

21 Easy Ways

to market your Business Online

How to Harness the Power of the Internet



21 Easy Ways

to market your Business Online



Welcome

Hello and welcome to 21 Easy Ways to Market Your Business Online.

With more and more customers using the Internet to find products and services, a strong online presence has become an essential tool for any small business.

This eBook gives you practical and easy tips to make the most of the Internet for your business.

The posts in this eBook were contributed by some very talented Australian Businesswomen's Network members who work in the areas of marketing and doing business online. I encourage you to [read their profiles](#) and visit their websites for more great tips and strategies.

Enjoy, and I look forward to [hearing your feedback](#).

Sincerely,

A handwritten signature in black ink that reads "Suzi Dafnis". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Suzi Dafnis
Community Director
Australian Businesswomen's Network

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#1

Maximise the chances of being found online

Johanna Baker-Dowdell, *Strawberry Communications*

Gone are the days when customers use the paper Yellow Pages to find your business. Research is now done online, so make sure your business can be found there.

List your business on [Google Maps/Places](#), business directories like [hotfrog](#), [Yellow Pages](#) or [TrueLocal](#) and industry websites.

Your listing should contain all the key words and phrases potential customers are likely to type into search engines.

For instance, if you are a florist, you need to include “floral bouquets”, “flowers”, “wedding flowers” and “floral displays” in your listing; if you are a virtual assistant, consider words like “VA”, “virtual assistant” and “administration”.

Your full business contact details are the next important inclusion. Potential customers need to be able to contact you in the way that suits them. Think beyond the business phone to your mobile, email, website and social media.

When writing your business description, mention your company name and keywords several times within the text to help optimise the listing for search engines, increasing the chance of potential customers finding your business. Try to write between 50 and 200 words, including options for payment and opening hours to give customers a good idea about your business and why they should choose you.

Online directories market your business 24 hours a day, which means your business can be found at any time.



#2

Establishing thought leadership via online forums

Gemma Manning, *Manning and Co.*

Forums can be a great way for a business to establish thought leadership in their area of expertise. You can use forums in two different ways to support your marketing and thought leadership strategy.

One way is to initially select 2 - 3 forums that are relevant to your business and actively participate in these forums, sharing your thoughts, insights and expertise on a number of areas. This is a great way to build new relationships online, while establishing yourself as a thought leader in particular areas. This automatically builds credibility, trust and rapport for you and your company.

It is important to make sure that the forums you choose are high traffic with lots of new comments, topics and threads daily. Once you join a forum, ensure that you complete your profile, include a professional photo of yourself and an effective signature that links back to your website. Then, participate regularly! By commenting and participating in online discussions, you not only generate extra traffic to your site, but you can boost your search engine ranking and enhance your personal brand. Commenting on articles and discussion boards also boosts your search engine ranking, especially if it is a site/discussion board that already rates highly with a search engine like Google.

The **second way** to leverage a forum in your marketing strategy is to create your own online forum and use it as a way to further increase brand awareness and to develop brand credibility and differentiation. This requires thought and planning and must dovetail into your broader marketing strategy. There are lots of different types of forums online today and the key to launching a forum is to do your research: what is out there and what is missing? Where is there a gap, and can you sponsor a forum to fill that gap?

Your forum must champion a cause and have a dedicated purpose. For this kind of strategy to work, you need to ensure that the forum is not just another advertising platform for your business. You will get the business benefits from being the founder of the forum and you will establish a thought leadership position when your forum becomes a success. Your brand will always be associated with the forum and this can do wonders for your personal and company brand reputation.



#3

Three reasons why blog comments boost your brand

Cheryl Hayman, *Hayman Strategy*

Unless you are a total stranger to blogging, you may already know the importance of comments. If you want to get more engaged and responsive visitors to your blog, blog comment marketing is something you should consider doing.

At the end of the day, comments are the thing that validates a blog's existence. Comments allow us to see what other people think about our posts, inspire new ideas and validate that a connection is being achieved.

What is blog comment marketing?

It's basically just that: leaving comments on other people's blogs. You may already do this, but if not, it is certainly worth doing as part of marketing yourself, your business or your brand differently.

Comments represent the level of activity in a blog and it is a major factor differentiating static websites and blogs.

If you already leave comments, have you given any thought to your comments? Have you considered the impact they have and how comments reflects on you, as the writer?

Here are some reasons to consider commenting more often:

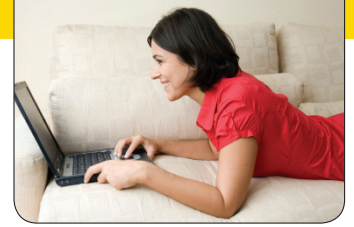
1. Comments are the first step in forming a relationship with another blogger. Good comments improve the quality of a blog, so you notice the people who are enabling your blog to be better. You'll start to be recognised over time if you continue to leave comments.

Consider this real world example – Have you ever gone to a shopping centre and noticed that some stores have many customers while others are empty? When a new customer enters the centre, will they be attracted to the store with customers or those with none?

The same goes for restaurants. How often have you avoided a restaurant that is empty, and gone nearby where there are more customers eating? It is a reflection of the quality and offerings of those stores. Real or perceived, it doesn't matter.

This is applicable in blogging too. Readers have a tendency to stick with the blogs that have comments, while they always avoid the blogs where no discussion is taking place. If you actively participate in discussions at other blogs, you too will receive lots of comments on your blog. This is simple blogging etiquette; it will become a reciprocal arrangement. A busy blog is an attractive blog.

2. You'll get "pre-qualified" visitors. Be smart about where you comment and leave thoughtful comments; you'll begin to attract the attention of the blogger, as well as the other readers. If you clearly know what you're talking about and they're interested in the topic, many readers will click through to your own website or blog since you'll have been deemed an authority figure that has something pertinent and interesting to say.



