



SmarttNet dares to thrive at women in business conference – for immediate release April 3, 2009

At this year's Dare to Thrive Women in Business Conference, held by the Valley Women's Network Tri-city chapter, the SmarttNet Women in Business Campaign was the perfect solution for female entrepreneurs looking to take their career online.

The SmarttTeam – SmarttNet's Internet marketers – were there to bring to light the possibilities of reaching out to an online market.

"We spoke to lots of women there who knew the Internet was a powerful tool but didn't quite know how to tap into it," explains Joyce, coordinator of the Women in Business Campaign. "For that reason we presented the idea in a simple way and taught people on the spot about how Google works."

At their table was a Macintosh computer which was used to show people the way a page ranks high on search engines and how SmarttNet's content management systems (CMS) are easy-to-use tools for managing a company's own Web site.

"These women run small businesses – none of them wants to pay a hundred bucks every time they want to make a tiny change to one of their pages. Plus they need to be able to update constantly in order to satisfy search engine demands," says Joyce.

The SmarttTeam had a blast sporting their red jackets and shoes – an attempt to brand themselves with the SmarttNet colour.

"We like to call ourselves the 'e-marketing twins' and at the conference we totally were!" says Amy Cope, an e-marketer at SmarttNet.

On behalf of the Women in Business Campaign the SmarttTeam drew for three prizes at the conference: a bamboo towel set (thanks to Shoo-Foo), a Body Shop gift basket and a free keyword research consultation. Also, anyone who signed up for a free information session with SmarttNet was given a fitness pass to use with Evolve Fitness.

In addition to sponsoring their own table at the event, the SmarttTeam got to sit in on speaker stories and also participated in conference activities such as the exercise session after lunch and the 'bumble bee' networking game, coached by Sue Clement.

"We had fun hanging out with these women and meeting new people," says Cope.

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