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 Katzmine 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, Katzmine learned through trial and error.

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

- 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 hear 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, Katzmine suggests Audacity audio software, which is free.
- Since it is possible to upload prerecorded shows or segments, the host can introduce lead-in music, insert pre-recorded announcements, and even sell advertising time.

As Katzmine 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?”

Katzmine also points out the cost on BlogTalk Radio and other sites are relatively cheap. Rates start at $39 per month at the premium level.

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

An additional factor, according to Katzmine, 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,” Katzmine adds.

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


80%:

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

Source: The Internet 2012
pr for people®
be famous for who you are & what you do

25$ A Month & No Contract

OLD NEW SOCIAL

It doesn’t matter.
What matters is getting the word out.
We have the right tools to help you get press coverage.

Press Kit
The press does not have time to hunt around your website.
Our press kit includes everything you want the press to know about you in just one page.

Media Switchboard
Get connected to the press!
We monitor multiple newsfeed services & analyze media queries to assess their relevance to you.
We help you find the right press for your area of expertise.

The Connector
A new digital magazine
The Connector features our clients in each issue.
One more way, we are serving our clients!

www.prforpeople.com
prforpeople@gmail.com
Office 206 284 4122 Mobile 206 979 3380