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3. You'll learn something in the process. If you read other blogs on your industry, topic, market and competing brands, or blogs that are directed to your ideal audience, then you may even pick up some useful knowledge.

The main reason that blog commenting is so useful is because it can potentially lead to more traffic for your website or blog. It can build awareness, loyalty, sales and advocacy for your own brand. At the end of the day, the key ingredient to successful outcomes for your brand will result from applying your blog commentary to those blogs that target the same audience you are trying to reach.



#4

Video is not just for Hollywood, darling!

Janet Beckers, *Wonderful Web Women*

YouTube is by far one of the most powerful search engines on the Internet.

Most people don't see it as a search engine, but that is exactly what it is. Search on Google for any keyword and without fail, it will return listings of videos on YouTube. This is the reason why YouTube is so important for your business. A search on YouTube will show many businesses that are creating strong connections with their fans and potential clients.

YouTube is also a social networking site. Most people forget this, but by forming friends and subscribers to your YouTube Channel (where all your videos are), your videos are automatically displayed to them whenever they log in.

Another advantage? You can embed your YouTube videos into the pages of your website. This shares the search engine love around even more!

So what do you say in your videos?

Unlike Facebook, you can have more than one YouTube account. This means you can create a personal account, a business account and even product and topic specific accounts.

Keep your videos short (just a few minutes), friendly and give great value content. Always, always ask people to leave comments, both in the video and the description you put of the video. Your intention is to get people to interact with you.

Ideas for video topics:

- A to Z on your topic. For example, I could do one video on A for autoresponders, B for branding, C for Clarity... Get the idea?
- Frequently asked questions
- Book review of the week
- Interviews

How to get your videos to rank high on search engines

This is not as hard as it looks. Simply because so many people do it poorly.

My friend, Gideon Shalwick has made a great video (on his YouTube Channel) on this topic which is short, sweet and easy to follow. [You can view it here \(tell him I sent you\).](#)

Handy tips:

- Use popular keywords in your heading, description and tags
- Start your description with your website url, including the http://
- Make your video worthwhile to watch so that people will refer it to others

There's heaps of other tricks, but if you stick with these for every video you create, you'll be way ahead of everyone else.



#5

Getting started with Facebook ads

Victoria Gibson, *Social Inc.*

If you haven't tried Facebook ads yet, what are you waiting for? Facebook ads are a fast, cheap and completely measurable way to reach your ideal target audience.

The basics of Facebook Ads are easy to grasp with many DIY advertisers getting great results. In order to get among the ranks of successful Facebook advertisers, try following these five easy steps:

1. Have a clear call to action

You must have an offer, message or directive that is engaging and compelling if you want to attract Facebook users to click on your ads.

Think along the lines of:

- "Sign up now for these Exclusive Offers"
- "Get in the Know with the Best Insider Events"
- "Get 50% off this Weekend only"

2. Carefully craft your click destination

Facebook ads work on a pay-per-click basis. This means, if you select the cost-per-click bidding method, you only pay when a user actually clicks on your ad. This is great because it means there is no wastage and you can track exactly how many people have engaged with your ad. The next step is getting your target audience to take action and either sign up or buy your offer.

Conversions are closely aligned to the content and layout of the website, landing page or Facebook page that you send your ad traffic to. You must make sure that the page you select follows on from the call to action in your ad. It must be easy for the user to know what you want them to do and compelling enough to make them want to do it.

Make your sign-up form king of the page. Try a "Reveal Tab" on Facebook that asks users to Like your page, or have a clearly visible 'buy now' button. Make sure your visitors do not have to look too far for the essential information and make sure they do not leave without you being able to contact them again!

Think carefully about the advantages of choosing to send your ad traffic to your Facebook page instead of your website. Facebook pages can easily replicate key elements of your website using custom tabs and you get the added benefit of the "sharing" effect of Facebook. You may also find a higher level of trust from your prospects when you keep talking to them on Facebook.

3. Study other ads

If you're new to copywriting and creating great headlines that draw attention, then become a student of effective copywriting. Look at ads online and offline to see what captures your attention and see if you can find some successful examples within your own market to be inspired by.



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Correct spelling and grammar is a must, but punchy and clear copywriting is always the most effective in Facebook ads. If you can say it in less words, then do. Simple.

4. Curate your image gallery

High quality, relevant images are everything in Facebook advertising. They are the main reason why your ad will get clicks.

You only have a small piece of the screen to work with, so make it really count by sourcing great images that work in a small size. Your images should be sized to 110 pixels wide by 80 pixels high and they must be clear and relevant to your message and brand.

Use elements from your existing campaigns or get free or cheap stock images from a raft of websites, such as [iStockPhoto.com](https://www.iStock.com).

Bright images of friendly, engaging faces always work if you get stuck.

5. Bid and test to find the sweet spot

Facebook ads require that you bid on the space to get your ad displayed. In order to get the best value out of this process and keep your costs down, you should test several versions of your ad amongst different demographics and likes and interests. You should also test different headlines and images.

Facebook display your ad more if it gets a high rate of clicks from users and in turn, you get the cost of each click at a cheaper rate.

When you launch your ads, make sure you watch them closely to ensure they are performing well. If they do not receive many clicks, even after they have been displayed over 1,000 times across Facebook, then it is probably time to pause those ads and give life to one of your other ads.

Remember: you are in charge of your overall daily or campaign budget, so ensure you set these first so you don't overspend.

Familiarise yourself with the [Facebook Ad Manager](https://www.facebook.com/admanager), which is where you conduct all the production, placement, bidding and optimisation of your ads. Press the green 'create an ad' button to get started.



