

Adapting Internet Radio For Small Business Marketing At Low Cost

The new information era is forcing small business leaders to adapt new media. One such new media is internet radio.

K. David Katzmir points out “fortunately, there are tools out there that don’t require time-consuming learning curves.”

So if a small business leader is looking to expand his or her outreach, he or she may wish to consider extending one tool they already have: their voice.”

Like many other small business leaders, Katzmir learned through trial and error.

Based on his experience Katzmir outlines the steps to creating an internet radio program.



K. David Katzmir

- A simple production schedule moves like clockwork. Each week a linked newsletter is e-mailed to announce the upcoming radio broadcast.
- The company web site has an opt-in link for the newsletter on the home page, so these two things are mutually supporting.
- The programs can be dynamically connected to various social media to syndicate content.
- Establishing a specific time each week or each month for the show but listeners can here the show in the archives at any time.
- Running the show is like driving an automatic transmission. The host logs in to the programs control panel page and acts as his or her own engineer with a setup that can be learned in minutes.
- The host can call in with a telephone or use Skype to speak on the program. Since guests can call in, or Skype out, to reach guests around the world, more than one guest can be on the air at the same time.

- The show can be done live or may be prerecorded to accommodate guests or to enable the host or staff to edit and broadcast at a specified time. To edit the show, Katzmir suggests Audacity audio software, which is free.
- Since it is possible to upload pre-recorded shows or segments, the host can introduce lead-in music, insert pre-recorded announcements, and even sell advertising time.

As Katzmir points out, these tools have the power to take one beyond thinking in terms of “what can we do?” to the point of “what do we want to do?”

Katzmir also points out the cost on Blog Talk Radio and other sites are relatively cheap. Rates start at \$39 per month at the premium level.

With a relatively easy support plat-

form of usability and tips on how to do a show, a small business leader may indeed ask: “So what do we want to do?” Katzmir’s own experience with internet radio may be a good guide.

An additional factor, according to Katzmir, is that “something old and something new” are always the elements for success. Know when to use either.

“Sometimes tradition must be preserved, and sometimes we must stretch beyond our comfort zone. Utilizing expanded media and following good business guidelines, as are found on *Small Business Digest*, can be the combination that put things in perspective,” Katzmir adds. ♥

Editor’s Note: An expanded version of this primer is available at www.2sbdigest.com/blog-talk-radio.

K. David Katzmir can be reached at: www.TheWebElves.com. His program is The Cycles Of Change at www.BlogTalkRadio.com/cycles

80%:

Percentage of internet radio audience that listens for 1-3 hours per day.

Source: The Infinite Dial 2012





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