

Turbo Social Media Delivers Effective Solutions for Turbo-Charged Word-of-Mouth Marketing

New firm helps companies launch Social Media Marketing strategies--offers free video series

Pleasanton, CA; April 16, 2009 -- Everyone seems to be Twittering, Facebooking, and blogging--but few businesses know how to use these powerful social tools for marketing, according to Matthew Arndt, founder of Turbo Social Media, a Pleasanton-based firm that helps companies understand and use this new marketing protocol to expand their reach and increase revenues.

Recognizing the need for businesses and marketers to adapt to the rapidly evolving realm of social media--blogs, social networking, video sites, content sharing sites and more--Arndt founded Turbo Social Media in 2008 to fill the need for strategic and tactical expertise in this emerging arena. The company provides simple and effective solutions for incorporating social media into the marketing matrix, accelerating and strengthening customer connections and ultimately driving revenue.

Social media marketing is multi-directional communication: conversations, commentary, video and other media, with countless numbers of people involved, going on 24/7. We're helping companies launch social media marketing strategies hands-on. We don't just tell clients what they should do, we help them do it. Social media marketing is an emerging concept for many companies, so Turbo Social Media educates its clients about the differences and advantages of this new type of marketing.

Traditional marketing is one-way communication: a company to its customers. "Social media marketing is multi-directional communication: conversations, commentary, video and other media, with countless numbers of people involved, going on 24/7," explains Arndt. "The goal of social media marketing is to get people talking about your company and its products and services. It's like turbo-charged word-of-mouth marketing, and if done correctly, it can be a powerful tool to generate demand."

The staff at Turbo Social Media is fluent in the spectrum of Internet technologies and Internet marketing strategies. Services include strategic planning, blog platform design and development, Search Engine Optimization, analytics, content creation (blogs, articles, video, audio) and publishing and syndication across the vast social Web including:

- * Search engines
- * Bookmarking sites
- * Networking sites
- * Content sharing sites
- * Video and podcast sites

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Turbo Social Media offers a free five-step video series that makes social media marketing easy to understand and apply to your business. These educational videos offer simple steps to begin building a successful marketing strategy utilizing social media. In less than 30 minutes, viewers will learn how using these tools can generate visibility, buzz, awareness, market leadership, demand, and ultimately revenue.

About Turbo Social Media

Headquartered in Pleasanton, CA, Turbo Social Media offers simple and effective turnkey solutions for incorporating social media strategies into the marketing mix, to accelerate and strengthen connections with customers, and ultimately drive revenue. Turbo Social Media is a division of Arndt Enterprises LLC. For more information, visit www.turbosocialmedia.com