

For Immediate Release

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Mint Social launches content marketing engine to easily syndicate articles, videos, blog posts and presentations across the web.

03.23.2010 – Scottsdale, Arizona – Mint Social, a leading social media marketing company, released a new service to increase visibility and reputation for businesses with underutilized content.

Mint Social has made it easy for businesses to maximize their social media marketing, effortlessly. Their content engine is like pushing the easy button for social media. In addition to having a blog, Facebook, LinkedIn and Twitter account, Mint Social recommends that businesses repurpose their existing content (PowerPoint's, webinars, articles, images, etc.) and make a commitment to capture content opportunities that pass them by every day, like customer testimonials.

The Mint Social content engine was developed over the last two years for businesses looking to establish more visibility and results from their marketing efforts. Mint Social Founder and CEO Matt O'Brien says, "Newsworthy content quickly cycles through the media channels, but we give marketing materials a second life and deliver it to where 75% of online traffic is, on content rich networking sites". Universal search in Google makes all forms of content from videos, articles, blog posts, photos, presentations, and more show up in the top 10 results. O'Brien continues, "If an online company is only leveraging a website and press releases to promote their business, it is like having a V-8 engine and only firing on 2 cylinders".

Through a process Mint Social calls their conversation relevancy mapping, companies can better target their market by tuning into to the conversation going on online about their industry. Businesses often use "insider" marketing terms to describe their services and as a result their marketing efforts often fall short. Conversation relevancy mapping ensures that businesses pinpoint the right content to promote their business with and delivers it to the right channels on terms that their audience will accept. "We are bringing content to where the people are on the Internet and building that trust. It is like getting a warm lead," explains Mint Social Chief Technology Officer Steve Heideman. Mint Social understands that engagement is happening off the customer's website and this is the power of social media. You can establish brand recognition before they ever visit your website, and when they do visit your site, you have a higher chance of converting an online prospects into customers.

Mint Social is a [social media marketing](#) and online branding company that accelerates online marketing by building content engines that increase visibility and reputation in search engines (Google, Yahoo, Bing) and in social networks. Mint Social helps businesses understand (through

implementation) why social media and online branding is critical to online marketing success and provides the tools for delivering measurable results along the way.