



LESSING FLYNN

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Lessing-Flynn Launches “Reel Social”: Turnkey Social Media Marketing for Business

Des Moines, Iowa – Lessing-Flynn has introduced a new, turnkey service developed specifically to assist businesses in both developing and executing social media marketing strategies. The new service, called Reel Social, was designed to help marketers tap into the marketing potential of emerging new media tools like Twitter, Facebook, YouTube and blogs.

“Most companies know there is tremendous potential in social media marketing because research shows that’s where people are spending more and more of their time,” said Josh Fleming, Interactive Marketing Director at Lessing-Flynn. “However, most either don’t know where to start, don’t know how to use social media effectively or just don’t have the internal resources to do it themselves. Reel Social is an economical, efficient way to do it right.”

Recent studies support a growing need for companies to engage with their customers using social media:

- 88% of marketers surveyed indicated they were employing social media for marketing purposes. 72% reported this was a new initiative within the past few months. (Michael Stelzner, WebProNews)
- Social networks and blogs beat other online activity, including personal email, to become the 4th most popular online activity. (Nielson Online)
- 80% of companies use LinkedIn as their primary tool to find employees. (Nielson Online)
- 80% of Twitter usage is on mobile devices. (“Socialnomics”, Erik Qualman)
- More than 1.5 million pieces of content (Web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook daily. (“Socialnomics”, Erik Qualman)
- YouTube is the second largest search engine in the world. (“Socialnomics”, Erik Qualman)

“Social media is essentially a whole new type of marketing tool,” said Fleming. “It’s totally different from traditional media like tv, radio and print. There’s no reason why social media can’t be a very effective tool for any company – if it’s backed by the right strategy, then well executed.”

**For more information,
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Founded in 1907, Lessing-Flynn is one of the oldest advertising agencies in the U.S. Lessing Flynn’s current marketing communications efforts can be seen in a broad base of industries, including manufacturing, agriculture, financial, healthcare and construction. More information about Lessing-Flynn can be found on the company’s website at www.lessingflynn.com, via e-mail at info@lessingflynn.com, the company blog, www.admavericks.com and on Twitter at www.twitter.com/AdMavericks.