



**FOR IMMEDIATE RELEASE**

June 17, 2009

For information contact:  
Lori Lenz – FrontGate Media  
714-553-5181, lori@frontgatemediacom

## **CASE STUDY: SOCIAL NETWORKING IN A CHANGING MEDIA ENVIRONMENT**

FrontGate Media, one of the nation's largest pop-culture media groups, launched a Social Networking division in early 2009 to amazing results. 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 their clients to connect with their target consumer audiences is unmatched. Always keeping the client's goals in mind, FrontGate felt compelled to create a division specifically designed to help navigate the ever changing world of social media.

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.

Let's not forget that a successful social media campaign means you are participating in the communities not just hosting a page on them. The FrontGate approach is one of Fan Development: to develop a lifelong relationship that converts friends to fans. FrontGate Media has developed this division specifically focused on social networking to cultivate brand followers, and to establish clients as respected experts in their fields.

The firm has completed a case-study where you can see firsthand the successes of a solid social media campaign. We would like to share 2 examples with you now.

Our first case study looks at CitySpur, a debut company dealing in the extremely competitive and crowded online Yellow Pages community. FrontGate Media created a strategy that included several of the social networking and video sharing sites (including Facebook, Friendfeed, Blip.TV, MySpace and more) and a heavy backlinking campaign for search engine purposes. With a large emphasis on daily tweets on Twitter, adding a significant amount of followers a day on Twitter, a local weekly travel show on video-enabled sites such as Blip.TV, Facebook, AOL TV and multiple blog articles a day, CitySpur not only had a social networking presence, they quickly built their brand value as experts in their topics.

As a result, in only 6 months, CitySpur grew to an average of nearly 200,000 monthly unique visitors to its website. During this time, over 15,000 people became followers on Twitter, making it the most followed Yellow Pages service on Twitter, and have accumulated over 150,000 monthly streams of their weekly travel show. This has increased the company's revenues by 200%, and achieved site ranking at the top of Google in many keyword searches.

Our second study is Barbour Publishing, a company hoping to promote their Christian fiction authors through both general market and Christian market networks. FrontGate set in place a creative and aggressive look at not only the company as a whole, but at 9 select authors that would be of interest to female consumers. Content was created for Twitter, Facebook,

MySpace, Friendfeed and Shoutlife. This “fiction for women” theme carried through all components of the campaign and stayed relevant to the needs of this market as the firm worked its Fan Development strategy.

In the first 45 days of the project, presentations, profiles and friend development was the focus. In just a month and a half, FrontGate Media was able to secure over 4200 followers/friends for Barbour Publishing...and that number grows every day.

FrontGate Media is available to discuss your social networking needs and concerns. Please call 949-429-1000 for a free “Brandstorm” consultation. To see the Case Studies in full, please see [http://www.frontgatemediacom/cserv/FrontGate\\_Media\\_Social\\_Networking.pdf](http://www.frontgatemediacom/cserv/FrontGate_Media_Social_Networking.pdf)

**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 and beyond through promotional campaigns through its media group, and through 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.”

#####

For more information about FrontGate Media, please contact:



Lori Lenz  
FrontGate Media  
714-553-5181  
Lori@FrontGateMedia.com