FOR IMMEDIATE RELEASE:
FeedMagnet social platform integrates new source of internally generated content for B2B engagement

Austin, Texas - Oct. 24, 2012 - Responding to strong customer interest, FeedMagnet announces the addition of new internal network sources to its powerful aggregation and curation platform for brands and agencies. The FeedMagnet platform already accesses public content from Facebook, Twitter, YouTube and other social networks which provide value to FeedMagnet customers.

As the world's leading enterprise social network, Salesforce Chatter adds a new layer of collaboration and communication to FeedMaget's platform, enabling customers to group employee conversations and comments by initiative, team, and subject, and connect in entirely new ways.

"Our B2B marketing customers use FeedMagnet to curate and present a variety of content, from positive external social media mentions to industry thought leadership," FeedMagnet President and Founder Jason Ford said. "The addition of Chatter was very desirable for our customers who want to visualize and amplify employee conversations on internal sites and at events."

FeedMagnet has been powering web and mobile initiatives for brands and corporations since 2009, and in that time added social platforms such as Foursquare, Google+ and Instagram as marketers have found them to be relevant sources of content.

Suggested Keywords: Social Media, Display, Curation, Aggregation, Marketing, Advertising, FeedMagnet

About FeedMagnet
FeedMagnet provides a social media integration system enabling brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content from a wide range of sources to power websites, Facebook pages, event displays and billboards with dynamic authentic content targeted to its client's objectives. FeedMagnet works directly with large clients and a network of digital and creative agencies to provide distinctive and engaging experiences. FeedMagnet's clients include Verizon, GE, Dow Chemical, Sephora, McDonald's and AOL. For more information, visit www.feedmagnet.com.

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