#6

E-Newsletters that engage your audience

Nicki Walsh, *Blaze Marketing*

I love e-newsletters. They are a cost-effective, measurable way to engage your customers, prospects, business contacts or employees, without being too intrusive.

So how do you undertake a successful e-newsletter?

Here are a few practical tips to get started:

- 1. Plan.** Determine a realistic 12-month plan, including the designated editor, due dates for editorial, due dates for design and development, publish/broadcast dates and topics to be covered in each edition.
- 2. Recipients.** Build a solid list of recipients, including customers, prospects, business contacts, and so on. Take the opportunity after you meet people to add them to your list. Add a subscription form to your website and don't forget to include an 'unsubscribe' or 'opt out' function in the e-newsletter.
- 3. Content.** In the case of the e-newsletter, 'Content is King'. People are busy, so your content has to be relevant, personalised and add value to get attention. Make sure you keep it short, punchy and in bite-sized chunks.
- 4. Design and Layout.** Develop a strategic template for your e-newsletter that is visually appealing, easy to read, consistent with your brand style and gives your business a professional image. Connect articles through to landing pages for more information. Make sure landing pages open in new windows and include a quick links content box in your banner design so recipients don't forget to look at other articles they were interested in.
- 5. Measure and Review.** Set up a process to measure and report on the analytics of your email-out. Review the information to make improvements for your future emails.

Remember, your e-newsletter is an opportunity to keep your business front of mind, provide real value to your customers or prospects through interesting useful content and position your business as a credible thought leader or subject matter expert.

TIP

Email liaisons webinar

For more tips on how to build an online community of loyal customers, including how to build a responsive email list from scratch, how often to email your list, develop trust and a list of raving fans, download the Email Liaisons webinar from the Australian Businesswomen's Network website.

Download [Email Liaisons](#) from our [webinar library](#). Free for [Growth](#) and [StartUp](#) members, \$35 for [CommunityPlus](#) members and \$39 for [Community](#) and Non-members.



#7

Which social media platform should you use?

Michelle Gamble, *Marketing Angels*

Most businesses now know that without a presence on social media, you are missing an important platform for communicating with customers and prospects.

The main options that are available to businesses include:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)
- [Google+](#)

Usage of these platforms (statistics not available for Google+) are shown below:

The number of people on social media shouldn't be what dictates which platform is right

Social networking sites used

Site		Male (224)	Female (266)	14-19 (92)	20-29 (130)	30-39 (94)	40-49 (78)	50-64 (58)	65+ (38)
Facebook	97%	95%	99%	98%	98%	93%	99%	97%	99%
LinkedIn	9%	11%	8%	1%	3%	12%	14%	17%	14%
Twitter	8%	9%	7%	9%	7%	14%	3%	5%	4%
Myspace	4%	6%	3%	4%	3%	9%	1%	4%	0%
Other	3%	8%	1%	4%	3%	8%	5%	1%	5%

Base: Users of social media (490)

Q: Which of these social networking sites do you use?

for your business. The main factor is to understand what platforms your target market is using and how and why they use it.

Regardless of which platform you use, you will be more effective if you follow these tips:

Tips for choosing the right social media platform

Facebook

Facebook is ideal for the following types of businesses:

- **Business to consumer businesses.** Businesses who target individual consumers are more suited to facebook than those who target other businesses.
- **Retail businesses.** You can use facebook to run, sweepstakes, competitions, post engaging and useful information and entice your users with images and videos.
- **Business that targets locally.** Use Facebook ads to target specific populations.



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Twitter

Twitter is an excellent platform for targeting a much broader audience. It allows you to create dialogue and discussion with people who could be great influencers for your business, but are individuals you may never have the chance to meet in person. Twitter has become a key platform for journalists to source breaking news and allows them to develop relationships directly with possible news or story sources. Twitter is more “fast and furious” than Facebook. Generally, it requires more time to maintain – it’s important to engage with your followers several times a day.

LinkedIn

LinkedIn is ideal for businesses that target other businesses (B to B). LinkedIn can help you build trust, have regular dialogue with your business networks and position yourself as an expert. It is a great network to distribute expert articles you may write, provide expert opinion and advice by LinkedIn questions and directly target key prospects (through introductions and the upgraded pro version) using Inmail.

Google+

Google+ is Google’s new social media platform. Initially, it’s only been set up for individuals (not businesses) and has only just been opened up for anyone to create a user account. Previously, you needed to be invited by someone who already had an account. It’s a good idea to create a Google+ account and start familiarising yourself with the platform. How useful it is as a marketing tool is yet to be known; however, getting in early and getting familiar with it will increase your chances of using it effectively for your business should it take off.



#8

Three ways to achieve more with Google Analytics

Maria Anderson, *Sustainable Marketing*

Google Analytics is a free, simple-to-use web analytics tool that gives you insights about the visitors to your website.

At Sustainable Marketing, we use Google Analytics to measure the performance of both online and offline marketing. This tool allows us to progressively improve the performance of clients' marketing, optimise marketing budgets and achieve more with less!

1. Analyse your visitors' keywords.

Keywords are words that people use in online searches to find your website. Google Analytics will show you the most popular keywords for your website. The more popular words may be more meaningful to your target market than the words you use to describe your products. By including more relevant keywords in your online and offline marketing, you can attract more potential clients without increasing your budget.

Keywords	Visits	% visits
steam cleaner	430	5.12%
biosteam	369	4.39%
bed bugs	339	4.04%
bio steam	230	2.74%
steam cleaners	228	2.71%

In the Keywords table shown, "steam cleaner" is an important keyword to be included in marketing.

2. Assess your in-page analytics.

In-page analytics allow you to analyse banners, buttons or links that visitors click on. Assessing this information will help you understand what content your visitors find more appealing. Testing different content and messages can help you identify better



In this image from a front webpage, we would recommend testing different content for some of the lower performing icons such as 'fuse blocks'.

performing content. This can help you to progressively use more relevant content and increase the overall conversion rate for your website.

