

Welcome to the April issue of the PublicityShip newsletter.

We are now four, having welcomed our new Marketing Manager, Kate Dronseika, to the fold this month. Kate is already proving an invaluable addition to the team.

This month:

Online Marketing - alert for tourism operators

Keyword Research - the basis of your online marketing strategy

Getting Great Publicity - why some businesses have the Midas touch

Online Marketing

We have been busily developing our online marketing services for small businesses - starting with a focus on tourism.

Niche tourism businesses are ideally placed to benefit from effective online marketing. Unlike any other medium, the Internet allows an enterprise to make direct contact with potential customers anywhere in the world.

There is also heaps of evidence that travellers - in Australia and in key international market segments - are using the Internet more and more to research and book travel directly.

So it is imperative that tourism operators incorporate a strong online component in their marketing plans.

The four key areas of online marketing are:

- search marketing (being found via search engines such as Google),
- content marketing (effective web content, including blogs and offer pages),
- email marketing (auto-responders, email blasts, e-newsletters), and
- affiliate marketing (joint campaigns, links and sales).

We have developed a range of tools to tackle all four areas, which are available for you to book a la carte or on a monthly plan.

For more information, contact Glenn, Jane or Kate by calling 1800 468 416 or emailing ps@publicityship.com.au - and have a read of Glenn's blog post on our risk-reward model for online marketing services at:

<http://www.publicityship.com.au/publicityship-blog/our-new-risk-reward-model-for-online-marketing-services/>

Keyword Research

If you're into fishing, you'll know that throwing out a line and hoping for the best isn't going to cut it. You need to know where the fish are and what bait to use.

Translate this to online marketing and it means you need to know where your potential customers are and what they are looking for.

Online, your target audience is already typing words and phrases ("keywords") into search engines like Google to find a whole range of information and make purchases.

If your site isn't set up to be keyword and search-engine friendly, you are severely limiting your chance of being found by those searchers.

For example, when we first started offering a media-release-writing service, we used the term 'media release' as our primary keyword, because we thought that anyone wanting to find a media-release-writing service would type 'media release' into their search engine.

However, subsequent keyword research revealed that far more people were searching on the term 'press release' instead. So we changed our keyword, and hey presto - traffic increased significantly.

For more information on keyword research and analysis, contact us on ps@publicityship.com.au or call 1800 468 416.

Getting Great Publicity

We've seen some great media coverage recently for some of our clients: AllGayCruises had stories in the Sunday Age and Travel Weekly, the Australian Business Coaching Club (ABCC) had a piece in the Daily Telegraph and Herald Sun, and Melbourne Fashion Experience has attracted Melbourne Weekly Magazine, Shop Til You Drop, Scoop Traveller and the Discovery Channel.

So how can you acquire the Midas touch when it comes to publicity?

What these clients all have in common is the ability to capture interest. Someone cares enough about what they're doing to slot them into the story list.

While there's nothing new about a cruise, the camp element enables AllGayCruises to strike an entertaining and spirited pose, while creating a news opportunity of importance to Australia.

The ABCC appeals because it offers expertise - something that small business/entrepreneur sections of metro papers are keen to harness. If you have created a product or service that uses your expertise to fulfil a need - then you have something worth talking about.

Melbourne Fashion Experience has visual appeal and personality, as well as a point of difference. No one else is running high-end fashion design tours through the streets of Melbourne. Finding a gap in the market is a great start.

To find out more about how to capture interest in your business, call us on 1800 468 416 or email ps@publicityship.com.au

Best wishes

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About PublicityShip

PublicityShip helps small business get publicity and market online. Publicity can be more effective than advertising and give an excellent return on investment. PublicityShip helps you uncover the most newsworthy aspects of your business and get your message to the right media contacts. And PublicityShip online marketers help you attract and convert potential clients online.