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Let's Talk Web...

Media Consultants – Online Contractors are Vogue

Just about every company, large or small, wants to get more coverage in the news media as part of its marketing plan. Whether you are a wine distributor, tourism operator or hotel, having your organization's products, services and people featured in the right online media will maximise your marketing efforts.

Today, with a great demand for a variety of skills to complete your marketing team, an independent media consultant contractor could be the most straight forward solution.

The benefits of hiring an online contractor:

- Specialist professional with experience in B2B & B2C web based publications.
- No time is lost.
- It is cost-effective - an independent media consultant typically has low overheads because you are paying for brainpower, experience and skill only.
- Responsiveness - With communication technology--e-mail, fax, computers and the Internet--lets one person accomplish a lot.
- Extra services – draw from a network of graphic designers and photographers.
- You simply don't need a full time office based employee but contracted services.

How Outsourcing Works

Hire for a project - start and stop as desired. Establish a suitable set monthly fee and quotas for an ongoing relationship.

A contractor can do the same work as staff – starting with an overall online media and marketing strategy and plan, then establishing and maintaining a media contact list with a full range of relevant online media, including writing and pitching news story ideas, news releases and articles.

In addition, the outsourced media consultant can produce your newsletter, manage and create content for your web site and e-news, produce monthly, quarterly and annual reports and other marketing materials.



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Does location matter? It can be handy to have your media consultant nearby but given that most work is done on line and all work can be seen and monitored, having the right person is in fact more essential.

*If you need help with your content management or editing your website: -
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*

No time to write? Email us at contact@writeup.com.au