

# RELEASE

## **enthuse.me pivots towards data driven marketing advice for individuals**

Release: 30th October 2013

enthuse.me today announces a change in direction from profile creation tool to digital marketing assistant for everyone. Join over 15,000 people who use enthuse.me to develop their online brand and get new business with a suite of tools and benefits including:

### **Show off your talent with a one-page profile**

- Showcase your skills, projects and press coverage to prove you know your stuff.
- We ask you the questions a marketing agency would ask to cut to the core of your message and stay focussed on the best and most relevant examples of your work.

### **Call visitors to action**

- Give your page a 'call to action' to help you turn visitors into leads or paying customers.
- Track views and clicks, then refine your messaging to generate more business.

### **Learn how to find and grow your audience**

- Your personal marketing dashboard, and the enthuse.me network help you to reach more people.
- We use the enthuse.me 'crowd' to learn what works and share that information with our users.

### **And In the coming weeks:**

- Track your effectiveness on twitter, facebook and other social networks
- Online marketing health check, we'll examine how you currently market yourself and give you a score with suggestions on how to improve it and tools to monitor your changes

There are over 1,200,000 sole traders in the UK\* alone. Our product is targeted at those individuals, millions of similar people around the world, and anyone with talent or passion and a need to market themselves.

We believe that people buy into other people, not businesses.

\*Source:

[http://www.companieshouse.gov.uk/about/pdf/companiesRegActivities2011\\_2012.pdf](http://www.companieshouse.gov.uk/about/pdf/companiesRegActivities2011_2012.pdf)

### **enthuse.me in brief**

enthuse.me is the marketing agency for everyone. We help over 15,000 people market themselves better online or in the real world. From a [baker](#) to a [private detective](#), use our smart tools to grow your influence and win new work.

**enthuse.me is the best way to market yourself online, whatever you talent, knowledge or passion.**

**You have talent, but you don't know how to market it. People should know who you are, what you do and that you're great at it, so let enthuse.me help you get there.**

### **Milestones**

FEBRUARY 2013 enthuse.me launches beta

APRIL 2013 enthuse.me featured in TechCrunch, Lifehacker, WSJ and 100 other sites.

AUGUST 2013 enthuse.me registers first 10,000 users

OCTOBER 2013 enthuse.me wins People's Lovie Award, beating Issuu and Eventbrite

NOVEMBER 2013 enthuse.me refocuses on smart tools to help individuals market themselves

### **Quotes**

Dan Jacobs, enthuse.me founder "As Seth Godin writes, the new economy is crying out for people to change from being workers to 'linchpins', enthuse.me is about facilitating this change."

### **enthuse.me name style guide**

Please note that in publications enthuse.me should ideally appear in all lower case as follows: enthuse.me and not Enthuse or Enthuse.me.