



CHUCK JAFFE
The cost of doing a fund's business

Investors may be paying more than \$9.5 billion per year in extra or unnecessary costs that they're unaware of.

PRESS RELEASE

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Moosylvania's Social Networking How-to Report Offers Best Strategies with Real-Life Examples

Initiate and Improve Your Brand's Social Media Channels



ST. LOUIS, Oct 20, 2009 (BUSINESS WIRE) -- Moosylvania, the digital, branding and promotion agency with an on-site, globally-ranked research facility, released

today its authoritative XL Marketing Trends Report: Chapter 3 -- Social Networking. The third installment of Moosylvania's six-chapter study defines the questions marketers must answer and the planning they must do to keep pace with social networking well into the next decade.

"As the technology that drives social media becomes more sophisticated, social media will become the backbone of all marketing initiatives," said Rodney Mason, Moosylvania's CMO. "Launching and sustaining a social media campaign is not a spontaneous act. It requires long-range planning and fine-tuned strategies that deliver measurable results. Chapter 3 -- Social Networking provides the framework for the work that needs to be done."

Highlights include:

- Critical questions every brand marketer must ask before building a social media campaign
- New tools that can enhance awareness
- Seven tactical sources to choose from before executing your campaign
- Reviews and analysis of the top social sites including Facebook and Twitter

Chapter 2 focused on the Digital Video explosion," said Gus Hatrich, Moosylvania's president. "While social media may be third on the list, it is a key component of each of the trends and is a chapter not to be missed."

To get a free copy of the Moosylvania XL Marketing Trends Report Chapter 3 -- Social Media, go to www.moosylvania.com and click on "Insights."

To keep the conversation going and to see how Moosylvania can help to identify and fulfill all your marketing needs, shoot your questions, comments and suggestions to Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. You can Nudge, Friend and LinkedIn with him, too.

About Moosylvania

Moosylvania is The Great State of Design, where insights are hatched in a globally-ranked research facility and nurtured by experts in the fields of Digital, Branding and Promotion. Great design is more than the extraordinary composition of creative elements; it is a process of originating and developing a concept from insights and a carefully constructed strategy designed to achieve measurable results. For more information, visit www.moosylvania.com or contact Rodney Mason at 314-644-7987, rodney@moosylvania.com or www.twitter.com/rodmoose. Follow Moosylvania on www.twitter.com/moosylvania.

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