

## **How to Say It: Marketing with New Media : A Guide to Promoting Your Small Business Using Websites, E-Zines, Blogs, and Podcasts**

How to Say It: Marketing with New Media offers cutting-edge solutions for marketing your small business to today's ever evolving online community. Packed with content templates and practical steps for getting the word out, this one stop resource includes:

- Tips for writing selling copy
- The keys to creating a marketing message that sizzles
- Step-by-step instructions for promoting with new media tools
- Strategies for attracting site visitors and e-zine, blog, and podcast subscribers
- Savvy techniques for using search engines, viral marketing, and social media

Whether you're just beginning to explore digital media or want to improve the marketing tools you've already built for your business, this useful guide will help increase your visibility – and your bottom line.

