

## **Welcome to the May issue of the PublicityShip newsletter.**

### **This month:**

Your Website - it's the conversions that count

E-books - what's all the fuss?

Getting Great Publicity - early success for our Hidden Jewels

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### **Your Website - Getting Bookings Through Conversation**

While developing our online marketing service menu, we have identified the five steps that enable you to attract, communicate and sell to your customers.

#### **Presence -> Traffic -> Conversation -> Conversion -> Follow-up**

Your presence on the Internet most likely takes the form of a website. But just having a website isn't enough in itself. You have to attract visitors - or traffic - engage them in conversation and convert them into purchases or bookings.

By establishing relevant, regularly updated content, and using search engine optimisation to enable your potential customers to find that content, you have a better chance of bringing traffic - or visitors - to your site.

Once there, you will need to engage them in conversation about the positive aspects of your service, maintaining your position in their mind as a possible source for fulfilling their need or desire.

How can you do this via a website? By using forums, blogs, email marketing and more. There are many ways to create an environment that helps potential customers know they are interacting with a real person they can trust.

Now your main goal is conversion - getting your visitors to buy or book. How you do this depends on what you're selling and what motivates your customers, but there are a number of tools you can use to tip the balance and get them to click that all-important 'buy now' or 'book now' button.

Finally, a successful business never neglects follow-up. Keep them interested - keep them coming back for more.

For more information about how PublicityShip can help you motivate your website to bring in more bookings, contact Glenn, Jane or Kate by calling 1800 468 416 or emailing [ps@publicityship.com.au](mailto:ps@publicityship.com.au)

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## **Why Are So Many Businesses Publishing E-books?**

E-books - or downloadable electronic books - are a far cry from traditional publishing, and highly relevant to small businesses.

Businesses are discovering that good content sells. So the more information you can provide in various forms, the more likely you are to get your customer's attention and hold it - leading to your ultimate aim: a sale.

E-books are one more way to disseminate good content, and a possible source of revenue. We are currently working on an e-book for ocularists Paul & Jenny Geelen, who have an impressive collection of client stories of eye loss on their website.

These stories are now being collated into a small book, which we will produce as a simple pdf document. That's all an e-book is. It doesn't need to be fancy, it's certainly not expensive to produce - as a print book is - and there are no distribution costs.

Some businesses offer e-books at no direct cost as an incentive or to add value to their service. Others use them as a revenue source, typically charging \$10-\$25 per download.

If you have expertise or stories to share, e-books could be the perfect solution.

For more information on developing and publishing e-books, contact us on [ps@publicityship.com.au](mailto:ps@publicityship.com.au) or call 1800 468 416.

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## **Getting Great Publicity - How our Hidden Jewels Are Attracting Attention**

We have launched the first two publicity campaigns for the state winners of the PublicityShip Hidden Jewel Awards.

Victorian winner, Auswalk, and Tasmanian winner, Live History, have already won the attention of four major publications.

Editors never give guarantees, but when they ask for images and talk about planning coverage, you know you're in with a good chance. Editors are busy people - they won't talk to you unless they're interested in you. So you can get pretty excited when they do, but don't uncross your fingers until you see your name in print.

Auswalk's hook is the health benefits of regular walking holidays, accompanied by beautiful photos - all attracting attention from a health magazine and a major national newspaper supplement. Live History's lure is

the unusual nature of their tours, again supported by some great imagery, arousing the interest of two major travel magazines.

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