

CLEVERLINK NEWS RELEASE 6 Aug 2010

Up-Skilling Opportunities for Shoalhaven Businesses in Online Marketing

September will see the Shoalhaven's business community energised by an opportunity to participate in **FREE** E-business strategy and digital marketing training. This training will be provided by experts in the IT and marketing industry, CleverLink!

Small and home-based businesses in the Shoalhaven will have the same opportunity as the Illawarra and Southern Highlands to undertake this training. To date, the training has provided much needed advice and knowledge for small businesses in those regions.

"It's amazing! In three short hours it became clear to me where I need to be heading with my website and the areas that require work. I can now formulate an action plan, know where to go to get more information when I need it and I have an understanding of the resources that are available to me – I have a recipe for success!" said **Kellie Granger** from Norman Street Natural Health Centre.

"After the first course, I utilized some of the information and dramatically increased the traffic flow to my website. These courses are all about providing the small business owner with tangible tips and information, and practical online solutions," said **Robert Kennedy** from Robrock Productions.

CleverLink Connect 700 in 70 is an extremely holistic and informative program aimed at helping small businesses establish a Web presence; improve their web sites' ranking; and raising awareness on just how much the Internet can boost sales and enhance the local economy. The CleverLink Connect 700 in 70 is an Australian Government funded initiative under the Small Business Online program.

"This is a unique opportunity for small and home-based business owners and managers who are responsible for growing their enterprises to up-skill themselves in Online marketing strategies," said Project Manager and Founder of CleverLink, **Ms Camtu Pham**. "I have designed this program so the small business owner can use available technology as a strategic tool to generate sales, automate tasks, achieve goals, solve business problems and build relationships."

"I strongly encourage small business to take advantage of this opportunity because the CleverLink team will only be in Shoalhaven during September as we will then move to other regions such as Canberra and Parramatta. The training is FREE, and there will also be an opportunity for businesses to network. The training will be conducted by expert trainers who will provide businesses with well-researched materials that are concise and easy to understand. Refreshments will also be provided," added Camtu.

The training ranges from introductory subjects such as: "Powerful and Profitable Business: Why online is a must for small business" and "Need Extra Business? 7 ways to find more customers through the Internet" to more specific subjects such as "How to get top search engine positions by optimising with keywords," "How to choose the right host for your Web site and email," "Online databases and why every small business should have one," and "Online marketing – essential tools and techniques to boost business."

There will be five sessions held in Shoalhaven scheduled for the 1st, 2nd and 7th of September. More information can be found on www.cleverlinktraining.com.au

CleverLink is an e-business company that services clients from start-ups through to listed companies in Australia and beyond. The core services CleverLink provide include Web site design, e-commerce development, SEO, training, web related technologies, professional writing, graphic design and database management.

Camtu Pham is an e-Business consultant with 16 years of experience and university lecturer in Management and e-Business. She received her Master of Commerce in 1999 and her Bachelor of Computing Science in 1993. She was named the Sydney Business Woman of the Year in 2005 for her achievements and commitment. Ms Pham is aware of the day-to-day challenges business owners face when it comes to utilising the full potential of the Internet to harness the best outcomes for their company. With this in mind she has developed the program and engaged an outstanding team of trainers who bring their own wealth of experience to the learning environment.

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The program is supported by the CleverLink team, including an event coordinator, Jo Halios-Lewis, five outstanding trainers and an advisor, Glyn Gardner, who has 30 years experience in adult education.

Anyone in small business with less than 20 employees can register to participate in the CleverLink 700 in 70 program free of charge by simply quoting their ABN when they contact CleverLink on 02 4284 3600. Online registration is also available via the Web site www.CleverLinktraining.com.au or by Email: training@cleverlink.com.au

Further information, please contact the Camtu Pham on 0416 253837 or camtu@cleverlink.com.au

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