



BlackDot Creative Marketing Co.  
(a.k.a. BlackDot Agency)  
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FOR IMMEDIATE RELEASE

## Branding Powerhouse firm BlackDot Creative Marketing Co. Expands Services Social Media Marketing - Strategy, Content Creation and Management

**JANUARY 30, 2013 • Geneva, Illinois** | What initially started as a corporate branding firm in 2007 has grown exponentially in the past five years. From Brand Identity to Web Site Development to E-Commerce, BlackDot Agency has evolved as the cultural changes in marketing have. With its latest service addition - Social Media Marketing - the firm is positioned to drive and direct all strategic and creative expressions of its clients' brands. The BlackDot Agency portfolio includes creative new brand launches as well as re-branding, all-encompassing web site design, development and SEO, e-marketing efforts of all kinds and upscale print design and production.

Recognizing a need for strategy & structure in social marketing, BlackDot Agency launches this service in an innovative way. A new study by Warc, a global marketing information service, argues that social media campaigns need more scale and 'seriousness' and BlackDot Agency agrees. "We found that our clients just aren't sure what to post on social media platforms. So more often than not, they opt for shallow messages... more noise than engaging content. By adding this new service to our offerings, we're able to actualize the entire brand experience for our customers," remarked Christen Black, President of BlackDot Agency. "Our roots are in branding, so it's a natural evolution to supplement traditional brand positioning, image and identity with brand voice and marketing messages of all varieties in social media."

Put simply, social media marketing is word-of-mouth powered by technology. It is a marketing strategy that is based on connecting directly with the target communities, engaging them and generating discussion online. Discussions can take the form of putting video up on YouTube, submitting a How-To article or Tip sheet to Digg or bookmarking it at Delicious, having conversations on Twitter and establishing a Facebook Page with relevant content. BlackDot Agency's mission is to create meaningful messages for companies that resonate, foster loyalty and increase revenue.

### ABOUT BLACKDOT CREATIVE MARKETING CO. (A.K.A. BLACKDOT AGENCY)

"We make experiences memorable"

BlackDot Creative Marketing Co. specialize in COMPREHENSIVE MARKETING CAMPAIGNS... corporate brand positioning and identity, web site development, print & e-marketing campaigns and social media marketing. We're passionate about creating something that resonates, fosters loyalty and increases revenue.

### ADDITIONAL INFORMATION

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