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SmarttNet campaigns for women in business – for immediate release Feb. 25, 2009

When e-marketing and media specialist Joyce of SmarttNet attended a women's entrepreneur group in Maple Ridge, all she could do for a week was think of how inspired she was. The result of that inspiration was the *SmarttNet Women in Business Campaign*.

"These ladies were so motivated and hard working, I was really so impressed with them," she recalls. "I told my coworkers we should do a Women in Business Campaign. I knew this would be a great demographic to work with."

In the next couple days, Joyce got to work creating a new logo and brochure, scouting out women's groups, putting up Web pages and even sponsored a women's charity called Soroptimist of the Tri Cities. The campaign's first big launch was to host an exhibitor table at the *Ellevate Business Women's Conference & Show*, held Feb. 21 at the Vancouver Public Library.

"Joyce's enthusiasm for the campaign was being felt throughout the office. She was so eager to help these women. It was clear her passion was at work," comments Martin Wong, Chief Executive Marketing Manager at SmarttNet.

The Campaign's goal, as explained on the SmarttNet Web site, is to "encourage women to take charge of their careers," be they mothers, rookies in the field of business or already long-time entrepreneurs.

Joyce explains that throughout the campaign she learned women do business differently than men, being less competitive and more nurturing toward each other as they grow their companies.

"They have all these great ideas and I know they're good at what they do, so I had a vision that SmarttNet could help them be successful with all the e-marketing tools we have...this way we could bring their creative entrepreneurial dreams to life," she says.

The Campaign has lowered prices for e-marketing and Web development even further than their regular rates, just for women. They are also actively giving away prizes to charities and women's groups, worth "thousands of dollars." Joyce set up a fan page on Facebook, in the hopes it would become a meeting place where women could inspire ideas and network with each other.

"Joyce has this idea to target women, and it worked out great," comments Amy Cope, Joyce's co-worker. "It became clear there was a demand among women who didn't know much about setting up a Web site or e-marketing, or didn't have time for it, so we're a great fit to work with each other."

More about the SmarttNet Women in Business Campaign can be read at www.smartt.com/women

For more information, or to arrange an interview with Joyce, call 604 630 7579 or e-mail joyce@smartt.com