

SmarttNet

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SmarttNet appeals to mompreneurs at MomCafe – for immediate release June 4, 2009

It's a buzz word being used in the stay-at-home-mom business world, and recently SmarttNet actively took part in appealing to this group of women entrepreneurs, now commonly called "mompreneurs."

At a Vancouver MomCafe event titled "Moms are all a Twitter", the SmarttNet Women in Business Campaign displayed its Internet marketing services, as well as a draw bowl to win one three keyword research prizes from the company.

"I believe the women at this event really saw the value in Internet marketing, especially after hearing two lucrative business owners speak of their experiences with social marketing," said Joyce, an e-marketer at SmarttNet and the coordinator of the Women in Business Campaign.

The success of the table presence was noted especially when a few ladies quietly slipped through seats to get to SmarttNet even while the speaking was going on.

Luckily, there was enough love to go around and many women were offered e-marketing services at discounted rates to help grow their businesses.

"Being online with a business is a great way to help moms stay in the work force but still be able to juggle their home-life, especially with kids," explained Joyce. "It's like the best of two worlds, and neither needs to be neglected with the Internet now being a huge part of our lives."

As part of a commitment to help female entrepreneurs (and mompreneurs alike), SmarttNet has a special program devoted to the outreach of their businesses.

"We always offer a discount to female entrepreneurs, because we realize it can be tough to run a home-based business," said Joyce.

Also being given away at the event were packages of 'Smartt tea' – a play on the fact that "smartt" is spelled with two 'ts'. "We put on the labels that 't is for Smartt', and people really like the joke. It helps with our branding," commented Joyce.

SmarttNet especially appreciated the service of MomCafe at the event.

"They were always making sure we had the attention we needed, and were so very helpful to meet all our needs. I don't think I've met such an accommodating group before!" said Joyce. "After all, they're the place to go in Vancouver if you want to reach mompreneurs!"

For more information, or to arrange an interview call 604 473 9700 or e-mail joyce@smartt.com.