

What Can New Media Do for Your Business?

As a small business owner, you can harness the tremendous power of new media using your website, e-zine, blog, podcasts and social media to transform the way you do business. When you market your business with new media, no longer are you relegated to promoting one-to-one.

Now you can reach millions of people at once.

But that's not all, promoting your business on the Internet with new media tools offers you three unique opportunities that you would not get with any other medium:

1. **Speak from the core of who you are and what you want to share.** It's essential that you hone in on your message ensuring it reflects your vision and the needs of your audience. The most effective website content is what your audience wants and needs. The same thing applies on your e-zine, blog, audio and video podcasts or interacting with your customers or prospects on MySpace, Facebook or any of the social media sites. The key is having a clear message that resonates with both you and your audience.
2. **Save time and money.** Who has time to create an e-zine, blog posts, weekly podcasts and chat with "friends" on Facebook? You do! You will reap big, time-saving benefits when you approach new media as an integrated unit rather than individual tools that sap your time and energy. A streamlined approach is integral to success where content flows easily from your e-zine to blog and repurposed in your podcasts or with discussions on your Facebook.

Show me the money! The money savings that is. No other promotional tool exists that allows you to do so much for so little. In fact, many new media tools cost little or no money at all. You can set up a blog on these popular blog providers: www.wordpress.org and www.blogger.com, among others, at absolutely no cost. At a time when custom-made websites are costing thousands of dollars, you can opt for a do-it-yourself website for a minimal charge. And, considering that over 400 million people use social media everyday, you can tap into this audience by setting up a free Facebook or MySpace account.

New media is not only effective in its operational costs but as a means of leveraging the playing field. You don't have to spend money on fancy offices and slick looking printed materials to get BIG attention.

3. **Build your own community of loyal customers.** By far, this is the biggest opportunity that new media offers your business. When you set up processes to capture contact information you've set the wheels in motion of creating and sustaining relationships to infinity. The next cog in the wheel is to consistently give your core audience the value they are seeking. You can reach out with your e-zine, blog and podcasts and entice these prospects or customers back to your website with your offerings.

You don't have to feel overwhelmed when you contemplate tapping into the vastness of cyberspace. Focus on speaking from your core values, reflecting your values and vision. Tap into the time and cost-saving opportunities as well as the significant

aspects of building and sustaining relationships to reap the rewards of using new media in your business.

Copyright 2010. All Rights Reserved. Lena Rose is CEO of the Rose Media Group, a business technology solutions company. She is co-author of the book, *Marketing with New Media: A Guide to Promoting Your Small Business Using Websites, E-Zines, Blogs & Podcasts*. [Order the book](#). For more information, visit www.rosemediagroup.jm.com.