

### **Lisa May Huby Featured Guest On Better Process Innovation Show Podcast**

**Barrie, Ontario September 19, 2007** – B2B Marketing Consultant and Copywriter [Lisa May Huby](#) was the featured guest for the September 13, 2007 podcast of the [Better Process Innovation Show](#) sponsored by Eaton.

Highlights of the show included issues faced by business-to-business marketers such as finding effective business partners, strategies for online marketing and how B2B marketing is being overshadowed by B2C activities.

Another timely topic discussed was B2B search marketing and how prospective business buyers' online search activities differ from consumers. "This just emphasizes the importance of actually having information available through any means possible, especially on a website or through online marketing. This includes white papers, case studies; it could include data sheets or product brochures. Just about anything that is needed to sell to this market. You need to have it readily available to your prospect, or your competition could get in there first."

The Better Process Innovation Show hosted by Ken Rayment and sponsored by [Eaton](#) highlights issues faced by the manufacturing industry, focusing largely on small and midsize manufacturers. Guests are experts in their field, and offer sound advice and suggestions to listeners. To listen to the podcast click [here](#) or visit [www.hubymarketing.com](http://www.hubymarketing.com).

Marketers and businesses looking for solutions to online marketing dilemmas or feedback on current efforts should visit [www.hubymarketing.com](http://www.hubymarketing.com), or call Lisa May Huby direct at (705) 812-2979 to arrange for a free, no-obligation consultation. Ms. Huby offers a complimentary e-newsletter with useful tips and information for B2B marketers. [Sign up](#) at [www.hubymarketing.com](http://www.hubymarketing.com) to join the mailing list.