

Multimedia Marketing Services for Business

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A Guide to Using TV and Social Media on the Internet to Promote Your Business or Organization

In order to be successful in today's marketplace, a business must be Internet savvy—spreading its brand identity across the web in multiple ways. To be effective, the business must be able to succinctly describe the uniqueness of its product and determine the targeted audience for it. A new generation of low-cost marketing tools like blogs, Facebook, Twitter, LinkedIn and YouTube are now a superior way to tell your company's story to a global audience.

From a simple blog updated regularly to a full Internet television station, the options for growing a business over the Internet have never been greater. Most of these distribution options are very low cost or even free. Savings from outmoded forms of marketing and trade shows can result in even lower costs with far greater results.

There are no precise formulas for success, and each company must design a specific narrative and marketing plan tailored to its individual attributes. We help businesses combine the best of the written word with audio, video, and still photography to produce compelling stories that speak to their chosen audience. If such multimedia marketing is done effectively, results will be achieved in a matter of months.

Our clients have included NBC, Warner Music Group, Sony, Panasonic, Mindport Communications, Snell & Wilcox, Authentium, Next Level Communications, Ameritech, Pixelmetrix, AMG Media and General Instrument, as well as individual musicians, photographers and other individuals who effectively use the Internet to sell their products.

Initial Services

- Create an Internet marketing plan. Set specific goals.
- Define your business or service for the Internet audience. Create key words that describe what you do and offer. Create a powerful online identity in 15 words or less. (It's harder than you may think!)
- Determine the ideal audience for your product or service. Put yourself in a position to be discovered by the Internet audience that you desire. Be accessible and have a direct online conversation with potential customers in online communities of interest. Use social media effectively.
- Create an online, downloadable multimedia kit.
- Establish a blog/web site with your company's domain name. Open Facebook, Twitter and YouTube accounts and tie them together. Consider producing a podcast, or a series on hosted online videos. Post online stories about your business with the potential to go viral on the Internet.

Continuing Services (after initial setup)

- Regularly update web sites and blogs to create "stickiness." You want your audience to come back repeatedly. Leave traces of yourself all over the Internet by connecting with like-minded people in online communities of interest.
- Prepare online production introductions, including narrated slideshows and YouTube videos. Create training audio/visuals for delivery on your site and on YouTube. Frequently circulate photographs of company events. Make your company part of the community.

We are a complete multimedia company with expert writers, editors, photographers, videographers and audio recordists. Our work is the highest quality available today. Prices vary to the services required.

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