

celebrating **50** years

The Websites for Florida Business **FloridaTrend.com** **FloridaSmallBusiness.com** BU

# FloridaTrend.com

Issues, People & Ideas That Define Florida

[Around The State](#) ▾ [Industries](#) ▾ [Law & Government](#) ▾ [Florida Data](#) ▾ [Doing Business In Florida](#) ▾ [People](#) ▾ [Lifestyle](#) ▾ [DI](#)

E-mail News

- Sign up to receive **Daily Top Stories** - it's FREE
- Read the latest eNewsletter
- Change eNewsletter Subscriptions

Special Sections


- [Florida Small Business](#)
- [Business Florida](#)
- [Florida Legal Elite](#)
- [The Great Florida Restaurant Guide](#)
- [Florida Innovation](#)

Services

Magazine Services

- **SUBSCRIBE** to Florida Trend **Save 56%!**
- [Renew](#)
- [Gift Subscriptions](#)
- [Subscriber Services](#)

Online Services:

- [Register to Search Archives for FREE](#)
- [Registered Users: Log In Here](#)
- [Edit User Profile](#)
- [Log out](#)
- [RSS Feeds](#) 
- [Bookstore](#)
- [Article Reprints](#)

Advertise

- [Media Kit - Web](#)
- [Media Kit - Print](#)
- [Editorial Calendar](#)
- [Contact Sales Team](#)

About This Site

» [Home](#) » [New Media](#)

Published 5/26/2008 in Florida Small Business

 [email this article](#)  [printable](#)

## New Media

Digital communication is transforming how businesses market their products and services.

### Michael Jansma

**How he got started in new media:** A friend talked him into listing Beanie Babies on eBay's auction site, and he hit his first \$50,000 month in the fall of 1997. His online business started eclipsing sales at his jewelry store in St. Petersburg. "I couldn't believe the revenue," he says. "I remember my goal was to earn an extra \$500 a week."

**Turning point:** He realized with little startup money — enough for a computer, desk, chair, paper and inventory — he could give up his 5-year-old brick-and-mortar store and sell only on the internet. "It was very scary. At that time, it was unproven, and you heard of almost nobody who was making a living in e-commerce. Nobody expected it to take off the way it did. It was always five or 10 years down the road."

**Favorite new media tool:** Search-engine optimization (SEO), which uses keywords strategically placed on the website to ensure users can find his content when they're searching the web. The rules are constantly changing, which requires people to become experts on the subject.

**How marketing is handled:** In-house, mostly by Jansma himself. He had hired several firms specializing in SEO with little to no results. "I realized there was no way



[Photo: Mark Wemple]

**Michael Jansma**

**Title:** President

**Company:** GemAffair.com

**Location:** Largo

**Founded:** 2000

**Employees:** 5 to 6

**Annual Sales:** \$3 Million projected in 2008

## Related

- [Your Succ](#)
- [Keeping T](#)
- [What The](#)
- [Print Medi](#)
- [Mantener Dinero](#)
- [On The M](#)
- [PBS En Es](#)
- [At Any Ag](#)
- [Choosing ,](#)
- [Make The](#)
- [South Of T](#)
- [On The M](#)
- [Make It W](#)
- [In Transiti](#)
- [5 Tips For](#)
- [Strategies](#)
- [Preparing](#)
- [Choosing ,](#)
- [Patents, T](#)
- [Financing](#)
- [Forms, Pe](#)
- [Labor Law Know](#)
- [Employee](#)
- [Insurance](#)
- [Governme](#)
- [Corporatic](#)
- [Trademark Collective Marks](#)
- [Fictitious I](#)
- [Limited Li](#)
- [Partnershi](#)
- [Judgment](#)
- [Informatic](#)
- [Florida SB NEC, Sma Centers At](#)
- [Enterprise](#)
- [Trade Ass Business](#)

- [Contact Us](#)
- [About Us](#)
- [Privacy Policy](#)
- [Terms & Conditions](#)
- [Log out](#)

for them to learn as much about my customer as I knew. It was easier for me to learn SEO." It took him more than two years to get up to speed, and today he attends national seminars on the topic every year.

**Challenge:** It's difficult to create an emotional sale on the internet the way you can in person. "There's an actual art to it. I still learn more every day."

**Future new media venture:** Possibly a blog about the jewelry industry. "I'm trying to come up with a niche or hook. ... I'm not going to just run out and do a blog. I want to figure out the best way to do it."

**Advice for other small businesses:** "Change is here. Commerce in general is changing exponentially daily. So keeping your head in the sand and complaining about it is not going to help you. Embracing change, even in a small way, is going to make a big difference."

[ [previous](#) ] 1 2 3 4 [ [next](#) ]



[email this article](#)



[printable format](#)



[feedback](#)

### Featured in Florida Trend

#### Emphasizing the Outdoors in Building

Surrounding buildings are designed as open-air loggias for different functions, from dining to changing rooms....  
[ [more](#) ]

#### Politics' Hired Guns

Today, Florida's professional political consultants know more about voters than the voters might like. But for all the tools at their disposal, it's...  
[ [more](#) ]

#### Society's Knee-Jerk Inclination for Prescribed Drugs

We Americans don't like to hurt. And we're wealthy enough as a society not to have to. When we're in pain, whether emotional or...  
[ [more](#) ]

- [Florida Go](#)
- [Workforce Resources](#)
- [THE TAX I](#)
- [Quick Link](#)
- [Florida Err And The F To Demor In Florida](#)
- [Programin](#)
- [Riding The](#)
- [Price Your](#)
- [Managem](#)
- [Marketing Customers](#)
- [Global Bus World Sta](#)
- [Innovator](#)
- [Radio Acti](#)
- [Quick Link](#)

### Current I

June 2008

Click the cover the latest article from Florida Trend.

- [Subscribe](#)

### Ballot B

In spirit of I is the biggest Florida today

- Raiders c
- Treasury
- Kingdom



- > [See results](#)
- > [Past polls](#)

### Most Re

- > [Bargain Re Naught](#)
- > [Tuesday's](#)
- > [Who Said](#)
- > [Wednesday](#)
- > [Who Said](#)

### Regiona



U  
s  
of  
re

**Featured Links**



**ONLINE:** [Home](#) | [Advertise](#) | [About Us](#) | [Contact](#) | [RSS Feeds](#) | [Classifieds](#) | [Terms & Conditions](#) | [Privacy Policy](#)

**PRINT EDITION:** [Subscribe](#) | [Media Kit](#) | [Editorial Calendar](#) | [Article Reprints](#)

**FloridaTrend.com**

The Website for Florida Business News

490 First Avenue South, 8th Floor :: St. Petersburg, FL 33701 :: (727) 821-5800  
© Copyright 2008 Trend Magazines Inc. All rights reserved.

Designed by [Florida Trend](#) :: Programmed & Powered by 