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## **AD AGENCY PUTS DIRECT-RESPONSE SPIN ON SOCIAL MEDIA MARKETING**

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*Media Partners Worldwide Launches Direct-Response Social Media Division*

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LONG BEACH, Calif., July 20, 2010 – Long Beach-based, full-service advertising agency, Media Partners Worldwide (MPW), unveiled today a new social media division. With a focus on popular social media networks, such as Facebook<sup>®</sup>, LinkedIn<sup>®</sup>, and Twitter<sup>®</sup>, MPW has put a direct-response spin on the traditional social media marketing (SMM) business model. While most social media firms focus solely on building an online brand through networking and other online efforts, MPW strategically designs its programs to generate new leads and drive revenue.

“As we introduce products and services to the competitive online arena, it’s of course important to use verbiage that positions a company for success,” said Natalie Hale, co-founder and chief executive officer. “As we drive traffic to our clients’ Web sites, blogs, etc., they soon discover the true value of social media marketing through concrete, quantifiable results found in lead generation and revenue growth.” Hale also said MPW’s earnest attention to ad writing positioned it for success since 1997 when the company was founded.

The value of professional-grade copywriting can be found in producing inexpensive cost-per-lead advertising campaigns; this is common knowledge in the advertising industry. It’s also well known that effective ad writing evokes an emotional response and drives potential customers to provide their contact information.

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Clint Gearheart, president and chief marketing officer, said most of MPW's clients choose to advertise through the lucrative channel of remnant radio. "While many factors contribute to ad efficiency, lead generation continues to be the goal for businesses looking to grow through remnant radio advertising; this vehicle has always produced a low cost-per-call for us. The goal from the beginning was to translate this across social media."

As direct-response experts in radio, Internet, and television advertising for more than a decade, MPW tailors its social media campaigns to mirror successful ad campaigns of the past. With this methodology in place, MPW designs its customized social media marketing programs to elicit direct responses that drive lead generation for all sizes and types of businesses.

While the true worth of SMM is historically difficult to measure, MPW's focus on lead generation and use of optimized reporting tools make all online efforts quantifiable for business owners. By harnessing "Tweets," "Status Updates," blog content, and YouTube® videos to drive behavior and generate leads, MPW's professional direct-response copywriters take full advantage of the social media phenomenon where "the world now spends over 110 billion minutes on social networks and blog sites each month," according to Nielson Media Research.

In addition to SMM services, MPW also offers email marketing, pay-per-click ad campaign design, and search engine optimization solutions.

Media Partners Worldwide is a full-service direct response advertising agency. With more than 100 years of combined direct response experience, MPW takes a cutting-edge approach to effective, creative copywriting. Established in 1997, MPW is one of the largest purchasers of remnant radio advertising in the world. Specializing in remnant radio, MPW also offers television, online, and social media marketing solutions as well. With all the tools and personnel necessary to manage every aspect of your customized social media campaign, MPW will define your brand, engage with customers, and strategically adapt social media marketing schemes to achieve the greatest results.

For more information about MPW, visit the company Web site at [www.MediaPartnersWorldwide.com](http://www.MediaPartnersWorldwide.com) or call 1-800-579-3031.