



WHO HAS TIME FOR SOCIAL MEDIA?

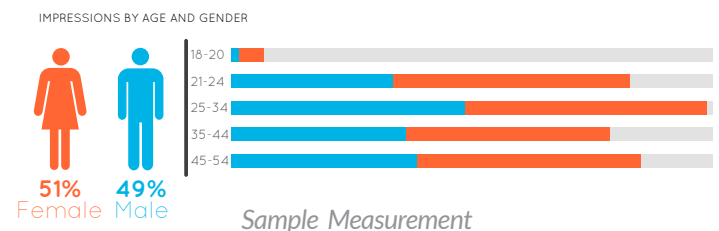
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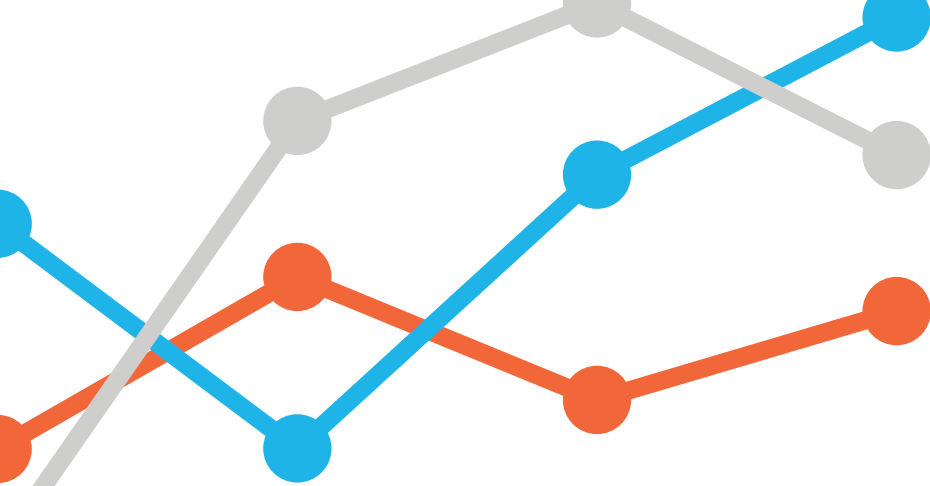
Your customers, that's who.

Did you know that YouTube reaches more U.S. adults under age 34 than any cable network? Or that two people join LinkedIn every second? Or that adults age 55-64 comprise the fastest-growing Twitter demographic?

Businesses large and small know that social media is essential for connecting with customers and building a brand these days — if it's done correctly. The problem is that it takes time to identify the most profitable platforms, develop content that engages customers, and determine how often to post without overwhelming your target audience.

According to comScore, social media is currently the most popular online activity worldwide. It's too important to leave social media marketing to chance. Starting and maintaining a profitable dialog with customers requires focused effort — along with continuous experimentation and refinement — for maximum return.





SOCIAL LAB REPORTS HAVE DEMONSTRATED A DRAMATIC INCREASE IN CUSTOMER ENGAGEMENT SINCE WE MADE A COMMITMENT TO SOCIAL MEDIA MARKETING

-AVNET, INC.

Social Lab™ eliminates the guesswork — and does all the legwork.

A web site alone isn't enough anymore. Businesses need to be actively blogging, posting and tweeting to maintain a competitive edge. And, since mobile devices are changing consumer behavior in dramatic ways, marketing content must seamlessly cross channels — from desktop to tablet to phone and back again.

Social Lab keeps up with social media trends and best practices, so you have more time to do the things that you do best. Through an affordable monthly subscription, you can rely on Social Lab to optimize your social media strategy from day one. Our team of experts ensures that you're reaching the right audience on the right platforms, and that your social media messages are fully integrated with your other marketing campaigns and tactics.

Get started with Social Lab today.

According to Forrester Research, seventy percent of consumers trust brand recommendations from friends. So take the advice of our satisfied customers and give Social Lab a try today.

Sources:
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SOCIAL LAB SERVICES INCLUDE:

- Comprehensive analytics and reporting to support ROI
- Lead generation and target audience development
- Platform identification for maximum impact
- Campaign and cross-channel integration
- Responses to comments and shares
- Client loyalty and brand awareness
- Search engine optimization (SEO)
- Reputation management
- Increased website traffic
- Frequency optimization

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Social Lab is another New Angle Media innovation, designed to help your business perform at its highest potential. We create software, solutions, and studio productions to enhance online user engagement.

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