3. Measure offline results

Google Analytics can also measure the effectiveness of your offline marketing. Give readers of your advertisements and editorials a special offer to encourage them to visit a



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special campaign webpage on your website. (e.g., visit www.sustainablemarketing.com.au/risingenergy to read an article on what SMEs can do to avoid rising electricity costs.)

The traffic to the special campaign webpage can be measured through Google's 'Top Content' analysis tool, which allows you to compare your advertisements and editorials to assess which magazines or editorials your target market prefers.

So how do you get started? Visit google.com/analytics, set up a Google Analytics account and arrange for your web designer to install the Google Analytics code into your website.

TIP

Free online marketing optimisation webinar

For more information and tips about Internet trends and effective web solutions for your business, download the Online Marketing Optimisation webinar from the Australian Businesswomen's Network website. This webinar examines how Google works, search engine optimisation tips, online advertising solutions for small businesses, and much more.

[Download Online Marketing Optimisation from our webinar library.](#) Free for all [Growth](#), [StartUp](#), [CommunityPlus](#), [Community](#) and Non-members.



#9

Checking-in: Taking word of mouth to new heights

Cat Matson, *Alito*

If you run a retail or hospitality business, you know the value of happy customers singing your praises to their friends.

The old adage suggested a happy customer would tell three of their friends. But in the age of social media and location-based check-ins, your happy customers can sing your praises to dozens, if not hundreds, at a time.

The most commonly-known location-based check-in platforms in Australia are Facebook Places and FourSquare. Facebook, with 10 million Aussie users, is certainly the most popular; however, FourSquare has some very cool built-in game mechanics (like points for check-ins, a leader board amongst your friends and of course, badges and titles like Mayor). Both platforms are worth utilising to maximise your business results.

Why allow customers to check-in to your business?

When someone checks-in to your venue, they are broadcasting to their social networks exactly where they are. And most often, they are adding a comment about 'why' they're there. When I check-in to my local take-away venue on a Friday night, I always mention how good the pizzas are. I know at least three people who have bought pizzas there as a result of my endorsements.

How can you encourage people to check-in?

Remind them. *Poppy Cakes* in Brisbane has signs on their counter that read, "Have you checked-in on Facebook?" While waiting for their order, customers can happily let their friends know the delight they're about to experience.

Offer rewards for the Foursquare Mayor of the day. This encourages people to check-in to earn the points towards a Mayorship and it encourages them to keep coming back in order to secure the Mayorship and reap the rewards.

[So, set up your business on Facebook Places](#) and [Foursquare](#), encourage your customers to check-in and begin harnessing good-old fashioned word-of-mouth referrals in the social media age.



#10

AdWords: An easy way to drive traffic to your website

Michelle Gamble, *Marketing Angels*

AdWords is Google's paid advertising offering on their search engine.

AdWords, unlike search engine optimisation (SEO), is a very flexible tool to use and is a great way to drive traffic to a website, regardless of its SEO ranking.

- It basically works like a big auction for certain keywords. You set a budget of what you are willing to pay-per-click to your website from your ad when someone types in a specific keyword in Google. In simple terms, the higher the budget set, the higher the ad appears on the search results page.

Pros and cons of AdWords

Pros:

- You can turn it on and off like a tap.
- It is working for you 24/7.
- It is highly measurable.
- It gets traffic to your site, regardless of its SEO ranking.
- An excellent way of testing targeting prospects via search. Since it's simple to adjust your campaigns, you can easily test what works and what doesn't work.
- You can use the learnings from your AdWords Campaign to improve your website's SEO.

Cons:

- It can be very expensive, particularly in competitive/mature markets
- Costs are very driven by market forces
- Not as trusted as organic search results
- You can become a slave to it. If your competitors start spending more for particular keywords, you will be forced to increase your budget to maintain your ranking.

How AdWords works

You decide how much you are willing to pay-per-click for each user who clicks on your ad when it appears in the search results for a certain keyword search. Where your ad appears on the page is dictated by the amount you are willing to pay-per-click and the quality of your ad.

So: Rank = Max cost-per-click (CPC) x Quality score

Quality score is a measure of user experience. Google wants to make sure that they are only serving ads that are highly relevant to what the user is searching for.

Quality score is based on a number of things:

- **Click-through-rate (CTR):** How many searchers are clicking on your ad?
- **Ad text relevance:** How relevant is your ad is to the actual search keyword?
- **Historical performance:** How has the keyword performed in the past?

The content of your ad is just as important as the amount you're willing to pay-per-click and will determine where your ad is ranked on the page.



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Like search engine optimisation, search engine marketing is complex; for it to be effective, you need to be regularly monitoring and modifying your campaigns.

Tips for successful search engine marketing

- Take time to structure your account. Ideally, you should run more than one campaign with different ad groups that sit underneath each campaign.
- For example, your campaign name might be "Travel Agent Malvern" and your different ad groups might be "Cruising Holidays", "Family Holidays", "Specialty Tours". You then might run another campaign called "Sporting Tours Malvern" with the ad groups, "Rugby World Cup Tours", "Winter Olympics Tours", etc.
- Under each Ad Group, you can have several keywords and one or two different types of ads.
- Keyword research is really important for choosing the right keywords. Also, take the time to understand keyword matching as this can really impact the cost of your campaign.
- Take the time to write your ads effectively.
- If you have a registered Trademark, make sure that you let Google know. You can protect your trademark as a search term and stop any competitors from buying it as a keyword.
- Take the time to setup your AdWords reports. Track them regularly to optimise your campaigns.
- Use Google Analytics to measure the ROI from your AdWords activity vs. other activity.

