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Pics by **Dylan Rosser**

Revolutionary Gay Web 2.0 Marketing Company Launches; Opens Doors to Flood of Clients

Founder Conquers New Business Model for Advertising to LGBT Community

With corporations finally acknowledging the considerable buying power of the gay community (\$712 billion in 2008, according to Witeck-Combs Communications), an innovative new company, Pink Banana Media, has sprung up to help these corporations, large and small, market their services directly to this powerful segment of the population.

Founded by President Matthew Skallerud, a leading gay business expert for almost 15 years, the first-of-its-kind company was started with the purpose of consulting with corporations on the most effective ways to have their product or service strategically placed in front of the eyes of the LGBT community through methods such as gay & lesbian social networking, marketing and advertising.

Working closely with client products or services, Pink Banana Media helps promote its clients to the online gay community through utilizing such Web 2.0 services as Facebook, Myspace, YouTube, Flickr Photos, iGoUGo.com,

TripAdvisor.com, and Blog creation. In addition, Pink Banana Media also specializes in strategic online media placement, meaning that not only does it use Web 2.0 marketing, but also traditional marketing, including banner advertising and e-mail marketing. The company will match any products to the online gay community by targeting specific regions and themes such as travel and sports, for example.

"So much of a company's marketing dollars are being channeled more and more online," says Skallerud, who founded Gaywired.com in 1995. "To work with a company that is seen as cutting-edge and visionary and one that can help navigate them in this space ahead of their competitors seems to be very compelling in today's marketplace."


"I am eager to see Pink Banana Media grow and evolve," says Bob Witeck, CEO of Witeck-Combs Communications. "Matthew Skallerud's vision is one I share, and I anticipate he will do much to help expand market opportunities that



Matthew Skallerud,
President of Pink Banana Media



benefit consumers, business leaders and investors in countless ways. He will continue to bring integrity to the work we all do."

As a testament to its power and importance within the business community, Pink Banana Media has already worked with such major clients as NYC & Company (New York City's tourism department), Rivendell Media, Interactive Male, Community Marketing and the Las Vegas Gay Days and Nights event, among others. 

For more information, please visit the official web site at www.pinkbananamedia.com or call (323) 908-3653.

ABOUT MATTHEW SKALLERUD

Matthew Skallerud, President of Pink Banana Media, began his career in the gay & lesbian marketplace when he founded GayWired.com in May of 1995. He successfully led GayWired.com into one of the premiere and dominant gay websites worldwide, translating that success to LesbiaNation.com and QTMagazine.com. In 2001, he expanded this online reach by launching a company focused on both developing niche-oriented websites for the gay & lesbian community and helping companies large and small reach these gay & lesbian consumers through this expanded network of websites, which included GayMonkey.com, GaySports.com, Navigaytion.com, PrideParenting.com and GayBusinessWorld.com, just to name a few. Having sold these sites, his focus is now on the latest in advertising and marketing utilizing social networks and tailoring their opportunities to the GLBT community.

Marketing comments from Matthew Skallerud...

BLOGS

A blog is an important way to get lots of information out to consumers about your product or service. A consistently updated, interesting blog will appear in web searches, could be viewed by a large number of people and will serve as a very beneficial tool for the destination. Blogs are quickly becoming replacements to guide books and more stale information found online.

The blog should consist of both original content as well as content (editorial, photos and videos) found online related to your organization. You should have someone dedicated to this, part-time, to keep this blog up-to-date. There should be a variety of different segments to entice readers. For instance, using Palm Springs as an example, having a segment every other Wednesday highlighting a new restaurant in Palm Springs will show one side of the destination and people into cuisine will quickly learn to tune in every other Wednesday. The same can be done for nightlife, attractions, etc. Thinking outside of the box is a huge asset here. Some of these ways could be interviewing a new Palm Springs resident a week to

provide some local flavor, finding tourists once a week who can give an account of their trip and doing very uniquely Palm Springs things consistently will give a broad-view of the destination.

The goal is to provide rich, dynamic and interesting information. This blog should make people excited about your organization, it should teach them something new, it should be something they want to share with friends and it should really make them think about your organization when they're not reading the blog.

The blog will normally, by default, include an RSS feed which can be utilized in a third party site. It can then be fed into Facebook's Fan Page, links will be posted to the Group, and the code can be utilized on a number of different sites including MySpace. People will also be able to elect to receive blog e-mail updates and download it to their RSS readers like Microsoft Outlook so they are constantly updated. That, along with the Google searches, will paste this blog all over the Internet and become the premiere place of GLBT information for your organization.

STORY

Elements of this constantly updated blog should be adapted into a story about your organization. Each story written should have a different focus (i.e., gay friendly restaurants in Palm Springs, gay walking tour of Palm Springs, etc.). These stories can then be posted online through a variety of sources (including Digg.com, Newsvine.com and others) and can be utilized as part of any banner ad or e-mail campaign your organization undertakes.

PHOTOS

As part of the local editorial process for obtaining good blog content, you should also hire local photographers to submit event photos for inclusion online. The photos would be primarily group shots of individuals, whereby these photos could then be posted online in either Picasa or Flickr or any other social photo website, and then included as part of the blog. You should also utilize these photos for use on the Facebook Group, tagging the photos to increase their overall viral nature.