



Working the Web

Ellie Becker and Bernadette Nelson | Jun-04-10, 11:45 AM |

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Connect the Dots for Success: Online/Offline, Global/Local

Although this column focuses on web presence and online marketing, we are still great fans of traditional media. It further extends your reach, especially since most print and broadcast media now also offer online opportunities. Obviously, we find it very worthwhile sharing our knowledge and experience with you, the readers of the Business Journals.

Most of all, we are huge fans of integration and leverage – connecting the dots among various communications platforms to get more bang for the buck out of each individual marketing effort.

Live and in person still counts

Ironically, it was an offline activity – a presentation to a local business group about inbound marketing – that led to our being invited to write this column. The column not only reaches a print readership that we really care about – small to mid-sized businesses – but is online and searchable, too, right in line with our web-based philosophy. Even though we can and do work with clients anywhere, it's nice to help some terrific companies right in our own Fairfield-Westchester back yard.

When online leads to offline

Other businesses we know are finding that their web-based efforts are bringing them traditional media opportunities, too. One example is marketer Kelley Connors' www.realwomenonhealth.com. Connors used her experience and knowledge of women's health products to create a blog and a monthly sponsored online radio talk show that she launched in February 2009.

The radio shows feature experts and celebrities talking about various aspects of women's health. Podcasts of the shows are popular downloads.

She developed a loyal listenership and readership via an email newsletter and social media – including Facebook, LinkedIn and Twitter. Real Women on Health logs more than 1,000 visitors a month.

The Connecticut Technology Council recognized Connors for her achievements. This brought her to the attention of Cox Media, which saw her show as a sponsored programming opportunity for its radio stations WSTC and WNLK in Stamford and Norwalk.

The local show launched a month ago. It airs and streams live online on Wednesdays at 8 p.m. Connors is excited and enthusiastic about how the local exposure is contributing to her online presence.

Think Global – Act Local

Speaking of local, if you haven't done so already, register your website with the major search engines' local directories. Even if you market to a broader geography, local listings help your overall search rankings. It's easy, although it takes a bit longer to get listed on Bing as they send a snail mail letter with a confirmation link to your business address. That's an online-offline approach that makes us smile!

"I hope to continue the local show as long as the market demands it," said Connors. "Right now my sponsor is a national marketer who is interested in reaching Fairfield County women with a health and wellness message, which I also promote via my social media channels. It's a perfect blend of on-line and off-line media!"

Ellie Becker is president of E.R. Becker Company Inc. in Norwalk, a public relations and inbound marketing consultancy. She is an Inbound Marketing Certified Professional. Reach her at ellie@erbeckercompany.com.

Bernadette Nelson is principal of Studio B/Visual Communication in Norwalk. She has more than 20 years of experience in graphic and web design. Reach her at b@studiob-ct.com.

