

Becoming the Media – A 21st Century Communications Strategy

BY: STEVE LUBETKIN

Woody Allen once remarked that “90 percent of success is just showing up.” Online, showing up means publishing great content. To get people to visit a business website, you have to develop helpful content that makes a difference for your customers and prospects.

1. Becoming the Media is a content publishing strategy, NOT a social media strategy: If you contribute helpful information on social media, you will gain trust and credibility – and positive word of mouth. To get people to retweet your comments or share your posts, **you have to have something to say.**

Most people find solutions to their problems through Google searches. If your business does not show up in the first page or two of Google search results, you are invisible. Google

scores frequently updated pages with photos, audio, and video, much higher than ordinary websites.

2. Your website: a broadcast transmitter and printing press combined. You can distribute your video and audio content globally at little cost by configuring your website as a publishing platform, not a static brochure.

3. Don't put your content on social media channels — put it on the website you control. Too many companies post fresh, high-quality content on Facebook, and people never have to visit your website to read it. Post content on your website. Announce it on Facebook. Don't send people to YouTube to watch your videos. Embed videos on your website so people spend “quality time” with your content.

4. Promote your content on social media. Use social media to tell people about your relevant, helpful content. But drive visitors to links on your website. Engage prospective customers on your own turf.

5. Produce more content regularly. Putting a video on your website is not a “one and done” activity. A single video that looks like a commercial or merely welcomes visitors to your website won't attract new customers. Inform and educate through fresh new content.

6. Forget about “viral” videos. Trying to predict what will “go viral” is like picking lottery numbers. Telling about successfully helping customers really matters.

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