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ActSeed - Vocus Partnership Offers Powerful PR and Marketing to Entrepreneurs and Small Businesses

ActSeed teams up with Vocus to offer an affordable, effective online tool to boost small business visibility through multimedia press releases and social networks.

Orlando, FL (May 8, 2012) – One of the greatest needs of every entrepreneur, every startup and every small business is visibility. Small business owners must constantly find creative ways to engage customers and promote their brand and products. As a national community dedicated to finding the best resources for entrepreneurs in the US, ActSeed.com has teamed up with Vocus to promote the Vocus marketing and PR platform. Together, ActSeed and Vocus address the two key criteria necessary for every small business marketing plan: impact and affordability.

Impact is critical

Most small business owners aren't expert writers or savvy promoters. It's not enough to sign up for Facebook and Twitter and wait for something good to happen. Waiting for a local or national reporter to call won't garner much press coverage. By using Vocus, entrepreneurs know who to follow, who to engage in social media conversations and what to say.

Through Vocus-owned PRWeb, small business owners can draft high quality press releases and reach over 30,000 journalists who are looking for quality content and be indexed by Google and other search engines. Through the Vocus-owned HARO service, reporters working on specific stories in print, radio, online and TV can connect with ActSeed's community to find media sources.

Affordability is a must

With major PR firms charging thousands of dollars a month in retainer fees, an early stage business must find an alternative. Small business marketing budgets are either incredibly small or nonexistent, but a company cannot grow without investing in marketing and PR. Instead of hiring a minimum wage intern to spend an hour a day posting comments to Facebook and Twitter, the same budget can be invested in a Vocus subscription and accomplish ten times what an intern could do manually in an hour.

"We have thousands of entrepreneurs in the ActSeed community who seek the best tools to help their companies compete and grow," said Bill Attinger, CEO of ActSeed. "Rising above the noise in the marketplace is tough for an early stage brand, so we are really excited to bring Vocus to the ActSeed community where an entrepreneur now has the potential to wisely invest a few hundred dollars in marketing and PR to realize thousands of dollars of new revenue every month."

About Vocus

Vocus (NASDAQ: VOCS) is a leading provider of cloud-based marketing and PR software that helps businesses reach and influence buyers across social networks, online and through the media. Vocus provides an integrated suite that combines social marketing, search marketing, email marketing and publicity into a comprehensive solution to help businesses attract, engage and retain customers. Vocus is used by more than 120,000 organizations worldwide and is available in seven languages. For more information, please visit <http://www.vocus.com> or call (800) 345-5572.

About ActSeed

ActSeed is an online community for startups, early stage companies and small businesses. Since 2009, ActSeed has been committed to reducing the unacceptably high failure rate of early stage businesses by providing tools and resources for thousands of entrepreneurs across the United States to find investors and grow their businesses with discipline and proper planning. For more information, please visit www.actseed.com.

If you would like more information about this topic or to arrange an interview with Bill Attinger to learn more about ActSeed's work with entrepreneurs, startups and small businesses, please call (858) 688-2129 or send an email to media@actseed.com.

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