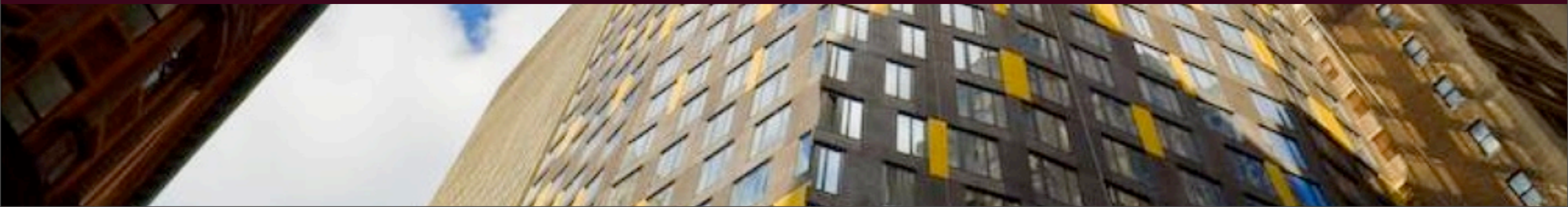




AD *in*finity

Your Social Media Partner





Social media is a group of web-based technologies and applications that allow for the dissemination of news and information through user-generated content and participation.



Social media connects friends, family, co-workers, businesses and consumers while providing platforms for instantaneous dialogue between these diverse groups.



The "ripple effect" of social media allows for messages to spread to considerable amounts of users.





The “consumer” is changing. Evolving technologies paired with fast paced lifestyles and limited time for media consumption is driving social media...

.....The consumer wants only small bits of media. And they want it 10 minutes ago.

Consumers trust peer recommendations and opinions.

- Social media users are 83% more likely to be brand loyal than non-users
- 74% of consumers choose companies/brands based on consumer experiences they read about online
- 72% of consumers research other customer opinions prior to purchasing a product or service





Time it took to reach 50 million users:

Radio	38 Years
TV	13 Years
Internet	4 Years
iPod	3 Years
Facebook	100 Million users in 9 months
iPhone	1 Billion users in 9 months



Steps for successful Social Media implementation:

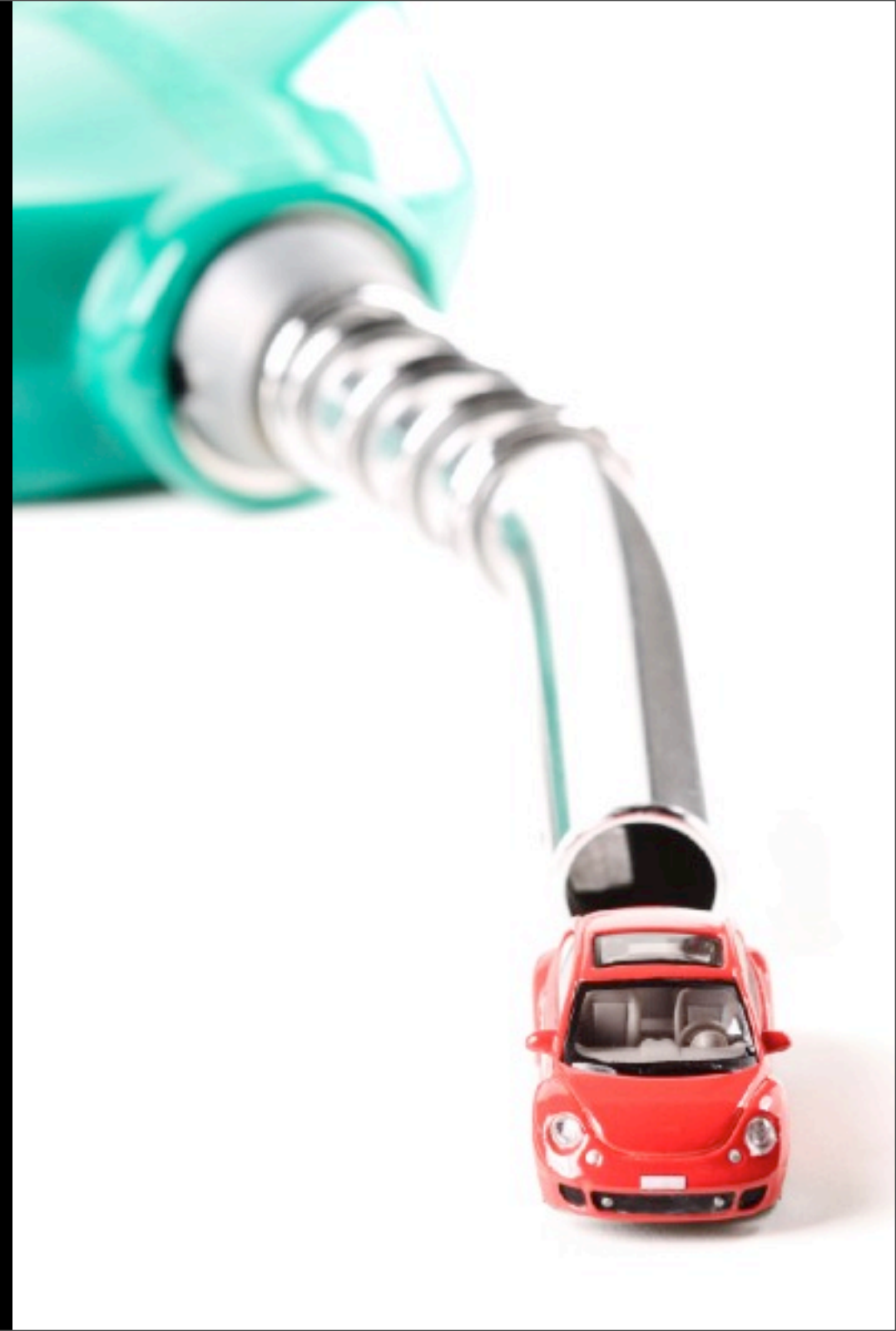
- Plan
- Communicate
- Discuss
- Respond
- Innovate
- Adapt

