

WHICH OUTLETS SHOULD YOU BE PURSUING FOR ENTREPRENEURIAL GROWTH?

Podcasting and Video Platforms



Research shows that a good portion of SMBs listen to podcasts—around **39 percent**

65 percent of those listeners tune in weekly

Video content is consumed and shared quicker and more often than print

How to Launch Your Podcast/Video Series



1. Choose an industry-specific topic you are very comfortable with
2. Use a simple format such as a DIY Q&A to start
3. **Membership Perk:** Utilize the private podcast room at MAC6
4. Try to keep your episode in the range of 30-45 minutes
5. Film and record episodes for dual-purpose content
6. Share your podcast with your clients via email and through social media channels
7. Engage with your listeners/viewers and encourage them to comment and rate

The number of social media users worldwide in 2020 is closing in on 3.6 billion

Businesses can use social media to create brand awareness, introduce new products, field customer service inquiries or complaints, and connect with their customer base

Content like podcasts or videos can be sectioned off into smaller snippets or clips (i.e. "micro-content") and shared via social media platforms, accounts and pages

Marketing and More Via Social Media



How to Choose the Right Social Media Platform for Your Business

- First consider your purpose, goal and intended audience
- Consumer goods and products perform well on YouTube, Instagram and Facebook (users can "shop now" with the tap of a finger)
- Professional and B2B service providers may fare better on a platform such as LinkedIn for referral, staffing and lead generation
- Professional services, business consultants, etc. can also use social media as a tool to promote events within communities and industries, network, publicize product launches and recruit new talent

- The number one priority of most new businesses is to build a client/customer base and create brand awareness
- Depending on the nature of your business, industry events may be a valuable networking tool
- Conventions or showcases are great for lead generation and to create an email list for future email marketing/newsletters; bring plenty of business cards/branded swag
- Ideal networking behavior may vary—industry happy hours are more laid back and require a less aggressive style; focus on relationships instead of lead generation
- Go to events with goals, but also an open mind and remember the importance of community in business

Build Brand Awareness and Community



MAC⁶

MAC6 Schedules Weekly and Monthly Events
For Members, Local Business Owners and Entrepreneurs
Join Us for Great Networking Opportunities
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