

SmarttNet

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SmarttNet woos traders at Abby show – for immediate release Apr. 27, 2009

As the only Web marketing company to exhibit at this year's Fraser Valley Business Showcase, SmarttNet received all the attention it could handle, and then wooed the rest of the audience.

Deciding to attend was a no-brainer. According to Martin Wong, Chief Executive Marketing Manager at SmarttNet, the business community in the Fraser Valley is "underserved" when it comes to Web marketing services provided by a long-standing Internet company.

"There are a lot of independent Web designers out there working from home, but sometimes businesses need something more than that – they need to partner with another established business that understands the scope of their project needs," explained Wong.

Wong believes the benefits of SmarttNet's presence at the show was paramount, with approximately 700 attendees, and more than 120 exhibitors, opportunity for brand awareness and direct sales was prime.

"We had a lot of people saying, 'oh! I've been looking for someone that does your services for a long time,'" said Wong.

At their booth SmarttNet had a dashing Mac ready to give demonstrations of how Search Engine Optimization (SEO) and Content Management Systems (CMS) work. The two go hand-in-hand when trying to compete for high rankings on search queries.

In addition to having a booth, marketing representatives took advantage of "the Fraser Valley's most inclusive networking event of the year," according to fvtradedx.com, by visiting every other business table for an introduction. SmarttNet distributed small invitations with a map locating their table so that people would come over to find out if they were getting "clicked online."

Wong found the response to be very welcoming, since not many business owners at the event knew the ins and outs of Internet marketing.

"It turned out to be a very effective strategy."

More about SmarttNet's Web marketing program can be found at <http://www.smartt.com/internet-marketing/>, by calling 604 473 9700 or by e-mailing sales@smartt.com

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