



SOCIAL MEDIA ACTIVATION: **GOLD SERVICES**

INTERACTIVE BUZZ DELIVERS

Professional Social Media Activation and Outreach campaigns via Viral Word-of-Mouth Marketing. Social Media activated by Interactive Buzz builds brand awareness and achieves your objectives across Social Media Channels, such as, blogs, micro-blogs, forums, message boards, and social networks. Our results deliver comprehensive summaries and analysis. We activate your viral campaign using our proprietary campaign management engine, *Buzzing Online™*. We provide controls to maintain consistency of message, manage our Market Advocates, and produce activity logs, screen shots, message points and feedback, weightings, demographic reporting and more. All FTC Guide compliant.

INTERACTIVE BUZZ RESULTS



- ☑ Build Market Influence
- ☑ Increase Brand Awareness
- ☑ Create a Buzz in Passionate Communities
- ☑ Drive Search Engine Ranking and SEO Results
- ☑ Seed the Internet with Relevant Message Points
- ☑ Leverage a Defined Call to Action
- ☑ Direct Website Traffic to a Unique URL
- ☑ Target Influencers Who Increase Buzz Up to 15X
- ☑ Achieve Searchable, Actionable, Measurable Results

SOCIAL MEDIA CHANNELS AND SERVICES

Blogs	Forums
Message Boards	Instant Messaging
Social Networks (Facebook)	Micro Blogs (Twitter)
Viral Video Seeding	Widgets
Message Distribution	Monitor Sentiment
Social Media Mapping	Value Proposition Creative



OUR SOCIAL MEDIA APPROACH

InterActive Buzz (IAB) is a Social Media marketing company. Our *Design, Produce, Deploy* process offers Influencers of Social the credible and passionate insight that can only be found from the Source. Our Market Advocates become credible members of communities using the ethical standards of transparency, identity and honesty of the Word of Mouth Marketing Association (WOMMA) and the latest FTC Guides. IAB takes a leadership role in developing and implementing new and innovative methods to *Building Your Influence*.

Discover How Interactive Buzz can Build Your Influence Today!

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