-zine.
- Don't write lengthy tomes.
- Don't offer only self-serving content.

■ **Getting Your Message Across with a Blog**

Blogs have had the biggest effect on the way businesses communicate with their customers. Blogs are the most direct two-way online communication vehicles, making them the heart of organic discourse. They're engaging; they're interactive; and as a result, they create a conversation, not a monologue.

Thanks to their informal tone, blogs can offer fresh insights into a company, allowing for direct access to decision makers and encouraging communication between customers.

HOW TO SAY IT WITH YOUR BLOG

- Name your blog so it reflects what you'll be talking about and it relates directly to your business.
- Keep your blog on focus with themes.

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- Find a provider that offers all the technical elements you need to create an effective blog.
- Keep the same look and feel as your other marketing products – both online and offline.
- Keep the tone casual. Be authentic, natural, honest, and informal, but maintain professionalism.

*HOW **NOT** TO SAY IT WITH YOUR BLOG*

- Don't bombard your readers with listings and blatant advertising.
- Don't write in a stilted, awkward manner.
- Don't recite industry information without adding in your own thoughts.
- Don't write an essay.
- Don't be wishy-washy. Take a stand on the topic.

Step-by-Step Formula for the Perfect Blog

1. Determine who your audience is. What are you going to say to your readers that is going to be unique? Who will you talk to? Find a niche to find success because a blog or any business that aims to serve an audience that is too broad and nondefined is set to fail.
2. Get a catchy name that extends your business's branding. The right one makes the blog memorable.
3. Determine what interactive tools you will use on your blog. Will your blog use audio or video?
4. Find the right provider. Once you know what elements you want to use to enhance your blog, choosing the right provider becomes clear. If you are using video, you may need to invest in a blog that offers enough space to store it.
5. Create content that is of value to your customers. Offer tips, information, questions and answers, interviews, and insights not available in other places.
6. Start posting. Create several posts on your blog so that there's enough content when you send the word out. Commit to blogging at least two to three times per week.
7. Submit your blog to major blog banks.
8. Tell people about your blog. Send an e-mail to your customers and anyone you know who will be interested. Invite people to read your blog.

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■ Getting Your Message Across with a Podcast

Podcasting is the youngest sibling of the new media suite. With both audio and video capabilities, podcasts offer you an opportunity to expand on your message in a way that aligns with your learning style and the style of your customers.

If you embrace this technology now, you can be one of the first businesses on your block to get the word out using this medium, which gives you a competitive edge.

HOW TO SAY IT WITH YOUR PODCASTS

- Think about what value you can offer your clients with content that is visual and sounds appealing.
- Find a name that's compelling.
- Use a theme to help you create symmetry among all your new media products.
- Find content that is relevant, such as an interview or a book review.
- Sound sincere. You don't have to be a broadcaster to record your voice. Just be professional and enthusiastic. Remember that tone has a lot to do with how your message is received.

*HOW **NOT** TO SAY IT WITH YOUR PODCASTS*

- Don't garble your words.
- Don't speak in a monotone.
- Don't record in a noisy environment.
- Don't bombard your readers with too much information.
- Don't use blaring, harsh music.

■ Putting It All Together

Learn how to promote your business with several proven marketing tactics such as the following:

Search Engines. Making sure your business is at the top of the results list is critical for if you want prospects to find your business. After clicking on the link to your website, they will be able to find out who you are, discover the nature of your business, and make a decision about whether they want to become your client or customer.

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Viral Marketing. The links to your new media products become your finger-prints in cyberspace. Post an article or report online, embed the URL to your website or blog, and the world can follow you to wherever you lead it.

Social Media. These sites have become a transformative element in society. The possibilities for spreading the word about your business to this global community are limitless.

Other tactics. The Internet allows you to attract attention to your business in numerous ways. Vast opportunities exist for you to join forces with like-minded businesses to create synergy and boost your business.

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