



**Social Marketing** The true power of social media comes from the ability to create a community around your company and enable conversations with your clients. Whether it's using a blog to showcase your expertise in a particular area, or using Twitter for fast, personal updates, social media is something most companies cannot ignore.

Perhaps you have started a blog or use Twitter. The question is, are you using these tools to drive traffic to your Web site and are you turning readers into leads? How well integrated are these initiatives with your overall marketing efforts?

Animus Rex can help you with all facets of a social marketing strategy - from devising a plan to getting started to optimizing what you already have in place.

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