

## Press Release

Contact: Katrina Gibson  
802.734.6987  
[Katrina@KatrinaGibson.com](mailto:Katrina@KatrinaGibson.com)

For Immediate Release  
December 16, 2008

### **Vermont Marketing Consultant partners with Domestic Abuse Hotline**

*Building public awareness through web 2.0*

Richmond, VT – Online Marketing Consultant, Katrina Gibson, recently added the Domestic Abuse Hotline ([www.dahmw.org](http://www.dahmw.org)) as a new client and plans to help them build awareness through new media.

The Domestic Abuse Hotline for Men & Women (DAHMW) is an organization that helps male and female victims of domestic violence. Gibson was hired as a marketing consultant to help redevelop their website, manage their Google Adwords grant, and develop and implement a plan that will increase their online visibility and public awareness.

“Because they are a non-profit organization, their budget is limited and each dollar spent has to really count,” said Gibson. “I have created an online marketing strategy that utilizes social media and website optimization in ways that will increase their online visibility at a very low cost.”

Gibson’s plans include the redevelopment of their website to incorporate search engine friendly web content, the development of pages on various social networks, management of their pay per click (PPC) campaigns and online public relations.

“I love working with non-profits because I am gaining valuable experience while using my skills to give back to the community,” said Gibson. She also volunteers for Vermont Adaptive Ski & Sports (<http://www.vermontadaptive.org/>) where she helps people with disabilities learn how to ski and ride.

#### **About Katrina Gibson’s Services**

Katrina Gibson’s services include online marketing consultation, SEO web content development and editing, social media marketing, blog writing, email marketing, copywriting, and public relations. She works out of her home office in Richmond, Vermont. For more information visit [www.katrinagibson.com](http://www.katrinagibson.com). She also authors a blog offering tips and insights to Web 2.0. You can view her blog at [www.seocontentdeveloper.com](http://www.seocontentdeveloper.com).

###