

Welcome to GlitzMarketing.com, the web site and online home base for Small Business Marketing Consultant, Jody Bossert. "Home base?" you ask. Well, yes. As an avid baseball player well into my thirties now, and given that this is my first blog post here, this seemed like a fun and appropriate metaphor to kick things off with.

Company web sites are no longer the one-stop shop for information relating to their brand. With the launch of the Web 2.0 concept in recent years, the way consumers interact with brands on the web has changed dramatically. Their ability to communicate with each other has evolved to the point where businesses can no longer spoonfeed their brand to the public, but rather they must utilize careful brand management to "suggest" where they might like to position themselves. With advances in social networking, not only can consumers now have their say, but they do so with the confidence that there's finally a world of active listeners out there as well.

A blogger might post an in-depth review of a community theater production on their [Wordpress](#) or

[Blogger](#) site. A restaurant-goer might praise the service, but comment on the freshness of the salmon on a seafood restaurant's profile on a business guide such as

[Yelp](#)

or

[CitySearch](#)

. A bored mother might use her cell phone to post her frustration for the long wait in the lobby at a children's clinic in a

[Facebook](#)

or

[Twitter](#)

status post. A teenager might encounter a bug in their cheeseburger and use their camera to instantly snap a picture and post it to

[Flickr](#)

or take a video and post it to

[YouTube](#)

. All of these strategies could then, in turn, generate hundreds if not thousands of comments from others.

"Home base, Jody? The baseball metaphor?" I know, I know, I'm getting to it!

