

Make the Media Work for You

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beforeafterafterOn April 24, A&E featured my company on its show, Fix This Yard. We transformed a dirt front yard into a paradise complete with a pondless waterfall attached to a rainwater harvesting system.

This television show has generated much interest at a local level as well as media interest. We installed the latest in green landscape technology and Facebook helped stir attention to the project.

How does one come to get a gig on television or even in the local paper? Is such media exposure beneficial for your pond and water garden business?

The answer to the latter question is a resounding "YES." The only problem I experienced from a past media event was homeowners across the nation calling to hire my company to build their ponds. Returning all those calls was very time-consuming. I finally left a message explaining that we only service people in my area of Los Angeles.

Google is perhaps the greatest thing to ever happened to small-business owners. The TV people found me through Google, read my website and contacted me about appearing on their show. I was happy to oblige.

Appearing on television increases customer trust like nothing else in the world. Owning and maintaining an outstanding website is a key component to getting noticed by show producers.

You also can use a search engine to look for "garden television shows." Letting prospective show producers know the type of cutting-edge technologies you employ is a big plus.

Show producers also seek out qualified candidates through green associations, so maintaining your membership in pond associations, especially those that maintain an active message board, is of utmost importance if you want to "get discovered."

Share ways you have discovered to make the media work in favor of your pond and water garden business.