

Sandra Hamilton

Harnessing the power of Google
to find and close new customers



Sandra Hamilton – Internet Marketing Specialist

Formerly Director of Marketing at The Vancouver Sun, Owner/Publisher of BC Woman Magazine, Sales Manager at Vancouver Magazine, Business Manager to Olympic medal rower Silken Laumann, Communications Consultant to the 2010 bid committee and Vice President of Silken's Active Kids Movement, Sandra Hamilton brings 25 years of sales & marketing experience to her clients.

Hamilton has operated her own sales & marketing consulting business since 1995 and believes that, today, it is hard to find more cost effective small business marketing tools than Google Ad Words, Content Network and Google Placement Advertising. Hamilton first successfully used internet marketing to connect Silken Laumann to potential speaking events throughout North America. More recently an advanced internet marketing campaign has generated a remarkable 140% sales increase over the previous year for Sayward based CanAdventure Education, a therapeutic wilderness program for struggling teens and she is proud to have created the first Google AdWords campaign to promote Tourism in the Comox Valley.

Hamilton spent eight years with Silken Laumann, managing her transition from retired Olympian to successful inspirational speaker and author. In the spring of 2006 Hamilton coordinated a national book launch, book tour, internet campaign and hundreds of media interviews for Silken, whose book became a national best seller.

Hamilton, has a strong track record increasing revenue streams; through sales growth in small business and through fees and sponsorship in the not for profit sector. Hamilton is an outdoors enthusiast and can often be found kayaking or conducting walking meetings from her home in the Comox Valley.

Hamilton welcomes enquiries from companies who have yet to harness the power of Google Internet Advertising for finding and closing new sales.

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