

Media Release

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## **Online Marketing Will Boost Profits For Northern Territory Businesses**

Small business owners in Alice Springs, Katherine, Darwin, Nhulunbuy and Tennant Creek are being encouraged to re-evaluate their online resources.

The call comes ahead of a federally funded training forum that is being held for small business owners in the region later this month.

*Untangle My Web*\* founding director Fabienne Wintle says an online marketing plan has the potential to boost profits for any small business in the Northern Territory.

“We haven’t met a business yet that doesn’t have the potential to significantly increase their online revenue. Small changes online can make a dramatic difference to the financial outcomes of business,” Mrs Wintle said.

While places like Tennant Creek and Nhulunbuy may be geographically isolated from many of the major business hubs around Australia, Mrs Wintle believes the internet has broken down many barriers.

“Online technology has the potential to make distance barriers obsolete. Even better than that, a small business operator in the centre of Australia harnessing online technology to its full potential can outperform a major player in a place like Sydney,” Mrs Wintle said.

While many of the online marketing concepts are still new - those who have caught on are seeing results.

“Initially many people don’t understand it, but professional keyword research coupled to a lead-generating website can really turn a business around despite this economic downturn,” she said.

Small business owners now have access to very sophisticated marketing solutions that help quickly identify issues. For example integrated video tracking so business owners can actually watch people using their website to see where improvements are required. Rather than guessing you need to be testing.

*Untangle My Web* arrives in Alice Springs on October 30 to roll out the course which is provided free of charge to participants. Training kicks off with six-hour face contact followed by webinars and online support.

Small business owners will be provided with a 12-week online marketing action plan for their business.

Activities include

- Search engine optimisation
- Website content management systems
- Google analytics
- Content writing
- Social media such as Facebook page, Facebook places
- Online reputation tools such as Google alerts, SocialMention, Hootsuite and many more.

*Untangle My Web* will deliver training in:

- **Alice Springs – October 31st**
- **Tennant Creek -November 2nd**
- **Darwin - November 7th**
- **Nhulunbuy - November 8th**
- **Katherine - November 10th**

**\*About Untangle My Web**

UntangleMyWeb.com focuses on delivering practical training that can be directly implemented in businesses. They use real small business examples in the workshops and web marketing experts who can answer specific questions on the spot.

The training forums are supported by Enterprise Connect. Enterprise Connect is a \$50 million a year Australian Government initiative that provides support to eligible Australian small and medium sized businesses. For more information visit [www.enterpriseconnect.gov.au](http://www.enterpriseconnect.gov.au) or call the Hotline on 131 791.

For more information and registrations go to:

<http://www.mywebschool.com/internet-marketing-courses/>  
[www.untanglemyweb.com](http://www.untanglemyweb.com)

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