Align campaign objectives and goals with real time results that can be measured. Stay current and relevant.



Social media provides the fuel to help reach a wide range of goals.

- Increase brand awareness and loyalty
- Drive web traffic and sales
- Improve customer relations and SEO rankings
- Generate leads
- Educate consumers





Social media allows companies to create influencers who will help spread their message.



Social media is an umbrella of platforms that cater to your specific needs.
B2B or B2C, there is a platform for you.



Think you are too small to be relevant? Social media isn't just for the "big guys."

Small start-ups can create a buzz. Industry leaders can build brand loyalty.

"Humanize" your company or brand...



...Give it a voice and
a face.

Reach multiple generations with a consistent and appropriate message.

- 100 million Americans, or 60% of the online population use social networks
- 35% of Americans 18 and over used social media in 2008, up from only 8% in 2005
- 60% of Boomers are avid consumers of social media, up from about 40% a year ago



Join the conversation! People are already talking about your brand.....

.....turn skeptics into brand advocates.
.....turn advocates into loyal customers.





Motivate consumer call to action through engagement. Offer new content, studies and exclusive offers. Give them a reason to come back.

Looking for hard line profits? Increased brand awareness?



There is a positive financial correlation between companies deeply engaged in social media and their success rate.



Dell computers surpassed \$3 million dollars in sales via links from Twitter that highlighted discount offers.



3 million online users donated \$6.5 million dollars to Barack Obama's presidential campaign.

He used channels like Facebook and YouTube to build support.





After being launched in 2006 via social media, Attune is now in over 4,000 stores and was voted one of the "125 Best Packaged Foods" by *Women's Health* magazine.

Companies who implement successful social media are at the forefront of their industry and ahead of their competition.





The traditional media environment is constantly evolving –don't be left in the dust!

AD
in
finity
um

In Touch

Adinfinitum can be found at:

30 Broad Street, Suite 2203
New York, NY 10004

Telephone: 212.693.2150
Fax: 212.693.2218

Extensions and Emails:

Sue Taggart: President and CEO
Ext 313 sue@adinfinitumny.com

Melody Morrow: Director Business
Development & Strategic Partnership
Ext 303 melody@adinfinitumny.com

www.adinfinitumny.com

...Creating a buzz before there's a murmur.