TIP

Online resources to help with search engine marketing

- [Google AdWords Learning Centres](#)
- [Google's Australian AdWords YouTube Channel](#)



#11

Establishing brand credibility through LinkedIn

Gemma Manning, *Manning and Co.*

LinkedIn is the largest professional social network online. Every professional and business owner, regardless of industry or type of business should have a professional and company LinkedIn profile. When you understand how to use it and benefits to your brand, LinkedIn is a highly powerful tool.

LinkedIn provides an opportunity to build relationships with potential customers, clients, partners and peers. It allows you to tap into a powerful audience that you can engage and interact with, and ultimately influence. It can be used as part of your sales, marketing and recruitment strategy.

Follow these tips to establish personal and company brand credibility on LinkedIn.

Enhance your connectability through a complete LinkedIn profile.

A complete profile enhances both your personal and company brand credibility.

- You should fill out your profile like it's your CV or executive bio; include past positions and companies, education, affiliates, skills, activities, and so on.
- Also, reach out to your network, ask for recommendations and join groups relevant to your business, in addition to groups where you might find potential customers.

If you are a business owner and your individual profile stands out, it will encourage people to check out your website or to look at your company LinkedIn page – so your individual profile page is highly important to get right.

Incorporate LinkedIn with other online marketing strategies.

- For example, promote your blog through LinkedIn using an application called [BlogLink](#). Visitors to your profile are able to read your blog posts directly in your LinkedIn updates feed, and this, in turn, encourages traffic to be driven back to your website.
- Include a link to your profile as part of an email signature. The added benefit here is people can see your credentials directly.
- Mention your LinkedIn profile on your website and also provide the option for visitors to share information via LinkedIn directly.

Commit to regular and relevant status updates.

- Use the status bar frequently to share useful information and engage with your network.
- Strive to be visible and valuable during business hours when many people are actually on LinkedIn.
- Your status updates should add value to your target markets and be updated two to three times daily.
- You might want to attach articles via LinkedIn, announce an interesting conference, recommend a book or website that you find interesting, etc.



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Use applications and other tools to get the most out of LinkedIn.

My favourite applications are [BlogLink](#), [Company Buzz](#), [Wordpress](#) and the [LinkedIn Today](#) function. A combination of these tools works brilliantly, for not only profiling, but also keeping on top of the latest news and industry trends.

Improve your Google ranking and enhance your search engine results.

LinkedIn allows you to make your profile information available for search engines to index. Since LinkedIn profiles receive a high page rank in Google, this is a good way to influence what people see when they search for you or your company.

To do this, when you create a public profile, select "Full View." Also, instead of using the default URL, customise your public profile's URL to be your actual name. In addition to your name, you can also promote your blog or website to search engines like Google.

LinkedIn can significantly raise your personal and brand credibility, thereby resulting in new business.

LinkedIn is becoming a key reference tool to check the credentials of individuals and companies and therefore, it must be high on your marketing agenda, along with your website and other online initiatives.

Like any initiative, you need to invest time and effort into it in order to see the benefits. Once you do this, you will see significant business results. *Manning and Co.* is testimony to this; we have won new business through our own participation on LinkedIn!

TIP

Smart ways to use LinkedIn for business

For more tips on how to harness the world's most powerful business network, download an exclusive webinar from the Australian Businesswomen's Network website. This webinar looks at tips for creating a winning profile, who to connect to and who to avoid, ways to use LinkedIn to drive traffic to your own site, and much more.

[Download Smart Ways to Use LinkedIn for Business](#) from our webinar library. Free for [Growth](#) and [StartUp members](#), \$35 for [CommunityPlus members](#) and \$39 for [Community](#) and Non-members.



#12

Affiliate marketing: Make money when you have nothing to sell

Janet Beckers, *Wonderful Web Women*

One of the biggest traps we all fall into in small business is thinking that we have to do everything ourselves.

Yes, you do need to find the solution to your potential customers' problems if you want to make money, but you don't have to create the product yourself. Selling your own product will make you great money, but if there is already a great product out there, then why reinvent the wheel? If someone else is better qualified to create that product, you will serve your customer better by referring them to an expert.

So how do you make money then?

You make money by becoming a referring partner with the person whose product you recommend. For every sale you recommend, they send you a percentage of the sale.

Oh great, I hear you say. How do I actually talk people into doing that?

Easy. It's called an affiliate program and there are thousands of them on the Internet. In fact, my business is built on affiliate programs and is the easiest and quickest way to make money on the Internet.

The four golden rules of affiliate marketing

Follow these rules and your customers will love you (*and you make great money*):

1. It is your job to look for solutions to people's problems.
2. Only ever recommend a product that you think is great.
3. If you think a product is good, but has one or two flaws, tell your customers the truth and let them decide for themselves.
4. Always tell the truth!

That's it. If you are honest and have high integrity when recommending products, your customers will love you and continue to buy on your recommendation. I don't know about you, but these are principles I strive for in my business and in my personal life. It is satisfying to know that being good is actually the best way to make money!

TIP

Free affiliate handbook

[The Wonderful Web Women Affiliate Handbook](#): Download this easy to understand guide from my website. This handbook not only tells you how to become an affiliate for *Wonderful Web Women*, but will help you with other programs as well.



#13

Five steps to creating an engaging online brand presence

Maria Anderson, *Sustainable Marketing*

Your online brand presence starts with your brand story, which is the single most important marketing activity to get right.

A strong brand story will draw upon your natural competitive advantage, genuinely appeal to your customers and differentiate you from your competitors.

