



Without a Commitment, You're Just Spinning Wheels

By: Joe Geisman

My previous blog post discussed how providers of professional services are increasingly turning to new media and relationship building and away from traditional, ad hoc marketing (*New Media and Relationship Building*, <http://maizemarketing.com/blog/?p=191>).

The targeted use of new media tools to increase visibility, generate contacts and develop trust and credibility has become critical for professionals looking to develop business. Because the Internet is often the first place that prospective clients and referral sources go to search for and learn about a professional, many professionals are incorporating new media tools like updated user-friendly web sites, online articles and blog posts, and social media platforms as part of their business develop efforts.

A hurdle often encountered by professionals looking to adopt and implement new media tools is the fact that many professionals, especially those in the legal, medical and financial sectors, are innately conservative when it comes to their businesses and often resistant to unfamiliar things. They tend to start slow by “getting their feet wet” with new media, maybe signing up for a LinkedIn page, or establishing a Facebook business page, while casually learning about these tools as they go.

But when it comes to new media, these conservative tendencies can be antithetical to their value and ultimate efficacy for business development. New media is fundamentally social. It is based on consistency and ongoing engagement with connections. To use new media tools effectively, there must be a focused strategy in place, as well as proper implementation, ongoing audience development and regular follow-up. Just “getting your feet wet” is pointless.

This, of course, requires professionals to commit resources to new media efforts, whether in the form of the professional's own time or the budgeting of funds to outsource these functions. Without a commitment of resources to the proper use of new media tools, you are unlikely to see positive results. In other words, without a commitment, you're just spinning wheels.