

Bio:

ACT LOCAL Marketing for Small Business host Kalynn Amadio is a social media, Internet, mobile, local SEO and video marketing Ninja! She is Principal of ikalynn.com, a digital marketing firm that works exclusively marketing for business at the local level. An author, speaker, workshop trainer, engineer and Internet marketing entrepreneur, Kalynn helps business owners maximize online marketing efforts. She is passionate about helping local businesses thrive in this ever-changing world of the Internet, social media, video and mobile technology. An entertaining, humorous and engaging speaker, she packs her presentations with not only the WHY but the HOW to use cutting edge technology to best advantage.

Kalynn specializes in guiding smart, savvy and motivated local business owners to kick it up online; even if you've tried and been disappointed before or technology just isn't your thing. One of my favorite ways to serve is facilitating digital media workshops and training seminars.

As a Baby Boomer online marketing consultant, wannabe yo-yo master, lighting designer, Schnoodle owner, radio host, mom and romance novel reading 3rd degree martial artist, Kalynn understands the busy life of the small business owner and tailors her message to helping them make the best use of their time and talent while reaping the rewards of good digital marketing.

1. You have an unusual background, how did you end up an Internet marketing consultant?

Questions about Local Business marketing:

2. Why did you choose to work with local businesses and do they really need to worry about digital media?
3. Is social media really all it's cracked up to be on Main Street USA?
4. You often speak about the 5 Secrets of Social Media Marketing. Care to share them?
5. What is the most overlooked free resource that every local business should be using right now?

6. What would you tell a local business owner who says they don't have the time for online marketing?

Questions about Social Media marketing:

2. What's the best social media site for a small business or local business to use for the best results?
3. How do you develop the content to share in social media?
4. Can you share some dos and don'ts of social media marketing?
5. How should a business coordinate social media with their other marketing efforts?
6. What's your #1 Social Media marketing secret?

Questions about Podcasting:

2. What is a podcast and how do you get started?
3. What types of businesses should consider podcasting?
4. How expensive is podcasting?
5. What are the various choices available to fit podcasting into a tight budget?
6. What are the advantages to podcasting and how can the content be used?

Questions about Video Marketing:

2. What equipment do you need to get started?
3. How expensive is video for marketing a small business?
4. What are the advantages to video marketing?
5. How can videos be used to market a business or service?
6. What are some dos and don'ts to video marketing?