- 1. Create an engaging website design.** A powerful and visually appealing design is required to engage your visitors. The design needs to bring your brand story to life and be consistent with your brand's visual identity.
- 2. Write content in a compelling sales style.** A different style of content is required than the content used in printed brochures. It needs to be more engaging to compensate for the loss of 'human contact'.
- 3. Raise awareness of your brand on Google.** Conduct search engine optimisation of your website. Place interesting and topical articles on your website each month to continue to build your Google ranking. Drive traffic from your print advertisements, editorials and social media to your website.
- 4. Build a relationship with visitors.** Each webpage needs to move visitors one step closer to your goal page where you want visitors to buy, book a meeting or contact you. As visitors move through your website, they will require different offers. On the front page, they may need an informational incentive, e.g., a report to create confidence. On your product or services page, they will need an offer to encourage them to act, e.g., book a meeting or buy now. This approach will increase the conversion rate for your website.
- 5. Speak a consistent brand voice.** Make sure all of your online content gives the same consistent message. If the content on your website, directory listings, social media and offline marketing speaks the same brand story, you can grow your brand faster.

To get started, have a look at the following websites to gain a deeper understanding of the above five steps:

- www.garwoods.com.au
- www.biosteam.com.au
- www.velocityenergy.com.au



Build a Strong Brand “How to” Tool Kit eBook

Sustainable Marketing has developed an eBook that is full of practical and easy-to-implement strategies and tactics designed to help you build a brand that will generate long term profits. [Visit the Sustainable Marketing website to purchase.](#)



#14 Post your news online

Johanna Baker-Dowdell, *Strawberry Communications*

With so much news breaking on the Internet and in social media, it makes sense to take press releases online too.

Ensure your press release grabs your viewer's attention by making it newsworthy. Do this by sharing your opinion as an expert on a trend, announcing an award win or launching a new product or service.

Tips for a great press release:

- Include your "hook" in first stating who, what, where, when, why and how.
- Keep the most important points at the top and end with the least important. Your release can then be edited from the bottom to fit, without losing the integrity of your message.
- Write short, snappy sentences and keep paragraphs to one or two sentences.
- Quote someone – yourself or another relevant person – to give the story a voice.
- Do a spelling and grammar check and get someone else to read the release before you send it out to ensure it reads well and makes sense.
- Keep the body of the media release to one page, if possible.
- Add a memorable headline.
- Include contact details at the bottom with at least a name, title, phone number, email and website address.
- A "boiler plate" at the end includes information about your business not included in the release.

Send your press release to your target online media and upload it to PR websites like:

- [Newsmaker](#)
- [PR Wire](#)
- [I-Newswire](#)
- [Wide PR](#)



#15

Twitter: Networking on steroids

Cat Matson, *Alito*

Networking is one of the oldest and most effective marketing tools for small business owners. The advent of Twitter has taken networking to a whole new level.

When used as a networking tool, [Twitter](#) can exponentially expand your networking reach, as you go about your normal day. Instead of taking the time to attend a function, meet a handful of people, follow-up with those people by then making a phone call or email and catching up over coffee, smart use of Twitter will allow you to network in just 10-20 minutes at a time, with hundreds of potential customers, clients and influencers.

Here are my top tips for networking on Twitter to market your business:

- 1. Use lists in Twitter to organise the people that you follow.** I have a list of clients and friends, a list of Brisbane Folk and a list called Overseas Dynamos (amongst others). This makes it much easier to engage and follow the conversations that are important to me.
- 2. Be generous with sharing information and referrals.** I recently saw a tweet asking for recommendations for a travel agent. I responded immediately with the details of my travel agent; both people are now very happy with the connection.
- 3. Tweet about what you're up to in your businesses.** It's those day-to-day stories about what you do that builds credibility and helps potential clients to understand what you do.
- 4. Tweet back to other content.** Link to blog posts, articles, new service packages and so on, that you already use in your marketing funnel.
- 5. Be authentic.** Use your real voice, preferably a photo of you and feel free to join those 'water-cooler' conversations that happen regularly on Twitter. Remember: it's the mundane conversations that often build a relationship.

Twitter keeps me front-of mind for a lot of my network. They see my name and face pop up regularly and they therefore know how to find me when they need my services.

So get tweeting!

TIP

Twitter for business webinar

For more tips on how to use Twitter to grow your business, position yourself as an expert, what you should Tweet about, how to incorporate Twitter into your marketing strategy, and much more, download the Twitter for Business webinar from the Australian Businesswomen's Network website.

[Download Twitter for Business from our webinar library.](#) Free for [Growth](#) and [StartUp members](#), \$35 for [CommunityPlus members](#) and \$39 for [Community](#) and Non-members.



#16

Powerful blogging for brand growth

Cheryl Hayman, *Hayman Strategy*

Have you ever stopped to consider how the really powerful brands influence consumers, trends and thinking?

If you reflect on the concept of 'building brands of influence' and consider whether they share characteristics from which we can learn, it appears that there are several characteristics to aspire to.

Happily for us, today, there is a wonderful means for directly influencing those you are trying to attract. Utilising blogging to demonstrate your capabilities and characteristics is a key mechanism for building brands that resonate and engage their audiences.

You must ensure that you have a well-considered blogging strategy.

There are three ways to approach a blogging strategy for your business or brand.

1. Personal: Businesses or individuals often prefer to take a personal approach on their blog. This usually works well after you have built up a following for either yourself or your business. If your name is a brand people look for, viewers will come to your blog regardless of what you write, assuming your credentials and reputation precede you in your industry.

2. Do It Yourself: If your business offers a service, don't just write each blog posts talking about your services. People are not going to really respond well to that.

It is preferable to write blog posts about how people can do it themselves, or attempt to. This is a great way to bring in heaping amounts of traffic. Is there a risk attached to this? Well, yes and no. Some people might take the information and run with it, but many won't. What you have done is seeded yourself as the expert, with the strong likelihood that viewers will now seek you out directly and even tell other people about you.

