



## Smooth Move

The Porsche Carrera GT goes from 0-62 mph in 3.9 seconds. That kind of performance will set you back \$440,000. Lisa Welchman's weekly podcast on web content management went from 0 -1460 average weekly listeners in less than 5 months with no advertising dollars spent, and the fan base keeps growing. Where'd she get that kind of horsepower?

Word of mouth marketing has been around since, well, the days of the ancient prophets. Messages took a little longer to grab hold back then. But as we know, the smart marketer of the 21<sup>st</sup> century can create buzz in no time using today's technology. With a modest investment of time and dollars, and a tank full of business acumen, Welchman gave her CMS Advisor brand immediate credibility and began building a worldwide audience. Her key smart move? She regularly interviews other industry gurus who add expert opinion, credibility and depth to the discussions. These folks then spread the word about their "appearance" on the podcast, and some even link to CMS Advisor from their blogs. So their fans become Welchman fans, etc. Smooooooth. More on Welchman some other time.

Onward & upward,

**Leigh Kramer**

Pilot

leighk@helicoptermarketing.com

ph 443.399.4039 ✂ [WWW.HELICOPTERMARKETING.COM](http://WWW.HELICOPTERMARKETING.COM)