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FrontGate Media Announces the Hiring of Social Media Manager Dana Twichell; Releases Barbour Publishing Social Media Case Study

Orange County, CA – FrontGate Media, the Christian market's #1 pop-culture media group, continues to build a reputation for success for its social media services launched in early 2009. The company has been lauded for its dedication to not only navigate the trends, but negotiate where the market is moving. Their ability to individually assist clients in connecting with their target consumer audiences in this market is unmatched. To help grow the social media networks of our clients, FrontGate Media is proud to announce the hiring of Social Media Manager Dana Twichell.

Social media is essential to any business, however with changing trends and technology, new sites emerging every day, and new rules that apply to each site, Social Networking can be a frustrating, time consuming and expensive part of any business. While companies and brands understand the need to be in the social media area, many are approaching it as just another form of advertising.

In contrast, FrontGate Media's social media approach is one of Fan Development, fostering ongoing relationship between fans and clients. A successful social media campaign means you are participating in the communities not just hosting a page on them. The FrontGate Fan Development approach develops a lifelong relationship that converts friends to fans. FrontGate Media's social media division is specifically focused on social networking to cultivate brand followers, and to establish clients as respected experts in their fields.

FrontGate Media's work includes social media campaigns for Gospel Music Channel, Barbour Publishing, Rob Liefeld's *Armageddon Now* graphic novel brand, and family friendly films including *Mandie*, *Clancy* and *The Perfect Gift*.

"FrontGate helped us reach and super-serve the teen target demo and bring them to the series and the channel. 'Revolve: Rockin' The Road' attracted a significant audience among teen girls, the primary target demographic for the series. Those viewers were able to enjoy the show while we were able to promote our other programming." states Wendy McCoy, Vice President of Marketing, Gospel Music Channel.

With the growing success of FrontGate's social media services, the firm wanted to have a dedicated social media champion to oversee campaigns, and today announced that Dana Twichell has joined the staff in the role of Social Media Manager. In her new position, Twichell delivers seamless integration for campaigns, from creative and execution, for the firm's social media clients. Dana Twichell can be reached at the FrontGate Media office at (949) 528-3406 or Dana@frontgatemedia.com.

Campaign Snapshot: Barbour Publishing

Barbour Publishing came to FrontGate with a desire to promote their women's fiction authors through social media. FrontGate's creative and aggressive approach was to establish Barbour's authors as a fiction for women brand in the major social media communities while also presenting 9 individual authors to the more savvy audience in the Christian arena. FrontGate's solution was a hybrid approach taking advantage of the strengths of both a Barbour Publishing presentation and specific emphasis on individual authors. In less than 6 months, the campaign has generated over 11,000 friends and followers.

About FrontGate Media:

FrontGate Media is the largest pop culture media group reaching the faith and family audience with 15 million email subscribers, 25 million monthly page views, 600,000+ at events and in 45 million television households. The firm serves as both conduit and coach for brands and companies desiring to reach any and every demographic of faith-based consumers through promotional campaigns through its media group. FrontGate also provides social networking and public relations services. The company has been honored by World Vision as their #1 emedia partner, and plays a key role in the success of record labels and artists, publishers and authors, movie studios, non-profit organizations and more seeking "creative & emerging media" outlets. The company was recently featured in *Adweek* as an authority on the "Role Of Religion In Modern Consumer Culture."

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