

Welcome to the January issue of the PublicityShip newsletter and Happy New Year! I hope you had a great break and feel refreshed and ready to roll into 2007!

This month:

- New online publicity tutorial
 - Improving your web presence
 - Hidden Jewel update
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Sign up for an online publicity tutorial

We have added a new email based course to our website, the eight-part "How To Get Publicity for Your Small Business". The material is drawn from the small business publicity workshop I have been delivering over the past few months. To sign up, go to <http://www.publicityship.com.au/get-publicity> and click on the link highlighted in yellow.

The email course is available at no charge. There is a lot of information packed into this course, so to make it more accessible for small business owners, we have prepared it in eight parts.

When you do the course, email me your feedback.

Improving your web presence

When looking at your small business on the web, here are five areas you may find helpful to review:

Presence: a basic 'brochure' website is a good start. But your web presence can also include ... an interactive website (to support transaction ready prospects), a content rich website (to attract prospects gathering information), listing on relevant directories, presence on eBay, Amazon and other shopping sites, presence in key forums and social media sites. What are the costs and benefits of each?

Traffic: how many prospective customers come across you online? Are you getting traffic from organic searches, are you acquiring paid search traffic effectively? Are links to your content bringing traffic?

Conversation: not many prospects are ready to buy from you the first time they meet you online. How do you establish a conversation with prospects to inform, educate and build trust? For example, are your landing pages effective in encouraging prospects to sign on for newsletters, opt in email lists or feeds?

Conversion: are you effective in converting your prospective clients into paying clients online? Are your offer pages effective for customers? Can you measure your conversion rate?

Follow Up: are you using the Web to follow up with your customers and ensure their needs are being met? Are you providing them information and education about additional products and services?

What we are finding is that small business recognise they have significant opportunities online, and are keen to address them. One of our clients - Paul & Jenny Geelen - provide a great example of what a small business can do with a blog and integrated website. Their site - <http://www.geelen.com.au/> - is attracting traffic from all over the world, and delivering new customers. Look carefully at their site and see how the content is designed not only to acquire new customers, but importantly to build trust.

What have been your experiences with your business on the web? I'd love to hear from you.

Soon to be revealed: a treasure trove of Hidden Jewels

The PublicityShip Hidden Jewel Awards are exceeding even our high expectations! We now have almost 300 small tourism businesses registered for the Awards, which aim to seek out those excellent little ventures that form the backbone of Australia's massive tourism industry.

The national and state winners will be announced in February, and if you're a small tourism entrepreneur, it's not too late to enter. Visit <http://www.publicityship.com.au/hidden-jewel/> to find out more.

All the best,

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About PublicityShip

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