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Expert ... Jasmine Batra

Joy of digital playing field

SMALL, Canberra-based printing company, www.kainosprint.com.au, found online marketing a revelation.

For a business that for the past 12 years had used many forms of advertising to compete with the big end of town, online marketing has put it on an equal footing with the bigger players.

Jasmine Batra said, thanks to some optimisation work, the business now ranked No. 1 on Google for calendar printing. "The owner says he has not done this volume of business in 12 years," Ms Batra said.