3. Industry: It is also legitimate to develop a blog that caters towards the whole industry. Reporting on various things occurring in that industry, everything from competitor news to industry events to hot topics that might be occurring again, sets you up as a source and often as an authority. An advantage to this style of blog is that it probably gives you the greatest amount of material to work with and enables more regular blogging efforts.

Finally, ensure that a blog is actually the right tool for your business.

Don't just start one because it's the "in" thing to do. If it is considered an appropriate strategic option, then make sure you have a content strategy, the right person penning the blog and a means for monitoring and responding to the comments in a timely fashion. There is an expectation of some immediacy and timeliness to the interaction triggered when a business launches into the blogosphere. Done well, blogging is a powerful and influential tool for building strong brands that are very well-targeted to their audiences.



#17

Get the most out of your Facebook page

Nicki Walsh, *Blaze Marketing*

If you don't focus your actions and spend, Facebook can be a lot of effort for very little return.

Social media is definitely an emerging trend that businesses need to incorporate into their overall marketing strategy; but keeping up-to-date with social media marketing is an effort and can be costly.

Here are six simple tips to get the most out of your business Facebook page:

- 1. Work out why you are doing it.** What are you trying to achieve with your Facebook page? Are you trying to increase brand awareness, drive leads, push for additional sales from existing clients, client retention or (hopefully) build some brand advocates?
- 2. Develop a plan of action and set goals.** Assign members of your team to be responsible for the various components in the plan and regularly check it.
- 3. Keep it fresh.** Complete regular updates to keep your page current and relevant. Post 'breaking news'; your fans will love to be the first to know. Make sure all your company details are up to date, particularly your web address and location.
- 4. Get Fans.** Encourage people to become fans of your Facebook page. Add a 'Follow Us' link to your website promotional materials, online directories, press releases, other partner pages, consider holding a competition and so on.
- 5. Additional tabs.** Add additional tabs and applications to your page to create a 'Welcome' landing page, products and services page, photos page, events page, polls, discussion board, reviews or a special offer for Facebook fans. Make sure to encourage clients who are real brand advocates to write a review on your page.
- 6. Measure and review.** For continued improvement, [review your Facebook Insights](#) and tracking reports regularly. Make changes to your plan accordingly.

The biggest tip I would give about Facebook is make sure it is relevant, engaging and up to date. Give people a reason to become a fan and keep coming back.

TIP

Learn how to drive your business with Facebook

For more tips on how to harness the power of Facebook Pages to drive your business success online, download an exclusive Facebook webinar from the Australian Businesswomen's Network website. This webinar explains the importance of planning posts, posting ideas, how to attract more likers and much more.

Download the Facebook Pages webinar from our library. Free for [Growth and StartUp members](#), \$35 for [CommunityPlus members](#) and \$39 for [Community and Non-members](#).



#18

Foursquare: Not just a game

Johanna Baker-Dowdell, *Strawberry Communications*

Yes foursquare is a game, but savvy business owners can also use it as an online marketing tool.

How foursquare works

People from all over the world log their locations, tips and impressions of businesses on [foursquare](#) every day.

There are game elements where you can become the mayor if you visit a location more than others, unlock badges based on where you visit and earn points, but there is much more to foursquare than these fun elements.

Foursquare for businesses

Bricks and mortar businesses can get the most from this social media platform by registering their business location, offering specials for foursquare users who check-in or are near your venue (and maybe an extra special for the mayor, thereby encouraging more visits to see if the current mayor can be toppled) and by following customer traffic via your foursquare dashboard.

If you run an online business or work from a location you don't want to make public (like your home), you can still use foursquare to connect with your customers via Custom Badges and Pages where you add tips and information bites about your brand.

Use these tips to maximise foursquare for business:

- Register your brand so you have a foursquare presence.
- Offer customers a special deal to encourage them to visit yours over other venues.
- Have some fun with the platform!
- Use people's comments as market research to see what you do well and where you need to improve.

Remember, if you haven't registered your business, a customer may have already done it for you. Make sure to log in to see what they might have said.



#19

Create an online campaign with sustainable results

Maria Anderson, *Sustainable Marketing*

An online marketing campaign can create a sustainable pipeline of leads and sales for your business.

It is a simple, 'fast-to-build' and cost-effective marketing tool. With more traffic to your website, visitors will get to know your brand better and your Google ranking will be enhanced. More prospects can be added to your mailing list through a special offer and online form.

Step 1: Create a campaign webpage - Focus on one product range or a newsworthy topic. Write around 250-300 words of compelling content and include one keyword. Develop a visually appealing webpage with large photos, embed a relevant YouTube video and include links to other sources of information to engage and add value to readers. The webpage should include a special offer to encourage them to buy, contact you by phone or complete an online form.

Step 2: Promote the campaign online - Create an AdWords campaign and link it to the campaign page. AdWords can progressively raise awareness of your brand and can be turned on and off (as required). Send an email to your database promoting the campaign and driving traffic to the campaign page. Promote the campaign using a banner tile on your website and through other online mediums, including social media.

Step 3: Integrate with offline marketing - Convert the content of the campaign page into a hard copy sales flyer for use in regular networking, including special offers and the campaign webpage URL in print advertisements and editorials. To increase your actual conversion rates, embed simple sales tools into your everyday business, e.g., an auto-response email and phone scripts to respond to leads. Ongoing measurement of the marketing campaign through Google Analytics will give you insights to improve and optimise all of your marketing activities.

To get started, focus on the first products that clients purchase from you.

Bio Steam Case study

In late 2010, [Bio Steam](#) wanted to get to market faster with a campaign to take advantage of a bedbug infestation. *Sustainable Marketing* delivered an online marketing campaign, including a Google Adwords campaign linked to a targeted campaign page and an email to their database.

