

“Email marketing is 10% IT and 90% marketing.” Helen Bairstow



SPEAKER PROFILE:

Helen Bairstow, founder and CEO, [Great Look Email Marketing Specialists](http://www.greatlook.com.au)

Snap Shot

Business Type: Email Marketing (Successful Email Marketing)

Areas Served: Australia and USA

Core Business: Assisting small business on creating, sending, tracking and managing email marketing campaigns to get results (a return on their marketing dollar).

Topics can include:

- 6D Email Marketing
- Email Etiquette
- The Power of Viral Marketing
- High Performance Email Marketing
- 7 Steps to Planning an Email Marketing Campaign Tailored to Your Business
- Or ... a presentation tailored for your industry



What you **WILL** get from Helen:

- A motivating and enthusiastic speaker passionate about what email marketing can do
- A no nonsense, down to earth speaker who says it like it is
- A delighted audience who will go away with valuable skills and new possibilities

What you **WON'T** get from Helen:

- Jargon or confusing terminology
- Yawns from the audience
- Death by PowerPoint

“Helen Bairstow’s presentations are informative, dynamic and interactive.”
Editor-in-Chief, In Touch In Business Magazine, Danae Jones www.itib.com.au

“We were impressed by Helen’s immediate understanding of our brief and final delivery.”
CEO, Peter Wincott, the risk store, www.theriskstore.com.au



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What clients have said about Helen Bairstow's presentations ...

"A big thank you for putting together a great presentation for our 2009 Risk Management Conference. The delegate feedback we received was terrific and the value of information provided to the delegates was first class. We look forward to having you involved at our future events."

Promotions Manager, RAPID Solutions, Shane Gallagher www.rapidsolutions.com.au

"Helen Bairstow's presentations are informative, dynamic and interactive; she is a woman with a strong knowledge of her industry and a raft of innovative e-marketing ideas for people in the corporate arena. We have had the pleasure of having Helen as a keynote speaker at our business seminars for our readers and the response we have received from her presentations has always been overwhelming."

Editor-in-Chief, In Touch In Business Magazine, Danae Jones www.itib.com.au

"Our business, the risk store, hosted a national industry conference on the Sunshine Coast, QUEENSLAND, Australia, in March 2009. We were impressed by Helen's immediate understanding of our brief and final delivery of her workshop on email marketing basics 101. Helen is an enthusiastic and knowledgeable communicator. We will be asking Helen to again speak at future risk store events."

**CEO, the risk store, Peter Wincott www.theriskstore.com.au
the life risk knowledge & ideas store for financial planning professionals**

Helen has held seminars, trainings and workshops for many organisations including:

- Commerce Queensland
- ALCAN Mining
- James Cook University (Guest Lecturer on eMarketing)
- Australian Women's Network

What the audience says ...

"Many workshops I have been to and nearly fallen asleep with boredom. Not in this case. Helen was great, she knows her stuff, is positive and refreshing. The workshop got the ideas flowing and I can now grow our email marketing further. No yawns from me today." Therese Toy, Townsville Enterprise, Queensland

"Opened my eyes to the local possibilities I had been missing being part of a national franchise." Chris Wilkinson, Drummond Golf, Bendigo, Victoria, Australia

"Useful and informative. I like Helen's style of presentation." Jacqui Donegan, James Cook University, Queensland, Australia

"I learned Trade Secrets - you can't find this information anywhere ... until now!" Rona Waitai-Tipene, PRDnationwide Consulting, Cairns, Queensland, Australia

Costs

Keynote Speaking	45-60 Minutes	\$990
Half Day Training Sessions & Seminars	3 Hours	\$1290
Full Day Training Sessions & Seminars	6 Hours	\$2980

Air travel, accommodation and expenses are at additional cost.



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Just some of email marketing topics available ...

- Achieve your email marketing goals and ensure a ROI
- Australian Spam compliancy and your reputation
- Automatic email communication – save time and get results
- Best day and time to send emails for your business
- Brand your business – make sure it’s positive
- Converting a subscriber into a customer
- Database growth strategies
- Dozens of ideas on what to say and what NOT to say
- Encouraging your subscribers to purchase
- Formatting for email reader preview panes
- Forwards are the aim – how to get readers to pass your email on
- Frequency – picking the right regularity
- How often do Australians check email?
- Mobile phone compatibility (Blackberry, iPhone, etc)
- Opening your email – get your readers to trust you
- Pictures – are the necessary?
- Prime real estate in email marketing
- Rendering in email readers like: Gmail, Hotmail, Outlook 2007 & 2010
- Search engines (Google) favour email marketing
- Sending a birthday email to your client is smart marketing
- Social media integration (Twitter, Facebook, LinkedIn)
- Subject line do’s and don’ts
- Subscribe page – what to ask for and where to put the link
- Surveys and on-line forms – when to use them
- Tracking and the four vital statistics to monitor
- Understanding email marketing jargon
- Viral marketing benefits and how to make it happen
- Welcome emails are an opportunity waiting
- Why the focus needs to be on the message and not the IT



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More of what the audience says ...

