

Hello,

Spring is in the air, and this means everyone is out and about enjoying the sunshine, which is an even better reason to be using mobile messaging solutions!

In this quarterly issue of Newsnet's Newsletter we cover some cost effective ways to promote your company and improve your brand awareness. Also we illustrate our most recent improvements to the Newsnet Platform and how they might be relevant to you.

As always we welcome your comments and appreciate feedback on anything you might be interested to know or would like to appear in our Newsletter.

## Do it Yourself PR

Being a small or start up business owner, it can be hard to get your message out into the marketplace. Many may have a tight budget or no budget at all for marketing or PR. Yet you are competing with the hundreds of other business and competitors in the same country, let alone world wide so what do you do?

It is a well known fact that publicity is a much more effective tool than advertising and creating a successful campaign will increase awareness and understanding of your brand.

### Why not do you own Public Relations?

PR seems like something that's best left to the experts. But if you have the right plan in place there are many ways to improve your business publicity without breaking the budget.

Adopting these techniques can reduce your need to use a professional. As well as creating the brand awareness you need to grow your business. Below we have illustrated just a few ways that are cost efficient and simple, which can have your Business PR on track in no time.

### Send an e-Newsletter

Sending a Monthly or Quarterly Newsletter to your customers, suppliers and stakeholders can be a great way to show case your company and keep in touch. Many customers might not be aware of your full range of products and you can even use this as a means of promoting specials and events.

Adding interesting features like 'How To Advise' and actual Case Studies can inform and entertain, so be creative with your articles. Newsnet can help you with broadcasting you e-Newsletter once its ready to go out, so be sure to ask us how.

### Digital Messaging Seminar

Early in 2010, Newsnet will be hosting a Digital Messaging Seminar including the following topics; Promotions to drive more business?

- Traditional marketing tools; eMarketing Tools; Digital Messaging; Database development; Solutions & re-sources
- Case Studies & Market Tendencies.

### To Book Your Place

If you'd be interested in coming to a Newsnet Seminar, please contact us for more information on:

(02) 9151 4598 or  
[ops@newsnet.com.au](mailto:ops@newsnet.com.au)

### Submit a press release

Press releases that are well written and intriguing can lead to articles in Newspapers, Magazines and even make it to TV. Stories in the press are excellent publicity and can not only lead to awareness of your business but also increased sales.

Make sure you take the time to write a professional news worthy release and submit it to the relevant media, targeting you news ensures your reaching the correct contacts.

Newsnet offers a cost effective Press Release service called Mediawire. Mediawire allows you to submit your own release to over 25,000 Australia Media Contacts, which can be targeted to specific categories, regions and mediums like TV, Radio or Press.

### Networking

Networking is a key feature in promoting yourself and your company. Take the time to Network inside and outside of work. Trade shows and conferences are a good way to start for your relevant industry, as well as using a social networking site for business professionals such as [LinkedIn](#).

Building a presence in the market place can take some time, so it is an ongoing process. However if you implement the right plan creatively, then there is no reason why you can't build your businesses reputation. Using more then one strategy is the key, so find the best ones that work for you and stick to them.



## Net Connect Web Services

We are pleased to announce that Newsnet has just released its new Web Service **NetConnect**.

**NetConnect** will enable customers to connect their applications to our messaging platform quickly and securely, offering faster and more reliable deployment of solutions.

**NetConnect** will take advantage of the new Microsoft Azure Cloud, which means not only does it provide a highly fault tolerant platform, it also automatically scales up and down depending on usage. You can read more about Azure [here](#).



**What is a Web Service?**

Web services allow different applications from different sources to communicate with each other without time-consuming custom coding, and because all communication is in XML, Web services are not tied to any one operating system or programming language. For example, Java can talk with Perl, Windows applications can talk with UNIX applications.

We have also created "wrappers" which enable even easier integration with framework tools such as visual studio, essentially reducing coding and creating a "drag and drop" environment for application development. You can download user guides, examples and our .NET wrapper [here](#).

In its first release **NetConnect** will simply support our SMS capability, however we will be working to provide further capability and additional features over the coming months.

If you are interested in finding out more about the new Web Service or some of the applications that it can be used for please contact Andy Taylor at [andy.taylor@piscesgroup.com.au](mailto:andy.taylor@piscesgroup.com.au) for more information.



**Recent Improvements**

Mail Merge now available for Web Portal:

Recently we brought you news of Newsnet's new mail merge platform. Which encapsulate the latest technology and to merge documents up to 8 x faster then the previous mail merge platform.

This platform is more reliable and now supports .docx & .xlsx files. You have the ability to merge both fax documents and SMS messages for a much more individualised campaign, which can be ideal for debt collections, notices, and targeted marketing.

This new service was previously only available for our API & Managed customers, but now is available to use over the Newsnet Web Portal. If you are interested in using the New Mailmerge capability via the Newsnet Web Portal, please contact us on [ops@newsnet.com.au](mailto:ops@newsnet.com.au).

**We have moved!**

Newsnet now has a new address:

**Newsnet Pty Ltd** Level 23, 100 Miller St North Sydney, NSW 2060

Our other contact details remain the same, please don't hesitate to email [ops@newsnet.com.au](mailto:ops@newsnet.com.au) or call (02) 9151 4598.

Hoping you are enjoying the sunshine!

Best Regards,

Newsnet Operations Team