

Blogging and Podcasts as Internet Advertising PR Tools

When it comes to marketing and promoting a business, lots of small businesses are operating on a tight budget. Many rely on word of mouth, or client referrals for business, but that will only take a business so far. Traditional advertising methods can help create brand recognition for your business, but maintaining an effective advertising campaign can be costly.

The Internet has become the promotional tool of choice for many. It offers a variety of low cost, online options. Blogging and podcasting are two of the latest technologies being used as online promotional tools. With the right advertising strategy they can take your Internet advertising campaign to a whole new level.

Blogging Your Business

The popularity of blogs can help your business reach a wider audience. There are lots of options available to you when setting up your blog – some blogs require payment to maintain them and some blogs are free. In order to be effective with your blog, take time to explore a few blogs and blog providers. Select the provider with features that work best for you. You can even customize the look of your blog. Choose interesting layouts and color schemes, but keep things simple. Your visitors will be more interested in what you have to say. The content of your blog is most important.

Update your blog regularly. You should post new content at least three times a week. As your readership grows, you will notice that faithful followers of your blog will return frequently anticipating your updates. Stay up to date with the latest reports of what's happening in your industry.

Think of your blog readers as a community. As you share information about your business and the industry you represent, encourage your readers to leave comments, reactions and questions to your blog postings. This type of feedback will help you better understand your target market's preferences. Engage your blog readers. Don't use your blog as a hard selling ad for your business. Instead use your blog as an informational resource where readers can get valuable information and learn more about your business. Provide them with other resourceful links to get more information. Take the time to respond to your blog reader's comments on a regular basis.

Promoting With Podcasts

Podcasting has quickly become the latest Internet innovation. You can download audio files from the Internet onto your iPod and listen to them anytime you want. Some businesses are now using podcasting on their websites by offering these audio files in addition to the content. Podcasting gives visitors to your website the chance to hear more about your company and the products and services offered.

When you promote your business using podcasts, it should be used to offer prospective clients free information that will benefit them whether they decide to utilize your products and services or not. Don't turn your podcasts into an infomercial. Offer clear, easy to understand information. Provide podcasts with information that will help your visitors solve a particular problem, and then perhaps suggest your product at the end. Don't push your product on your listeners.

Keep your podcasts short, focused on only one topic. Your listeners should be able to find the information they need easily in one podcast. They should not have to sit through one hour-long podcast to find the information they need.

Keep your visitors informed about the podcasts you will be coming soon. This can be a great way of encouraging visitors to return to your site. Give listeners a way of staying updated on podcast topics by offering a subscription notice that sends subscribers notification each time a new podcast becomes available to download. It's important to be consistent with your podcast production.

Blogging and podcasting can be valuable complements to your Internet promotional campaign. Both can help you become a credible informational resource by providing relevant information. Blogging and podcasting can help you create a loyal following of prospects and new clients for your business.