

Title:

Blogs, Podcasting, And RSS Within Ecommerce

Word Count:

590

Summary:

You probably have heard all these terms an awful lot lately. You wonder about what these techn

Will these technologies impact you? To be honest, it's too early to tell - but awareness drive

Keywords:

ecommerce, e-commerce, internet marketing, emarketing

Article Body:

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Here's the rundown:

Blogs

What it is:

Probably the most well known of the three, blogs allow everyday people to quickly develop a we

Where Blogs make make sense is within targeted online communities. Certain blog authors develo

Should you care:

If you have a very unique value proposition, or sell to a very specific or high-value customer

Podcasting

What it is:

Pocasting should be just called mobile video broadcasting - Apple's marketing/development team

Should you care:

Not really. Until video podcasting penetration increases, it's still a limited channel for adv

RSS

RSS stands for Real Simple Syndication and is a method for electronic content distribution. RS

Already gaining steam in the travel industry and within comparison shopping engines, RSS seems

Should you care:

Depends on the nature of your business. Do you consistently offer new prices? Do you get new p

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