



Top Brand expert recommends experimenting with **Online Media**

Today, whatever the size of your business, you need to be, at the very least, experimenting with online media.

The way the platforms work is changing constantly, so the only way to get a feel for how to "dance" is to pick a platform and join in. Once at the party you can then make decisions on what works for you and what to try next.

In Michael Nutely's article in New Media Age, he quotes Emma Jenkins, P&G's head of digital marketing talking about social media and the speed of change. "She talked about the way Facebook has gone from being the hottest thing on the planet to being slagged off in the musical viral for its proliferation of applications in little more than a year".

And another key point that "wait and see is no longer a tenable strategy for marketers. There is so little stability among advertising formats and properties, especially in social media, that there is nothing learned from waiting.

The best a brand can do is simply to get involved and experiment, revising and rethinking as it goes."

LiaiseOnline have been preaching similar for years. Our Business in Berkshire website provides the ideal platform on which to get your news seen, so when people are searching for more information on a hot topic, or if you have an opinion to share, if you have added the content to our straight forward content management system, then the chances are the content will be front and centre for interested parties to review. This will then reinforce your expertise in your chosen market and allow the spot light to shine on YOU...

If you would like to know more, please call 01753 852904 and we can talk through your needs and how we can help you make the most of online media.

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