



New Media and Relationship Building

By: Joe Geisman

Providers of professional services such as attorneys and health care providers are increasingly turning towards new media and relationship building and away from traditional, ad hoc marketing. More and more, they are creating and curating content and using new media channels to share such content, generate leads and engage prospective clients.

This trend has not developed because of the demise of print media or because people can now skip television advertisements by using digital video recorders. Rather, it is because the Internet as a whole – and new media platforms such as blogs and social networks in particular – have changed the way we interact and the way we share and consume information.

Professionals can derive substantial business development value by using new media tools to build and nurture relationships with clients and influencers. Indeed, such tools provide an efficient and effective means for generating leads, connecting with prospective clients, demonstrating a professional's expertise in a given field and building trust. They also provide an excellent means for a professional to differentiate herself from competitors and better understand the issues that are important to prospective clients.

Professionals interested in growing their businesses and expanding their client bases should be incorporating new media into their marketing and communications plans.