



Buzz Marketing for SMB Abstract
Worker Bees

Buzz Marketing for Small-to-Medium Businesses: A Half-Day Seminar
Leveraging the Latest Online Trends to Cost-effectively Grow Your Customer Base

Introduction:

Most of the standard rules for promotion no longer apply, especially if one of your target markets is the younger generation. This seminar focuses on ways small-to-medium businesses can leverage the Internet to spread their message and build a following. Get on top of the latest trends, with techniques that are extremely cost-effective and easy to execute for even the technically-challenged. This seminar will explore the promising Pros and sometimes unexpected Cons of three of the hottest online trends: search engine advertising, blogging and online communities.

Outline:

- I. The Declining Influence of Traditional Marketing Methods**
 - a. What markets you're missing, and why
- II. The "Conventional" Internet Marketing Tools**
 - a. Why these tools are already heading towards obsolescence
- III. The Pros & Cons of Three Hot Trends**
 - a. Search engine marketing: the advantages & pitfalls
 - b. Blogging for business: what are blogs, and how can they help you?
 - c. Online communities: finding, joining and creating them
- IV. You've pulled folks to your web site: now what?**
- V. Your First Steps**

Take Away:

Every attendee will walk away with practical ideas and instructions about how to start a buzz marketing campaign. The presentation will expose why this kind of marketing is important to organizations of any size and how to take the first cost-effective steps to get there.