

story

## Firms move with the times

- by: Staff reporter
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**A COMPANY exploiting social media to sell re-usable coffee cups is among the cream of businesses shortlisted in this year's Telstra Business Awards.**

KeepCup, established to tackle landfill waste caused by takeaway coffee cups, is largely marketed on social media platforms.

All 23 finalists in the Victorian awards have employed social media.

Telstra Business Group managing director Will Irving said high-achieving small businesses were using the internet to advantage.

All finalists have a website and 75 per cent update content at least once a month.

More than a third provided fresh content at least once every two weeks.

Search engine optimisation was important, with nine of 10 appearing on the first page of any search and half in the top three results.

Eight out of 10 businesses said they monitored their social media presence.

"It is also interesting to see that almost two-thirds of Victorian finalists are using the internet as a way to better connect with their customers," Mr Irving said.

He said the businesses were employing online tools such as surveys to reach and communicate with customers and suppliers.

**This year's finalists are:**

### **HTC Start-Up Award:**

Beaspoke Safety, Kensington; Beauty Mate Men's Grooming Products, Port Melbourne; Brownie Points Australia, Melbourne; KeepCup, Fitzroy; Lantern Ghost Tours, Williamstown; The Pets Hotel, Port Melbourne.

### **News Ltd Micro-Business Award:**

b.box for kids, Carnegie; Firestarter, North Melbourne; PlanCost Australia, Research; Snowy Creek Engineering, Freeburgh; Vern Ryan's Pet Resort, Balliang East.

### **MYOB Small Business Award:**

Affirm Software Group, Melbourne; BikeExchange.com.au, South Melbourne; Blamey & Saunders Hearing, East Melbourne; Key Business Advisors, Essendon; Mobius Institute, Merricks North, RIHAC, Maidstone.

### **Commonwealth Bank Medium Business Award:**

Commercial Eyes, Abbotsford; Connective, Melbourne; Kiandra IT, Melbourne; MessageMedia, Melbourne; Odecee, Melbourne; SignManager, Ringwood.

**Telstra Regional Award:**

Mobius Institute; Snowy Creek Engineering; Vern Ryan's Pet Resort.

**People's Choice Award, winners to be chosen by public vote:**

The Coaching Institute, South Melbourne; Lore Tuition, Braybrook; Moo, Nunawading; RIHAC and Searchwords, Richmond.

Net link: **telstrabusinessawards.com** (<http://telstrabusinessawards.com>)

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