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## **Social Strategy1 Announces Release of Advanced Social Strategies and Online Brand Management Services**

Ponte Vedra Beach, Fla., April 19, 2010 – [Social Strategy1, Inc.](#) today announced the release of an advanced program that links social media monitoring (SMM) and real-time online reputation management (ORM). Delivered as a comprehensive service, Social Strategy1's online solutions help businesses implement and manage a complete strategy for effectively integrating social media and online commerce into their overall marketing plans.

"The launch of our new program allows us to comprehensively monitor online chatter, gather pertinent data and then develop targeted strategies and solutions that can help our customers grow their businesses and protect their well earned reputations," said ILD Corp. Chairman and Social Strategy1 CEO Michael Lewis. "We're excited about the release of this new service and are confident the marketplace will recognize its tremendous benefits."

Social Strategy1 is partnering with Radian6, a leading platform for social media listening and engagement, as part of its service offering. "The experience of the Social Strategy1 team combined with the robustness and scalability of the Radian6 platform will provide customers with an important strategic service that's not available in the marketplace today," said Marcel LeBrun CEO of [Radian6](#). "This is a powerful and valuable partnership for us both."

Added Dennis Stoutenburgh, President of Social Strategy1: "Social Strategy1's full-service suite uses best-in-class SMM technology and a team of seasoned online measurement and analysis experts to engage in online conversations on behalf of our clients."

Paul Greenberg, author of bestselling, "CRM at the Speed of Light" and President of the 56 Group, LLC also added, "The managed Social Media monitoring and strategy service offering will allow companies to focus on their core business initiatives while being provided with constant monitoring of conversations and sentiment on the web about their brand. Leveraging the experience of professional social media monitoring analysts

who can also engage as well as consult on an effective response business process can be vital in a company's Social CRM strategy.”

Many companies are adopting social media listening platforms and recognizing the importance of listening and engaging with customers online, but the challenges of staffing, scaling and knowing how to utilize this information once gathered is key to a successful social media strategy. Social Strategy1 fills a meaningful need in the marketplace for companies that want to create and maintain a strong online presence, and participate in the rapidly evolving social networking and social media options to expand and grow through social CRM and lead generation.

With its launch, the Company also announced its title sponsorship of the second annual Lift Summit ([www.liftsummit.com](http://www.liftsummit.com)) in Atlanta this Fall.

### **About Social Strategy1**

Social Strategy1, a new venture from ILD Corp., leverages the most powerful social media monitoring technologies to help companies capitalize on the opportunities that are available on the increasingly open and social web. Social Strategy1's proven approach uses the expertise of social media listening analysts (SMLA) to interact with influencers on behalf of its clients with pre-set messages and context, using search engine marketing methods, social media monitoring tools and professional and savvy listeners to deliver game-changing online results for its clients' brands.

For more information, contact Social Strategy1 - [www.socialstrategy1.com](http://www.socialstrategy1.com).

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