

Tradesman Expo - Burswood

Tradies hints on how to get more from your advertising dollars

Trade contractor businesses are constantly looking for new cost effective ways to market their business and services in today's economically challenging marketplace.

With much speculation about what works and what doesn't in our fast changing world of electronic marketing, and today's ever increasing reliance on the internet, business owners are realising that electronic marketing has become a very important part of their marketing plans. Electronic marketing is beneficial to all business whether they are large corporations with telephone numbers for marketing budgets or small owner operator businesses that are just looking to spread the word in the local community.

Tradies now have a local service provider who can assist them with a strong presence on the internet. Their young energetic team have been specifically trained to assist local businesses, setup search engine listings and provide internet presence at a cost that will pleasantly surprise you. Local company bloo.com.au is starting to establish itself as a major player to the WA trade services market, via their www.bloo.com.au Online Business Listing Service.

Bloo is a business search tool (or directory, depending on your age) that provides users with a very visual site and some great business contact tools. One of the major benefits is having the ability to "Click & Call" a business from the site at no cost to the user. In turn, this then gives a little introduction message to the business that is receiving the call, offering for more transparency on their advertising spend and of

course not having to remind your adspend to ask where they found you anymore.

Featuring prominently at this year's National Tradesman's Expo, this new WA based business has been quite active over the past couple of months and has developed and delivered a terrific radio campaign that has taken Perth by storm. The campaign has been so successful, it's being put forward for radio awards, added to young peoples' iPods and has a whole bunch of us who just can't help singing along. So if you think your business needs more punch and needs to feature online, be sure to check out how at the Expo this weekend.

