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Social Media Marketing 101 Educational MIB offered by KIWI Communications, Inc.

Orange County, CA marketing and advertising firm offers a series of Marketing Information Bulletins (MIBs) on social media marketing and other related topics to help companies market their products more effectively.

Newport Beach, CA (July 15, 2009) — KIWI Communications, Inc., a marketing and advertising company, based in Southern California, launched a series of educational Marketing Information Bulletins™ (MIBs™) today to help their clients develop proficiency in utilizing the latest marketing techniques. The newest MIB addresses the topic of social media marketing. Other bulletins in the series include information on e-Newsletters, online public relations, and traditional marketing techniques. These easy-to-read MIBs provide the reader a significant amount of information so that they can develop a basic aptitude on a variety of marketing topics.

“So many companies have a tendency to reduce their marketing and advertising budgets in a downturned economy. Now is not the time to cut back on your marketing activities. It’s really the time to add more emphasis to your marketing programs and embrace some of the newest technologies such as social media marketing,” says S. T. Brann, President of KIWI Communications, Inc. “That’s why we’ve developed a series of MIBs for our clients to help them understand current marketing terminology and the new social media marketing technology. Using social media to market your company for the maximum impact, for example, can be a confusing concept for most companies to grasp. KIWI Communications imparts expert advice in an easily understandable manner.”

The MIBs are written in an easy-to-comprehend writing style, defining technical jargon, such as social media marketing. They provide hints, tips, and how-to information on a variety of marketing and advertising subjects. Each MIB is formatted as a single-spaced, two-page document, easily downloadable as a PDF from the KIWI Communications, Inc. Website. This format provides enough information for the reader to learn about the techniques addressed; yet, doesn’t overload the reader with too much detailed instructional information. For additional information on Marketing Information Bulletins from KIWI Communications, Inc., please contact S. T. Brann or visit <http://www.kiwi-comm.com>. A sign-up form is available on the website to request more information about the series of Marketing Information Bulletins.

About KIWI Communications, Inc.

KIWI Communications, Inc., a privately held company, is a leading provider of full-service marketing and advertising services, specializing in the life science, biotechnology, medical device, and high-tech industries. They actively use social media marketing techniques to help their clients, from early stage start-ups to Fortune 500 companies, promote their products and services. Founded in 1999, they also offer other marketing services such as eMarketing, public relations, direct marketing, exhibit planning, market research, as well as traditional marketing and advertising services like print advertising and collateral production. Located in Orange County, CA, KIWI Communications, Inc. is available online at <http://www.kiwi-comm.com>.

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