



NEW WORLD GROUP

For Immediate Release

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New World Group Introduces New Social Marketing Service - November 2010 - Secaucus, New Jersey - New World Group, Inc., a full service marketing and design agency, has expanded their practice to include social marketing campaign genesis and management.

The agency's new addition will enable clients to use social media platforms as a way of announcing and marketing their brand and leveraging the outlets to reach consumers in their day to day lives. Employing a strong social marketing campaign allows a thriving connection with future prospects and increased awareness in current customers and interested parties. Essentially, social media outlets offer the prime venue to radiate positive, engaging and sophisticated messaging to the masses.

Currently, we are keeping clients' online presence fresh and top of mind on popular networking services like Facebook and Twitter, image and video-sharing sites YouTube, Vimeo, and Flickr, and on community-based sites including but not limited to Yelp, Eventful, and WikiCompany.

New World Group Social Marketing Campaigns include the following multi-platform services:

- Social Media Campaign Planning and Execution
- Market Targeted Cross-Platform Customization
- Online Fan Base Creation and Optional Fan Page Management
- Online Ad Creative
- Strategic Social Website Messaging and Content Inclusion

"Social Media is more than just having an 'online presence'. Social Media is a live medium where your corporate identity comes to life. A social media campaign is not an option. It's an absolute necessity", says Chris Seriale, New World Group President .

About New World Group, Inc.

New World Group, Inc. is a full-service advertising, design, and web development firm based just outside of NYC, in Secaucus, NJ. Our repertoire includes a wide-spanning supply of capabilities and varied crossover within our industries of expertise. We've had the pleasure of working with renowned industry influencers such as Virgin Records, Paramount Pictures, Sony, Martha Stewart Living/Omnimedia, Applied Development Company, and the Trump Hotel Collection. We'd love the opportunity to work with you next!

If you are in the market for fresh ideas, innovative premiums, and outstanding results don't hesitate to contact us! For more information please visit NewWorldGroup.com.