

# IMPACT!



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President

Call us  
TODAY!

Begin to  
make an  
IMPACT!  
tomorrow!

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[www.ImpactPR.net](http://www.ImpactPR.net)



*“Linking Companies to their Communities”*



## **Internet Radio Host**

### Host your own Internet Radio Show

**BlogTalkRadio** is the Social Broadcast Network that allows anyone to host their own live, call-in radio-style show using your computer, internet connection, and phone.

Launched August 2006, by July 2008 BlogTalkRadio boasted over 2.5 million monthly listeners and tens of thousands of radio shows.

BlogTalkRadio allows you to create conversational marketing audio programming and develop an interactive social network around your business services and products, or your industry.

Since BlogTalkRadio is browser-based, there are no downloads. You receive and publish your unique show phone number along with the site URL where you place BlogTalkRadio streaming technology.

People listen to your shows online and call in on their phone to ask questions, or they can write questions with the Text Chat feature. The Live Chat feature also allows listeners to connect with the community surrounding the show.

BlogTalkRadio even has a call screening feature, which allows someone besides yourself, the ability to talk to callers before they go live.

You can also mute callers using a custom switchboard or record your show in “private mode” so you can edit out unwanted audio before posting the edited version on your website.

You can also upload mp3's to play during live shows.

Once a “show” is completed, you receive a podcast (available as MP3, RSS subscription and iTunes) that can be uploaded on your website and/or downloaded to company intranet sites.

You can chose to have your audio programming distributed on BigTalkRadio’s website and/or embed the BlogTalkRadio audio player on your company website.

BlogTalkRadio also provides you with specific metrics (who is listening and downloading your shows) to aid in audience measurement.

Other features include:

- \* Promotional Tools: Copy and paste flash player and buttons to any blog or web site.
- \* Reminders send customized alerts by email or phone of upcoming shows.
- \* Customize your profile with video, blogs, and links.

Check out their website for more ideas on how to use their Business Solutions.

[www.blogtalkradio.com](http://www.blogtalkradio.com)

#### **Contact IMPACT!**

We can assist you with content  
for your Internet Radio Shows.  
**843.821.3283**

## Make an **IMPACT!** in 2008

**Make an IMPACT! with  
“Customized Communications”**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
“Messages that Matter”**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better  
IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.