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## 5 Tips to Building a Strong Online Presence

Networking in hospitality and tourism cyber-land is just a click away.

- **Your Website is a Business Card:** Whether it is a simple business card listing your services, contact details, a selection of work from your portfolio, client testimonies, links and resources, articles and company blog (or preferably a combination of all)- the tone, quality, style and selection of your content matters, it needs to reflect your company image.
- **New & Fresh Content:** Up-dating the content on your website regularly promotes find-ability out in the cyber highways. Press release and articles sent to B2C or B2B publishers and news wires get maximum coverage and get you known. Build two email lists; one with publishers and one with clients.
- **Newsletters:** Are best sent at regular, frequent intervals. Whether it be tri-weekly, weekly, bi-monthly or monthly, keep it predictable and keeping building your subscription list.
- **Beyond Bland:** Your website, press releases and articles need character. They are to stand out from your competitors by promoting your services or products with interest and information.
- **Connectivity:** Get to know people within your business community, check out social networking sites and your preferred B2B magazine. Spend time in your customer community, getting to know and understand your customers' wants, problems, concerns and wishes.

*Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see [www.writeup.com.au](http://www.writeup.com.au)*

*No time to write? Email us at [contact@writeup.com.au](mailto:contact@writeup.com.au)*