Bio Steam got to market faster and generated sales for their products and hire services. The campaign has also helped Bio Steam own the keyword "bedbug" online.



Create Your Own Profitable Marketing Campaign "How to" Tool Kit

Sustainable Marketing has developed an eBook that is full of practical and easy-to-implement strategies and tactics designed to help your business generate more sales. [Visit the Sustainable Marketing website to purchase.](#)



#20 Getting results with email marketing

Nicki Walsh, *Blaze Marketing*

How do you get the most from your email marketing? Here's a few practical tips to help.

Plan, plan, plan

Many people do marketing activities on the fly and then wonder why they did not get good results. Start with a plan, including objectives, target market, key messages, a call to action and reporting process.

Recipients

Determine who your target market is and where you will obtain a quality list. If possible, segment your list into groups so your content and call to action can be targeted.

Email design and content

- **Subject line is key.** Make it short, punchy and tantalising, so that your emails get opened.
- **Brand and design.** Make it visually appealing, easy to read and representative of your professional brand image.
- **Personalise it.** Include your client's name and, where possible, make it FROM a person rather than a generic company email address.
- **Make It Relevant.** Put yourself in the target market's shoes; think WIIFM (What's In It for Me?). What will they get out of reading your email?
- **Short.** Keep it short and punchy with weblinks to landing pages for more information.
- **Call to action.** Include a call to action, i.e., a special offer, e-guide, etc.
- **Additional functions.** Include an unsubscribe function, 'forward to a friend' and links to your social media sites.

Sending, testing and measuring your email marketing

- **Sending it.** Use an email broadcasting system for storing your database, sending targeted emails, personalising, handling unsubscribes and tracking results.
- **Test it.** Send out test emails to ensure they work. Ensure to check both the text only version and the HTML version.
- **Measure and review.** Track the results of your email, i.e., open rate, click-throughs and so on. Review this information for your email marketing program and continue to improve it for next time.

Lastly, review the things you like about other company's email campaigns and see if you can adopt or adapt any ideas to fit your business.



#21

Inbound marketing

Cat Matson, *Alito*

Stop fishing and start catching the customers you want. The online platform has given marketers and business owners tremendous opportunities to drive qualified prospects to our doors. Instead of baiting a hook, throwing it and seeing what it catches (like we did with traditional marketing), we can now entice our target audience to seek us out.

With a clear understanding of your marketing funnel, you can leverage online channels to have customers knocking on your virtual door.

Here is how you can use simple online techniques online at each stage of a marketing funnel to drive qualified prospects to your business.

Attention: Get the attention of your target market.

- Optimise your website with good SEO and web copy that directly connects with your target market.
- Include articles, comments, tweets and conversations that demonstrate your expertise, with a link back to your site or primary social media platform.

Familiarity: Once a prospect has heard of you, how do you build familiarity and trust?

- A quality, regular e-zine gives more insight into who you are.
- Likewise, a good Twitter stream and Facebook business page establish your presence

Information: Provide information to your now warming prospects about how you can solve their problems.

- Add regular links to your service page or special offers in your social media posts

Credibility: Demonstrate your credibility and trustworthiness.

- When a client gives you a testimonial, tweet it and post it on your Facebook page. Ask them to leave that same testimonial for you on LinkedIn.

Experience: People are more likely to buy from you if they've enjoyed their experience.

- This is where social media comes into it's own; people can experience you or your business virtually before actually engaging with you.

Sales Conversation

- When someone is ready to buy, make it easy for them. If you sell services, have a detailed web-form on your site, capturing as much information as possible. If you sell products, make the sales process an easy and enjoyable one.

Online marketing techniques work when they are strategically placed together, where all pieces fit with those around them. By utilising platforms that facilitate your prospects through their research, relationship-building and buying stages, you'll reap significant results.



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Maria Anderson is the founding director of Sustainable Marketing, a professional services marketing company, that delivers sustainable marketing services to growing technical, professional services and sustainability-focused businesses in Australia. Maria has grown Sustainable Marketing with a vision to create an innovative business based on sustainable business practices.

Growing up in Brisbane, Maria's immersion in a family business inspired a lifelong passion to learn and implement good business practices. After completing her Business degree, Maria's experience working for larger companies cultivated a desire to see more sustainable practices in businesses. Maria is studying a Diploma in Sustainability.

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In her most recent corporate life, Cheryl was Marketing Director for the Baking Division of George Weston Foods (Australia/NZ) overseeing the strategy, management, development and innovation of renowned brands such as Tip Top and Burgen.

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Manning & Co. is a full service marketing, PR and design consultancy with offices in Sydney and Hong Kong. With a tagline of 'Measurable Marketing Management', our aim at Manning & Co is to provide practical, effective and measurable marketing and PR solutions that will help you meet your business goals.

At Manning & Co., we bring you significant marketing and PR experience through a highly flexible and personalised service, without charging over the top agency fees. We help you stand out. We help you get noticed. We help your business grow.

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With a keen interest in strategy, marketing, social media and personal effectiveness, I work with clients to have their business firing on all cylinders. I am appalled by the notion of 'silver-bullet', 'one-size-fits-all' approaches to business success and I work with savvy business owners to connect the RIGHT resources with the RIGHT strategy to produce the desired business outcomes.

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Previously the Marketing Director for a large multinational, Nicki has over 14 years experience in all facets of marketing and communications. She is a multi-award winner, including both the NSW and National Award for Marketing Excellence from the AMI.

Nicki is passionate about marketing and coming up with fresh, innovative and practical marketing solutions that really fit the business and get results.

From this, *Blaze Marketing* was born to provide all the benefits of a big business marketing agency (communications and creative team), with the personal servicing and pricing of a small agency.

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