**For Immediate Release:**

**DPFOC UK to offer social media and content generation service.**

DPFOC, already a world leading Search Engine Optimisation (SEO) agency, is delighted to announce the addition of a social media division with the appointment of Content and Social Media Executives Ms. Helen O’Keeffe and Ms. Stephanie Fuller. DPFOC believes that these new additions will reinforce the company in its transition to a global online digital marketing agency which will assist its clients in a changing digital world.

Helen O’Keeffe and Stephanie Fuller arrive at DPFOC with a wealth of knowledge and experience in the Marketing industry. Both Helen and Stephanie have educational backgrounds in Marketing and Communications and have studied all the recent trends in Social Media Marketing. In a digital world that demands quality content, Helen and Stephanie’s journalistic experience positions them perfectly to assist DPFOC in its drive to position clients strategically for the ever changing dynamics of the digital era.

The demand for the service is expected to grow as the array of social media websites and their complexity continues to evolve. With Facebook launching Facebook Graph search last month, Google + (Google’s social networking website) continuing to add more functionality, Twitter introducing Promoted Tweets, Pinterest’s ongoing growth etc, companies around the world are looking for a reliable and expert partner to manage their social presence.

As the lines blur between SEO and Social Media Marketing, DPFOC has recognised the need to take control of this for their clients. As a result of the company growth and resulting recruitment of these two high quality candidates, DPFOC believes that it is well placed to assist its clients’ movement into a newer more demanding online world. Eddie O’ Driscoll, Managing Director of DPFOC UK is excited about the future “With the recruitment of Helen and Stephanie, I believe that DPFOC now offers a genuine 360 degree online marketing service to our UK clients from web design, SEO, PPC and now social. This new service has been warmly welcomed by clients who find the array of social sites confusing and welcome our assistance in maximising their social presence.”

**<ENDS>**

**Contact: Paul McElwee, DPFOC UK**

**Telephone: +44 (0) 121 232 8606**

**Email:** [**uk@dpfoc.com**](mailto:uk@dpfoc.com)

**Notes to Editor:**

* [www.dpfoc.com/uk](http://www.dpfoc.com/uk)
* DPFOC stands for Driving Profitability for Our Clients.
* DPFOC employs over 100 people globally
* DPFOC’s UK office is in Birmingham