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Social Media Club Helps Launch Web Marketplace

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If you're launching a [new business](#) in Michigan that you want to take nationwide, what's the fastest way and most cost effective way to spread the word and go to market? Michigan-based entrepreneur Peder Blohm is placing his confidence in the power of social media, integrated with public relations strategies, to launch [MyNewMarketplace.com](#), a web site designed to help individuals and businesses buy and sell almost anything.

The beta version of the Web site was launched Wednesday night at a large gathering of the Social Media Club Detroit, held at the newly renovated Baronette Renaissance Hotel in Novi, and also through a live web cast provided by Detroit-based Eclipse Creative.

"Social Media Club Detroit is about connecting our community and providing the opportunities for others to share what they are doing in the social web space," said David Murray, the club's founder. "It's important to spotlight Michigan startups — allowing entrepreneurs like Peder and his partners to share their work and tell their [story](#)."

According to Blohm, MyNewMarketplace.com offers easy navigation and a variety of options to buy and sell products and services, promote new businesses, post and search job openings, and support the local economy. The site does not include personal ads.

Blohm is encouraging individuals and businesses to use the beta version of the web site as much as possible and place ads, at no cost, until Aug. 1. To promote the site, a social media contest will enable users to refer others locally and nationwide to have an opportunity to win up to \$1,000 in advertising.

"It's important that we receive everyone's comments and suggestions, so that we can make continuing improvements on the site," said Blohm. "It's going to be an evolution."

Beginning Aug. 1, there will be a very low cost to place ads, set up shops and services, and promote new businesses. Blohm explained that charging low fees will help to ensure accountability and prevent people from hiding behind fake identities that have plagued other web sites such as Craigslist.

Blohm's partner in developing the new web site is Essential IT, founded by Brian Surowiec, a Michigan entrepreneur and technology consultant who has more than 15 years of experience providing IT and Internet-related services for a variety of industries.

Blohm emphasized that they have used Michigan-based businesses in developing the site, including the award winning firm of JCI Design and the public relations firm of Margaux & Associates, LLC.

"We want to show that Michigan is still the birthplace of innovation," said Blohm. "Our goal is that by earning customers' trust and [confidence](#), we can take MyNewMarketplace.com from southeast Michigan to local markets nationwide."

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Technology

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| | Tue 7/13 High: 86° Low: 64° Wind: NE 7 mph |
| | Wed 7/14 High: 90° Low: 72° Wind: SE 6 mph |

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