

How to Create Media Exposure

By Shonda Miles

Web site traffic analysis and reports should be included in your Web hosting package. How to generate more Web traffic to your Web site so you can increase the success of your online business is a question you should frequently ask yourself.

You should never get too comfortable or confident in your current marketing and advertising program as your position within search engines will change daily based not only on your marketing techniques and campaigns, but also on those of your competitors as well. There are many ways that you can increase your Web site traffic—all leading to greater sales and profit potentials.

Media Exposure

Media exposure, of all kinds, is one way that you can boost your Web presence visibly and increase the amount of Web site traffic. Media exposure can also be defined as "promotion and publicity" for the online success of your company.

If you have an online business, or a traditional brick-and-mortar business that you want to advertise and promote online, you need to make sure that you get as much as you can out of media coverage without spending too much of your advertising budget. You need to make the media work for you, not against you, so that customers can easily find you, learn to trust you and your product, and keep coming back to your Web site for repeat sales as you develop loyal customers.

Your potential and existing customers only want to get services from a trustworthy business. To earn that trust and reliance, you have to make the most of media exposure so that you can build your credibility and find a secure position for your business as an expert in your target market. There are proven techniques that show you how to get media exposure without having to use up your entire advertising budget on advertising and public relations.

You should think of the Internet as your own personal publicity and media tool. You need to learn how to develop your own public relations and media campaigns so that you can build up the value, credibility, and trust that creates satisfied customers and repeat customers. When you gain that credibility and trust, you get more sales and increased confidence from your customers, and you gain the public profile that you want and need for your online or traditional business.

Many businesses pay thousands upon thousands of dollars for media exposure, publicity, and advertising. You can get free publicity and PR for your business Web site by using tried and proven methods that will garner media exposure with a little hard work.

By engaging in Internet media campaigns or "non-traditional" media methods for gaining media exposure, you can accomplish two things: 1) you can save a significant amount of money and 2) you get to be in full control of your own media techniques.

So just how do you gain media exposure? What you can't do is wait around for the media or customers to find your company Web site, or you may be waiting for a long time with very

low sales results. Publicity concepts are very simple: You need to get out there and create your own media opportunities instead of waiting for the press to find you. You make media exposure work for your business, and at the same time you save thousands of dollars along the way.

Your customers are going to form negative or positive opinions about your business based on what they see and hear on the radio, on the television, or in print. Mass media, such as radio, television, and print, are often difficult and certainly very costly methods to promote your business, so you must concentrate on less costly methods to grab the attention of customers in a big way.

By using positive media relations, you'll be taking the first step toward your successful positioning in the Internet marketplace. This will allow you to convert more of the traffic to your Web site into satisfied, paying customers.

About The Author:

Shonda Miles is a small business coach and consultant for Gotta Take Action. She invites you to join the Hot Marketing Tips Newsletter at www.gottatakeaction.com if you are interested in taking your business to the next level.

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