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**June 18th 2013: Communication and Niche
Marketing**

Ever wonder how you can turn something you love into a niche market that attracts viewers and consumers? Communication Nation guest Elizabeth Giorgi, head of Being Geek Chic, joins us to discuss niche marketing at its finest with a focus on internet content. We'll cover how to identify your target market and how you can run a blog to cater to this audience. We'll also give some web-based business advice and talk about ways for creative people to grow their brand and business online.



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Featured Guest



Elizabeth Giorgi

Elizabeth Giorgi a writer and filmmaker from Minneapolis. She was nominated for a Webby and won an Emmy for Science of Watchmen, a documentary short about the physics in the comic book movie, Watchmen. Her work has appeared on Popular Science, Wired, The Huffington Post and Jezebel. She blogs about mixing her life as a nerd with her career at beinggeekchic.com and writes about the intersection of technology and design for Apartment Therapy.

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