

Here is an always changing list of multiple mediums and some thoughts behind each one.

There's so much more, but these are great thought starters.

Print

- All kinds
 - Postcards, Letters, Banners, Books, Catalogs, Statements, Business Cards, Signs and so on
- Benefits?
 - The usual
 - Price, Quality and Speed
 - The newer ones: Increases Lifetime Value of Customer, Eliminates obsolescence within document management, Enables relevant timely communications to be produced and disseminated

Website

- What it is
 - Website developed to support the organization, campaign or message
- Why do it
 - Additional service
 - Another medium to master and be paid for
 - More people are turning to the web for more info
- How do I get into it
 - Provide/Partner with a web designer who can understand the customer needs and build the appropriate site to support those needs

RSS Feed

- What it is
 - Real Simple Syndication is a subscription based feed that notifies you of any website updates.
- Why do it
 - Keep people aware of what's new and what's changed
- How do I get into it
 - To send the signal using a service like Feedburner, Technorati, MyYahoo, Newsgator, Rojo, Newsburst, Bloglines and more
 - To receive use an RSS aware application available through Explorer 7, Safari RSS 1.2, and feed apps above
- Considerations
 - Use as basis for beginning Search Engine Optimization strategies

PURLs

- What it is
 - A personalized (url) web experience
- Why do it
 - Personalize campaigns
 - Motivate a response
 - Capture targeted data
 - Survey lead times
 - Quantify results
- How do I get into it
 - Provide/Partner with web designer and PURL software enablers
 - XMPie, MindFire and many more

(HTML) E-Mails

- What is it
 - Sending an e-mail to a vast, targeted or specific person with a message. The HTML portion can make it look prettier and contain linkable information
- Why do it
 - Provide an additional communication link
 - Can contain relevant information regarding information or action
 - Cost effective
- How do I get into it
 - Provide/Partner with a designer and e-mail service company
- Considerations
 - Opt in / Opt Out

E-Newsletters

- What is it
 - Sending an e-mail newsletter to a specific person with a message.
- Why do it
 - Turn readers into clients
 - Retain existing customers with relevant information
 - Inexpensive, Effective, Immediate, Targeted, Easy
- How do I get into it
 - Provide/Partner with a designer and an e-newsletter service company
 - ConstantContact.com and more
- Considerations
 - Opt in / Opt Out

Instant Messaging

- What is it
 - Using proprietary software and an internet connection to communicate a short message (text, audio, video)
- Why do it
 - Utilize existing connection to communicate live
 - Stay in constant communication with colleagues and customers
 - Free
- How do I get into it
 - Utilize one of the many software's
 - AOL Instant Messenger, Yahoo Messenger, Google Talk, Windows Live Messenger, Adium and more
- Considerations

BLOGs

- What is it
 - Web based log/journal/diary. A place to put ideas out there and see what other people think. And more
- Why do it
 - Share your thoughts
 - Vent your feelings
 - Have a conversation with an audience who wants to hear you
- How do I get into it
 - Provide/Partner with a blog software company such as: TypePad, Blogger, Wordpress and many more
- Considerations
 - Direction

Webcasts

- What is it
 - A broadcast of an event or recording of an event over the World Wide Web
- Why do it
 - Allows the remote delivery of information via the internet
 - Saves time, cost, enables the gathering a broad audience who does not need to travel
- How do I get into it
 - Cisco WebEx, Adobe Connect, Netbriefings, Citrix GoToWebinar are just a few
- Considerations

PodCasts

- What is it
 - A podcast is a media file that is distributed by subscription (paid or unpaid) over the Internet using syndication feeds, for playback on mobile devices and personal computers. Can be audio and/or video.
- Why do it
 - Allows the use of audio and video as another way to communicate
 - Message may lend itself better to audio/video delivery
- How do I get into it
 - Capture audio/video (Audacity / iMovie or Windows Movie Maker), and create an RSS link to it (podHoster)
- Considerations

SMS

- What is it
 - Utilize a mobile marketing campaign and reach out to cell phone users using SMS messages.
- Why do it
 - Everyone has a cell phone and some like to SMS
 - Reaches an "always on" audience
- How do I get into it
 - Provide/Partner an SMS marketing solution
 - MOVO Mobile, Cellit and many more
- Considerations
 - Opt in / Opt Out

VOIP

- What is it
 - Utilize an existing internet connection for voice calls
- Why do it
 - Many have access to internet connections
 - Cost effective
- How do I get into it
 - Provide/Partner with a VoIP solution
 - Vonage, Verizon, Comcast, Skype
- Considerations
 - Voice quality, power/internet failures, hardware

Social Networking

- What is it
 - A social network service focuses on building online communities of people who share interests and activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services
- Why do it
 - More and more people are using it as a way to stay in touch
 - Newest marketing for individuals and organizations
 - It continues to have new networks added
- How do I get into it
 - Start with some basic sites
 - LinkedIn
 - FaceBook
 - YouTube
 - MySpace
- Considerations

Search Engine Optimization

- What is it
 - Search engine optimization is the technique of increasing the relevancy of a particular search for a keyword or words. Search Engine Marketing is typically a SEO service offered and paid for.
- Why do it
 - Where do people go to find you or your organization?
 - How many people click on the 3rd or 4th page in a "search"?
 - You have to continue to monitor and influence or else it becomes less relevant
- How do I get into it
 - Many articles, web based classes and books on
 - Start with your name and/or your companies name and see if you can get it to number 1
- Considerations
 - Paid vs. Unpaid
 - Web Code knowledge

Viral Videos

- What is it
 - A video that is produced for the primary benefit of being shared and getting a particular message out to the public. The hope is that other people will continue to share it—that's what makes it viral.
- Why do it
 - Video continues to grow in popularity on the internet and mobile phones
 - Sharing things with other people clues them into your likes and needs
- How do I get into it
 - Shoot a short video that is intriguing, funny, scary, challenging...it needs to not only be engaging but you want people to share it with other people when they're done
- Considerations
 - Do it yourself vs. hiring a production company
 - Where to post it
 - Direction, content, acting, directing, writing, etc.

Mobile Apps

- What is it
 - Applications used on cell phones
- Why do it
 - Engaging customers in another way
 - From entertainment to full blown productivity
- How do I get into it
 - Spend a good amount of time thinking about what you want the app to do for the one who uses it. It should be meaningful and have a hint of a viral approach
 - Choose a platform (Apple, Windows, Blackberry) and review the Software Developer Kit possibilities or hire a company to write the app
- Considerations
 - A good reason to do it, platform, who develops

Widgets

- What is it
 - Small programs that run on the desktop serving a particular function and often linked to a marketing effort
- Why do it
 - Puts the widget right on the desktop of all those interested in it
 - Lots of face time
 - Increase the brand
- How do I get into it
 - Spend time considering what you would want a widget to do and test the idea, hire a developer and go from there
- Considerations
 - What keeps people keeping it rather than trying it and deleting it?

Phone Calls

- What is it
 - Contact an individual by phone (cell phone) and discuss your message
- Why do it
 - Some people allow certain calls
 - Some messages need to be discussed
 - It's a proven medium
- How do I get into it
 - Pick up phone and dial if permission has been given
- Considerations

Any others??

- In person visits?
 - GET OUT!
 - Get in person and see someone
 - Touch them with an idea passed on in person!
 - It's still one of the most effective closing "techniques"

Can you think of any additional mediums?

If so email me and I will share the most up to date list.

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