



FIVE WAYS TO GENERATE BUZZ ABOUT YOUR PRODUCT

In today's social media-driven world, finding ways to build buzz around your product is key to your online success. In this segment, we present five effective and inexpensive ways to get people talking about your brand.

- 1 Blogger Reviews** – Every industry has a group of writers who consumers view as trusted authorities – people they look to for the latest news, reviews, and opinions. Create a list of the most influential voices for your market, and then draft a personalized email to each prospect that provides them with a brief overview of your product and offers a sample for review. While there is no guarantee that every sample that you send will result in a review, even one favorable review from an industry authority will provide your product with more visibility than a paid ad campaign (and will give your website added SEO benefits when a backlink is included).
- 2 Give Away a Freebie** – Develop a resource that will appeal and provide value to the market that you are interested in attracting, and distribute it for free through your website. For example, you can create a template that is used in conjunction with your product, a pocket-sized reference chart that includes common conversions, or a step-by-step tutorial for making an item that would be used by people within your customer base. A useful freebie will not only garner additional attention for your product from potential customers, but also build valuable links to your website through social media sharing.
- 3 Infographics** – One of the biggest media trends in recent memory is the infographic. Infographics transform statistical data and interesting facts into graphics-driven displays that are quick to read and easy to understand. Due to their highly-visual nature, infographics make complex information exciting and reader-friendly. You can use an infographic to help illustrate the prevalence of the problem that your product solves; for example, if you have developed a tool for hikers, you can create a piece that details how many people go hiking in an average year, popular hiking destinations, the average distance traveled per hike, the number of calories burned per hour, commonly-used equipment, and other similar information. Curating all of the data for your graphic will take time, but a well-crafted piece will attract the interest of readers – and possibly even media outlets looking to share your infographic with their audience.



- 4 Share Your Expertise** – As the developer of a product for a specific industry, you likely possess a level of expertise in topics of interest to that market. Leverage your knowledge by offering to write an article for an industry blog or website. You can choose to approach the editors of your target sites directly, or list your services on one of the free article-sharing networks available online to reach a greater pool of content publishers. Regardless of which approach you take, you should have a brief outline of your topic (along with an estimated word count) prepared before approaching any potential publishers to pitch your article. A few words of caution: the article should be interesting, informative, and on a topic that makes it a worthwhile read – not a sales pitch for your product. If your article is well-written and compelling, then readers will be naturally motivated to learn more about you and your product without needing to be “sold” on it.
- 5 Create a Video** – When it comes to showcasing the benefits of a product, few methods do it better than video. A video allows you to illustrate a problem that exists – and show how your product solves it – simply and effectively. Alternatively, you can use videos to cover other topics of interest to your customer base, such as techniques or tutorials, to build a loyal audience and gain additional exposure for your product. Once your video is complete, upload it to a video hosting site (such as YouTube) and begin sharing it through your website and social media accounts. Note: If you invest your energy in scripting and filming a video, then you should also spend equivalent energy in editing it to ensure that the cuts are precise and the audio is loud and crisp. A polished video gives viewers a professional image of your brand.

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