



MYOB launches the #spruik – a new promotional tool for Australian small businesses in social media

As part of its new 'Love your work' brand campaign, MYOB is launching a whole new way for Australian small businesses to promote themselves online. It's called a #spruik.

Businesses simply take a photo containing a simple handwritten message to promote themselves - tagged with the #spruik hashtag, and upload it on MYOB's loveyourwork.com site.

The site not only helps businesses share their #spruik into other social media platforms – it puts them in the running to win one of four promotional packages from MYOB, each worth \$25,000. Plus 25 runners-up prizes of \$1000 business grants for the most creative #spruiks.

Businesses can #spruik about their unique passion, product, service or story, and there is no limit to the number of times businesses can enter and go on to share their #spruiks with their customers and friends.

The prize includes a professionally made film that can be adapted into local cinema advertising, and the promotion is being run in support of MYOB's position as Gold Partner of the Amex 'Shop Small' movement, which is running nationally throughout November.

With small businesses playing a huge role in driving the Australian economy, MYOB is committed to finding the biggest possible platform to say 'Love your work' to each and every local business, by hosting and sharing their #spruik messages across social media.

CEO of MYOB, Tim Reed says "Business owners tell us that spreading the word and finding new customers on a limited marketing budget is one of the biggest challenges they face. We hope this campaign enables them to do that, and have a bit of fun in the process."

MYOB's 'Love your work' #spruik promotion opens at 9am 15 October AEDST and ends at 5pm AEDST on 30 November 2014.

-ENDS-

For further comment or other information please contact:

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About MYOB

Established in 1991, MYOB is Australia's leading accounting software provider. It makes life easier for approx. 1.2 million businesses across Australia and New Zealand by simplifying accounting, payroll, tax, CRM, websites, job costing, practice management, inventory and more. MYOB also provides ongoing client support via many channels including a network of over 40,000 accountants, bookkeepers and other consultants. It is committed to ongoing innovation, particularly in cloud computing solutions, and spends more than AU\$35 million annually on research and development. For more information, visit myob.com.au.

About Shop Small

Shop Small is a nationwide movement that brings together support from the business community, governments and consumers to support small businesses. After a successful launch in 2013, Shop Small returns on 1 November 2014 and runs for the entire month. Consumers and businesses should visit www.shopsmallaustralia.com for more information on the program and its benefits. Shop Small was founded by American Express and is presented by MYOB #ShopSmallAU.