



Marketing message pushed

Many small business owners do not know how to market their companies. Bizzone aims to solve this.

IF EVER there was a time for “smart marketing” for companies, it is now.

Luckily that’s the theme of the Bizzone Business Expo which is on in Wellington from tomorrow till Friday.

Sarah Trotman is managing director of Bizzone, the company behind the expo, and she says many small businesses don’t understand how to market themselves.

“It is essential that companies, both large and small, learn to get ‘smart’ and market ‘smart’ given the challenging economic times,” she says.

Ms Trotman says there are six ways for businesses to do this.

- Focus on a business plan to drive your business forward.
- Believe in your offering.
- Invest in your marketing strategy.
- Invest in experts to challenge your thinking.
- Develop the culture of your business.
- Execute your smart marketing



Popular: The Bizzone expo attracts about 13,000 business people.

plan with an anything-is-possible and excellence-only attitude.

Ms Trotman says to help organisations do all these things, there will be a Smart Marketing Zone at the expo and a Smart Marketing School with hour-long smart marketing workshops from Synthesis Marketing at 11am and 2pm.

“The Bizzone Business Expo will provide business people with a host of smart marketing ideas and The National Bank Seminar Series, free to all expo visitors, will have a dedicated smart marketing morning,” Ms Trotman says.

“People can also get advice from some of the country’s top marketing experts.”

Nationally the Bizzone Business Expo, which is sponsored by the Marketing Association, OGGI and Newstalk ZB, attracts about 13,000 business owners, and this year it has the bonus of having a marketing prize worth \$100,000.

The prize, which will be drawn from the attendees of the expo nationally, will include marketing mentoring, expert advice, design services, Marketing Association courses, and advertising.

The expo is open from 9am-4pm tomorrow and Friday, and from 9am-8pm on Thursday.

■ For more information or to register go to: www.bizzone.com