

Welcome to the June issue of the PublicityShip newsletter.

This month:

Tips for better marketing

Marketing to your email list

Making your press release work for you

What's New?

What an online marketing site looks like

The New Rules of Marketing & PR

Marketing to Your Email List

Are you collecting your guests' email addresses and - even more importantly - the email addresses of inquisitive visitors to your website? If you are, did you realise how valuable this database is to your business?

Once you have their permission to communicate with this qualified list of contacts, you have a database you can utilise continually to distribute messages, offers and newsletters.

Email marketing is a form of direct marketing that you can personalise to subsections of your database.

Sound too hard? Use an autoresponder service and after the initial set-up phase, there isn't a huge time commitment.

Yet the opportunities are tremendous.

We use <http://smartmail.aweber.com> to set up autoresponder email marketing campaigns. It's worth browsing their site and subscribing to their blog, which contains heaps of useful tips and information on email marketing.

Making Your Press Release Work for You

There's so much more you can do with a press release than email it to the local paper. But shooting it out to hundreds and then crossing your fingers isn't the answer either.

In our experience, putting time and effort into about six carefully targeted media contacts works best. A close fit between content and target, together with a personalised service, are most likely to get you results.

Even when you don't get coverage, building a relationship with the people who matter to you - the editors and producers who need to know about your product, service or expertise - can bring you long-term benefits.

Also remember that there may be journalists actively looking for the kind of content you're offering. So always post your press release on your website, and as you collect more, set up a media or press page on your site.

Keyword research will help you to target the content of your releases more effectively too, increasing the likelihood of both press and potential customers finding you online.

What an Online Marketing Site Looks Like

If you're wondering what a content-rich online marketing site looks like, www.ningalooblue.com is a good example.

We have put this site together as part of the prize package presented to Ningaloo Blue as national winner of the PublicityShip Hidden Jewel Awards.

Based on comprehensive keyword research and analysis, the site is content-rich, aiming to catch the attention of anyone interested in Ningaloo, swimming with whale sharks and manta rays, staying in Exmouth and adventure travel.

The site is now live and already indexed by Google. We will continue to update and develop content, track traffic, and monitor sites and blogs for opportunities to link to others who are talking and searching online.

We have also set up AdWords to attract search traffic from sponsored links, and will be looking at email marketing opportunities. We'll keep you posted on progress.

You can read more about the site by visiting Glenn's blog post: <http://www.publicityship.com.au/publicityship-blog/ningaloo-blue-and-their-new-site/>

The New Rules of Marketing and PR

Anyone who is serious about online marketing and publicity must get hold of David Meerman Scott's latest book, *The New Rules of Marketing & PR*.

It mirrors PublicityShip's journey, which began by recognizing the value of publicity vs advertising, and then moved full bore into online publicity and marketing.

If you're not marketing online, you're missing some massive opportunities to grow your business.

To read more about The New Rules of Marketing & PR, check Glenn's blog post: <http://www.publicityship.com.au/publicityship-blog/the-new-rules-of-marketing-and-pr/>

To find out more about how online marketing and publicity can benefit your business, call Glenn or Jane 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.