

# SmarttNet

Complete Internet Solutions

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## **SmarttNet cooks up Internet marketing menu at Canadian Coffee and Tea show – for immediate release Oct. 22, 2009**

This year's Canadian Coffee and Tea Show featured the industry's finest coffee beans, roasters, chocolatiers, shortbread cookie makers and, to top off the effect, a growing IT company called SmarttNet, sampling their 'good taste' Web site designs and Internet marketing tools.

"We realized that going to the Coffee and Tea Show was one of the best decisions we could make," says Joyce, a marketer with SmarttNet. "There is a huge untapped market for good marketing techniques to help boost coffee sales, and we were happy to create a product for this niche."

Leading up to the show, SmarttNet's Internet marketing team produced special coffee-industry-related brochures and marketing kits, designed to give tips to business owners and to show that making the right moves on the Internet can make a huge difference in customer loyalty and return rates.

"We knew we had to capture this audience in a special way, and so we went with the principle that we founded our department on: to give free advice and let our products, and our people, speak for themselves," explains Martin Wong, Chief Marketing Officer at SmarttNet.

SmarttNet's team also used the opportunity for intense networking and friend-making.

"We had so much fun meeting all these people in this industry. They are all so passionate and welcomed our introductions so warmly," says Joyce. "Of course, we got to sample lots of goodies too!"

The Canadian Coffee and Tea Show also featured the Canadian Barista Championships, of which a Café Arregiano barista was proven the country's best barista of the year.

And, there was one 'bond' the SmarttNet team felt with the industry:

"We love giving out bags of tea because our name 'Smartt' is spelled with two 'Ts', so we like to play on that," remarks Joyce.

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