

' THE BUZZ '

“SOCIAL MEDIA CREATORS has built entire online communities around our products. Tens of thousands of people interact with us and each other every single day as a result. When we needed to tap into the digital age, it was SOCIAL MEDIA CREATORS that made it happen. Smart, strategic, and well-regarded. I would recommend them to anyone.”

— DAN HANOVER, GENERAL MANAGER, RED 7 MEDIA

“SOCIAL MEDIA CREATORS has helped position us as the leader in social media in our respective markets, via our own social & professional networks we've launched together, as well as on Facebook, Twitter and just about every social media outlet. This has resulted in new revenue channels for our business, and extremely strong growth rates. But maybe most significant is that they have given our team the tools, training and strategic guidance we need to take advantage of the huge opportunities in front of us.”

— JEFF BEREND, VP/PUBLISHER, ELSEVIER PUBLIC SAFETY

Need Even More Web Services?

SOCIAL MEDIA CREATORS parent company, Go Forward Media ([www.goforwardmedia.com](http://www.goforwardmedia.com)), offers a full slate of strategic and operational services to help drive every aspect of your business on the Web. Contact us for more information.

BRAND. AUDIENCE. CONNECTED.

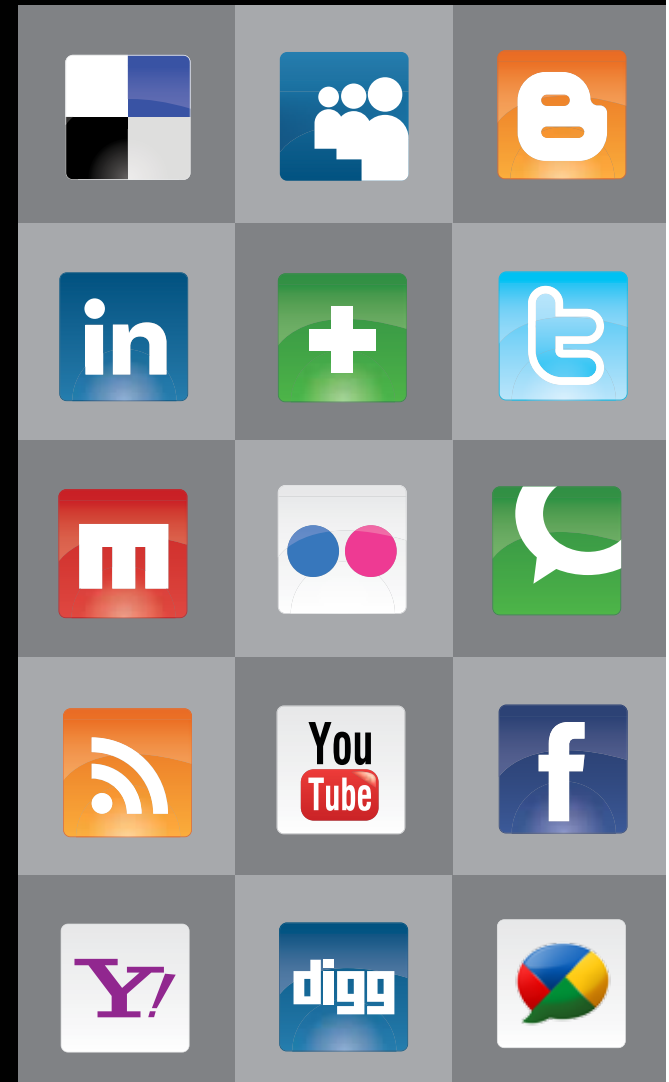
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media

CREATORS

6990 Columbia Gateway Dr.  
Suite 360  
Columbia, MD 21046  
410.872.9303 x1  
[info@SocialMediaCreators.com](mailto:info@SocialMediaCreators.com)  
[www.SocialMediaCreators.com](http://www.SocialMediaCreators.com)

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## SOCIAL MEDIA CREATORS DELIVERS!

### Are You Connected?

Your brand's presence in social media is the essential vehicle in today's world to connect you with your clients – past, present and potential.

Here's just a sampling of the benefits your brand will realize by leveraging social media (and SOCIAL MEDIA CREATORS)

- + Drive Brand Loyalty with Audience Interaction
- + Generate Buzz & Track Results in Real Time
- + Quickly Drive Traffic to Your Online Offerings
- + Get Rapid Feedback, Test New Ideas
- + Talk *with* Your Audience, Not *at* Them
- + Lead Your Industry's Online Community
- + Be Where Your Audience *is* – Not Wait for Them to Come to You
- + Go Global – Cost Effectively
- + Extend Life Cycle of Events & Marketing Programs
- + Drive Your Brand's Everything Virally
- + Get Your Entire Company Involved & Energized
- + Gather Market Intelligence & Follow Competition
- + More Leads. More Revenue. More Audience. More...Everything.

### Your Social Media Presence... and Dominance

- + Develop, launch and manage your social media presence on Facebook, Twitter, LinkedIn and numerous others
- + Integrate the latest social sharing features into your existing Web sites, eMail newsletters, online and offline products
- + Leverage multiple existing and new marketing assets to grow the depth and diversity of your audience across your social media efforts
- + Regular reporting on your social media efforts, market penetration, and competitive analysis

### Compelling, Targeted Content

- + Develop highly targeted blogs, microsites, custom eMail products and more backed by customized content
- + Work with your team to develop a strategic content plan that embeds your brand's identity with quality editorial, features and services – all promoted via your expanded social media presence
- + Develop and/or manage scheduling of social media outreach, marketing, content posting and more

### More, More, More

In addition to our core social media services, Social Media Creators can also provide a full array of online and integrated offerings for your business (and your customers), including:

- + Strategy, management and training in online sales, marketing and content development
- + Design, development, project management, site management, web hosting, eMail marketing and Web marketing services
- + Review and recommendations of your search engine optimization (SEO)
- + Analysis and enhancement recommendations on your online efforts across all areas

### Partner with Social Media Creators: Offer Solutions to Your Customers

Want to create a new revenue channel and provide your own customers with a compelling new service? Social Media Creators can partner with your brand to provide customized social media solutions for your advertisers, sponsors, exhibitors, attendees, readers, members.

Ask us about our private label partner program and how your brand can dynamically connect to your market by offering a unique new service.