**Media Contact HOLD FOR RELEASE UNTIL MARCH 11, 2014**

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**Social Media’s New “It” Solution: Sverve’s Ready-to-go YouTube Promotion**

Sverve, an influencer marketing platform, debuted a video promotion solution that allows brands to quickly and organically share videos on thousands of blogs and social media feeds.

NEW YORK, NY-- (March 11, 2014) - Sverve, a venture-backed social media influencer marketing platform released its newest campaign today, a YouTube video promotion solution. Brands are able to organically promote videos and reach 300M plus consumers by working with Sverve’s influencer community.

After a brand launches a campaign, Sverve automatically activates its influencer network and compensates influencers for each unique video view. Once influencers opt into the campaign, they will receive a unique link to share across their social media channels and an embed widget to share on their blogs. Sverve’s approach to YouTube video promotion brings the video to where the viewer is, in a natural experience, rather than placing the videos as traditional ads. As a result, brands get the best ROI for their campaigns.

“YouTube has grown into a premium channel for brands to connect with their consumers. However, with millions of videos being uploaded on YouTube everyday, it is becoming increasingly difficult for brands to bring their videos to the right audience,” says Vikas Gupta, Co-Founder and CTO of Sverve. “Sverve’s YouTube promotion campaign empowers brands to distribute their videos on targeted blogs and in social media feeds instantly via our influencer network. We are excited to bring a comprehensive, peer to peer solution to both brands and influencers.”

As video promotion grows, brands are in search of simple and cost-effective ways to reach their target audiences. Sverve has minimized campaign set up to just a few minutes with a nimble process from beginning to end, from sharing a YouTube video link and assigning a promotional budget on the Sverve platform to tracking results at any time. This homegrown technology allows brands to track and download their campaign metrics in real time. It doesn’t get any easier to promote a YouTube video!

**About Sverve**

Sverve is a venture-backed influencer marketing and networking platform that connects businesses with the right social media influencers to promote their products and services online. Sverve provides deep and accurate classification of social media influencers, providing detailed influencer outreach statistics. Businesses can run their social media campaigns in minutes, engage the right influencers and measure results all in one place. Visit www.sverve.com for more information.

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