

Saturday 21<sup>st</sup> March 2015

## **“Generating Leads and Creating Influence with LinkedIn”**

All micro-businesses (one to five staff) in the Hastings area are invited to attend the upcoming bi-monthly Micro Business Forum (MBF) meeting at Town Green Inn next month.

Ms Pix Jonasson, MBF Speaker Liaison and Owner Success Dynamics Group said “Guest speaker, Jane Hillsdon, Dragonfly Marketing, will show attendees how to create an impactful LinkedIn Personal Profile and Company Page, how to successfully connect with people, how to keep front of mind and position as an expert by creating great content and how to integrate LinkedIn into an existing Marketing Strategy.”

Ms Jonasson said “Jane uses her extensive experience as a qualified marketing professional mixed with a huge passion for everything social to help businesses navigate the ever-changing world of digital marketing.”

“Having built a career working for a vast array of organisations in both sales and marketing, Jane now works with regional businesses to help them utilise all that marketing has to offer.”

Ms Jonasson said “Attendees will gain from Jane’s strategic and creative thinking and her in-depth knowledge of how the leading social media and email marketing channels work to be able to provide digital marketing advice that leads to results.”

“Being a regionally based marketing agency, Dragonfly Marketing is passionate about helping small and medium sized businesses understand and more effectively utilise social media marketing as a tool for business growth.”

“Jane has worked alongside many organisations throughout the Mid North Coast helping them successfully navigate the ever-changing world of social media and digital marketing and providing them with the tools and know-how needed to use this valuable tool to help grow their business.”

Ms Jonasson said “Prior to Jane’s presentation, there will be an interactive session whereby members and guest can promote their respective businesses.”

All micro-businesses are invited to attend the next MBF meeting Friday 17<sup>th</sup> April, 9:00am – 12:00 noon, at Town Green Inn. For further information, contact Barbara Smith, MBF President on 0410 420 799, email [rovingtrainer@gmail.com](mailto:rovingtrainer@gmail.com) or go to: [www.MicroBusinessForum.org.au](http://www.MicroBusinessForum.org.au). [NB: Earlier start time]

Ends (Words: 327)

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MBF is proudly supported by



For Micro Businesses in the Por

**[www.microbusinessforum.org.au](http://www.microbusinessforum.org.au)**  
[enquiries@microbusinessforum.org.au](mailto:enquiries@microbusinessforum.org.au)

## ABOUT JANE HILLSDON

Jane uses her extensive experience as a qualified marketing professional mixed with a huge passion for everything social to help businesses navigate the ever-changing world of digital marketing.

Having built a career working for a vast array of organisations in both sales and marketing, Jane now works with regional businesses to help them utilise all that marketing has to offer.

She is strategic and creative in her thinking and also has the in-depth knowledge of how the leading social media and email marketing channels work to be able to provide digital marketing advice that leads to results.



## About Dragonfly Marketing

Dragonfly Marketing is a regionally based marketing agency. We are passionate about helping small and medium sized businesses understand and more effectively utilise social media marketing as a tool for business growth.

We have worked alongside many organisations throughout the Mid North Coast helping them successfully navigate the ever-changing world of social media and digital marketing. We've also provided them with the tools and know-how needed to use this valuable tool to help grow their business.

**Testimonial:** Anthony Wilson and Jess Castles, Wilson Retail (Saltwater Wine and Stormriders)

*We have come a very long way in the time that Jane has been on board providing strategic direction for our marketing activity. By helping us develop and implement yearly and weekly digital marketing planners, our social media posts and email blasts are being delivered strategically and regularly. This has helped us maintain a consistent approach to our communication. The small tips she has passed on about boosting and targeting posts in Facebook have led to a huge increase in engagement from our followers. With Jane's help, we as a business are in much more of a rhythm with our marketing and are not putting out as many "fires". We are definitely benefiting from a much more planned and strategic approach to our marketing.*

