

NEWS Release

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Baker Dillon Group Now Offers Complete Social Media Marketing Services

(Fresno, CA) September 16, 2010 – Baker Dillon Group, an award-winning strategic marketing and communications firm providing brand promotion to transform company and product marketing into emerging brand experiences for ingredients, retail product and health practitioner product manufacturers, now offers a host of social media marketing services for its clients.

“As the social media universe had continued to grow, companies have expressed an increased interest in combining traditional media promotion with social media marketing,” said Sheldon Baker, senior vice president and director of emerging media platforms for Baker Dillon Group. “We have intensified this service because social media has proven to effectively reach potential customers in a more personal and adaptive manner every day.”

Baker Dillon Group offers the distinctive Socialization Map™ that helps clients understand when, why and how they need to enter the social media space. The marketing assessment tool provides clients with a broad overview of their brand focus, while reviewing opportunities for becoming social on a daily basis. The Socialization Map™ also researches historical information about a company’s brand, target markets and messaging strategies.

Baker Dillon Group can create an image of the ideal customer audience and how they are participating on their social networks. Baker Dillon Group also analyzes the goals of the brand and vision for the future. Social media management includes writing advance posts, posting daily to fans on a company’s Facebook page and Twitter, daily page growth and monitoring.

In addition, Baker Dillon Group can also produce and develop Internet media tours and video blogs, video press junket, web video, online media distribution, web syndication and viral social marketing.

“We can utilize video content for a wide range of online venues including the Internet, a client’s corporate and product web site or microsite,” said Baker. “Video can be repurposed and utilized for traditional media publicity opportunities and for special events and trade shows,” Baker added.

For more information about the agency’s social media marketing services contact Karena Dillon at 559.325.7191 or via email at Info@BakerDillon.com. The agency web site is www.BakerDillon.com.

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