

Welcome to the March issue of the PublicityShip newsletter.

This month:

Commission an Article About You - a new service
Online Marketing - tell us what you need
Small Business Workshops - book now
Hidden Jewel Awards - the winners!

Commission an Article About You

We are now offering you the opportunity to have one of our journalists write a story about you pitched at particular publications.

Just like the news release service, we first help you to identify the main theme of your feature, the audience you want to target and the best media outlets for reaching them.

Then we have one of our journalists interview you and advise on photos before preparing a full feature article designed to appeal to the chosen media.

The article will belong to you, not us, and you will then have the option of distributing it yourself or having us do that for you as well.

The advantages of having a feature article at your fingertips are:

1. Sometimes magazines or papers find they have space to fill at short notice, and your article is just what they're looking for.
2. An editor may opt for a completed article over a news release which has to be written up in-house.
3. You can publish the article online at various sites which will syndicate it at low cost.
4. You can publish the article on your own site or in other promotional material.

Contact me for further information: jane@publicityship.com.au

Online Marketing - tell us what you need

The online marketing (aka e-marketing) approach we use is finding its way into our service line.

Online marketing means tackling key word research, adwords campaigns, dedicated landing pages, education via email auto-responders, effective offer pages etc.

When we talk to clients about the kind of on-line marketing we're doing, many of you want to add this into your site as well. Some are keen to launch a new site altogether.

So Glenn is currently working on adding all these elements to our fixed price services for you to tap into.

We'd love to hear about your experiences of online marketing – what works and doesn't work for you, and how your website would function in an ideal world. Maybe we can help make it happen.

Send comments to Glenn and myself at ps@publicityship.com.au

Small Business Workshops - sign up now

Jane's next Small Business Publicity workshop is on 7 March, and Glenn will present Small Business Blogging on 14 March.

Both workshops run from 8.30-10.30am at The Warehouse Café, 221 Onslow Road, Shenton Park.

At just \$40 per workshop, including morning tea, these are not-to-be-missed.

To book, visit www.publicityship.com.au/workshops or contact me directly.

If you can't make it to Perth, go to www.publicityship.com.au and sign up for our free online course: How to Get Publicity for Your Small Business. We are currently working on a Blogging course too.

Australia's Hidden Jewels Revealed

The task of calling all the winners of the PublicityShip Hidden Jewel Awards was a sheer delight. Responses ranged from dumbfounded disbelief to shrieks of joy.

The national winner, Ningaloo Blue Charters on Australia's Coral Coast, promises to be exciting to work with, thanks to their professionalism, passion, energy and appeal in terms of adventure, imagery and local collaboration.

Winners of the state/territory awards are:

New South Wales: Tribal Warrior

Northern Territory: Anangu Waai

Queensland: Undara Experience

South Australia: Bookabee Tours

Tasmania: Live History
Victoria: Auswalk
Western Australia: Faraway Bay

Congratulations once again to all our fabulous winners. We are very much looking forward to working with you on your publicity campaigns.

For information on all the winners, visit www.publicityship.com.au/hidden-jewel-winners

Best wishes

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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.