"The speed of change of technology is moving so fast that I knew if I want my business to grow I had to find out about e-marketing. Helen was excellent in explaining how it works in real language (no technical jargon). Thanks so much." Sarah Hawkins - Sarah May Business/Lifestyle Coach, Brisbane, Queensland, Australia

"Very informative, lot to take in as a first step. Great also to get a PDF of some of the slides." Ellen McDermott - Hire A Hubby, Bulimba, Queensland, Australia

"Focus, Relevance, Value. In three hours you delivered information that will help me take action straight away to launch an email marketing campaign. Thank you for your energy and passion." Margie Gadd - Barini Consulting, Brisbane, Queensland, Australia

"Great, practical and informative. A positive starting point for our communications. Can't wait to get started." Carolyn Bindon - Private Wealth, Brisbane, Queensland, Australia

"Great content. Learnt a lot." Dr Margo Poole - Caribblue, Brisbane, Queensland

"Sometimes we are so busy stressing that we can neglect the delivery. Great tips Helen. Thank you." Sandy Holmes - Cairns Chamber Of Commerce, Cairns, Queensland, Australia

"I enjoyed the presentation getting some new tips and ideas and getting a chance to learn." Fiona Fisher - Max Stocks Food Service, Cairns, Queensland, Australia

"Very interesting and useful. Good format and lots of ideas and useful tips. Great energy, thank you." Julie Swartz - Queensland Parks and Wildlife, Cairns, Queensland, Australia

"The presentation gave a great insight into many overlooked essentials of eNewsletters that I had previously taken for granted. Thanks." Barb Miller - etrainu, Cairns, Queensland, Australia

"Great presentation. Could go longer as it's interesting listening to other peoples views and comments." Michelle Krsticevich - O Connor Law, Cairns, Queensland, Australia

"Lots of great information to put into action straight away. Thank you." Judy Lloyd - Cairns Chamber Of Commerce, Cairns, Queensland, Australia

"Very informative with great tips and advice. I left the workshop with a plan on how to start our newsletter, who we should target and what to include. I also learnt some elements on email layouts that was extremely useful." Kelly Pond - Cairns Show Association, Cairns, Queensland, Australia

"Exceeded my expectations- brilliant, very informative and has opened up a whole new way of thinking. Get out there, Get with it, Lets do it.. Love the energy. Thank you for a great session." Marian Di Giacomo - Coscer Accountants, Townsville, Queensland, Australia

"Wonderful and thought provoking presentation. Opened up my mind to lots of opportunities for the network. Learned a lot of invaluable tools and tips. Presentation was done in an easy to digest manner. Thank you Helen." Liz Gallagher - TBWN, Townsville, Queensland, Australia

"Thank you very much for an informative and I have my vision happening. Would like a PDF of slides so I can really be sure my rough notes covered everything. Love the charts - really got me thinking and helped me to plan well to have an effective E marketing system." Penelope-Ann Sullivan - Business & Career Pillars, Townsville, Queensland, Australia

"Really opened my eyes to the potential of email marketing. Can't wait to start developing my own email marketing plan." Maria Priante - Design juice Web Design, Townsville, Queensland, Australia



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Referees

Knowledge of Presentation Experience:

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Helen Bairstow

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How did a beauty therapist become an email marketing specialist?

After opening her first beauty therapy business at the age of 19, her dream of creating a chain of stores was well on its way with the opening of business number three. Even with accolades and awards from the industry Helen realised that she had lost interest and her heart was no longer in it.

After moving to Cairns in 1997, little did she know that the challenges of running and managing business from the other side of the country would eventually lead her to a new passion. When Corey Rudl (US email marketing guru) was running a seminar in Brisbane, Australia, Helen went along to investigate this new phenomenon and found the solution to marketing to her businesses in Adelaide, Australia. Except ...

Helen was a bit ahead of her time. In the last century people were not yet using email daily as they do today. Email marketing was put aside for a few years, but not forgotten.

"Having been in small business myself, I was attracted to email marketing as an economical way of reaching customers that also measurable." says Helen Bairstow.

Helen joined Commerce Queensland (one of the largest Industrial Relations organisation in Australia) as the Marketing and Training Manager. This is where the innovation of email marketing was again pursued ... this time with success. It was now 2001 and it turned out that 90% of businesses now had an email address. Helen utilised the power of email marketing by producing an email newsletter which promoted training, events and communicated with its customers - all with minimum expenditure but getting maximum results.

"The old customer service sayings ring true in the world of email marketing: Your last customer is your next customer." says Helen Bairstow.

2002 saw Helen start her own email marketing company Great Look eMail Marketing. It was not easy. The challenge of developing an email marketing system was difficult because, being so new, there was minimal information or training available – many trials and versions eventually lead to the successful Email Delivery System (EDS) which is a 'state of the art' list management system. Exclusive to Great Look, it is Australian designed, owned and operated.

Helen's strive for excellence has seen Great Look eMail Marketing defy the GFC and expand. To manage growth, in 2007 Helen invited others to join the success by offering "The Email Marketing Business" license. There are now Great Look eMail Marketing Specialists throughout Australia and the USA.

One thing Helen has learned in her email marketing journey ...

"Email Marketing is 10% IT and 90% Marketing ... Yes, the IT must work but there are essential components needed to make your campaign successful, no matter what email marketing program you use, whether you do it yourself or get an email marketing provider to do it for you." says Helen Bairstow.



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