

OVERVIEW — SOCIAL MEDIA

ABOUT SCHNEIDER ASSOCIATES

Founded in 1980, Schneider Associates is an independent public relations and marketing communications firm headquartered in Boston. Recognized as a leader in conducting innovative, multi-faceted launches for products, services, companies and communities, Schneider Associates helps clients create and sustain visibility in an increasingly crowded and competitive marketplace.

That's the short form.

What you really need to know about us is how we approach your business, and prevent you from ending up on page 10 of Google.

We've turned the one-dimensional, let's-see-how-many-press-clippings-we-can-get business model into a sophisticated marketing communications industry that crosses all kinds of barriers, both technological and generational. Don't get us wrong, media relations is the bedrock of all our campaigns, but today, there are so many more ways to deliver your messages beyond traditional media. We like exploring new media territories – and you will too when you see the results.

Whether we're launching new products, services, companies or communities, handling a crisis or orchestrating a special event, our motto is 'give us a piece of business, you'll see what we can do - and then you'll give us more.'

And the beauty of this approach is that our client's businesses keep growing. How cool is that?



WORLDCOM PUBLIC RELATIONS GROUP

WORLDCOM Public Relations Group is the world's leading network of independently owned public relations counseling firms, located in almost 100 cities, 50 countries and on six continents. As a WorldCom Partner, we offer our clients national and international presence and clout – benefiting from our partners' local knowledge and global experience.

www.WorldcomGroup.com

ABOUT SOCIAL MEDIA

The internet isn't just about Web sites and email anymore.

Social media marketing, Web.3.0, citizen journalism, blog marketing, buzz marketing, word of mouth marketing - whatever you call it - is changing the way people communicate and how companies do business. Actually, it's changing everything. PR agencies used to send scores of press releases announcing news to the media. Not anymore. With the growing popularity of the Web as an information source and meeting place, consumers have access to many of the same resources as traditional media. As marketers, it's our job to speak directly to the consumer, in consumer terms – and to the media in different terms.

As conversations move online, Schneider Associates knows how to keep them relevant, accurate and authentic. At Schneider Associates, we don't see social media as a discipline, but as a channel to implement strategy. Used properly, it produces incredible results for clients; driving product launch, traffic, sales and event success.

- Our blog, www.launchpr.com, provides the latest strategies for launching new products and services and is drawing subscribers and sharing new product information across the Web.
- Our newest blog, www.mommiesclique.com, was recently launched to give - and get - a real parent point of view on issues, products and services of interest to mothers and families.

SOCIAL MEDIA SERVICES

Our professionals have diverse skill sets and educational backgrounds, as well as expertise in a variety of social media disciplines. With our integrated approach and strategic perspective, we can help you reach your goals.

- Education
- Listening
- Messaging & Protocol
- Engaging & Listening
- Measurement
- Social Networking Sites
- Facebook Fan Page
- Microblogging
- Blogger and Influencer Outreach
- Event and Deal Sites
- Social Bookmarks
- Photo-hosting/sharing sites
- Message Boards
- Podcasts
- Video Blogs (Vlogs)
- Widgets
- Wikis
- Mommies Clique™
- Professional photography and video



CONTACT US

We look forward to talking to you about how Schneider Associates can help your company or project stand out in today's crowded marketplace. It's what we do – and love.

If you would like to learn more about our Social Media services, please contact Julie Hall, EVP/Partner at:

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