

PROMOTIONAL STRATEGIES OF MEDIA STARTUP COMPANIES

Shifeng Li

Dr. Fritz Cropp, Professional Project Chair

ABSTRACT

Media startup companies are small. There are many platforms they can utilize to gather more readership. Social media accounts are a kind of owned media with lower costs. There are also paid platforms companies can use to gain more significant effects. These media entrepreneurs are in a dilemma. They need to consider the cost and performance associated with each platform. Many media startups have limitations. Labor and budget are the two key factors they need to consider. Future research could quantitatively compare these platforms and uncover the most efficient promotional strategies for media startup companies.