

New ConnectPLUS from Five Sparrows Provides Integrated Social Marketing for Small Business Clients

HARTLAND, MICHIGAN, April 28, 2009 — Michigan [web site development firm](#) Five Sparrows, LLC today announced its new ConnectPLUS product for small businesses will officially be launched on May 7, 2009 at the Livonia Business Expo. ConnectPLUS combines multiple popular social networking business profiles with a client's existing marketing efforts. Five Sparrows refers to its approach as "Integrated Social Marketing" (ISM) because it produces seamlessly blended social networking profiles that are fully integrated with each other, with a client's web site, and with a client's existing marketing initiatives.

"Our integrated approach means our clients get feature-rich social networking profiles that keep building on each other, as well as simplifying the effort it takes to use these profiles to promote their business on the web," said Lauren Hobson, President of Five Sparrows. "Once the social networking profiles have been built to feed off each other, we then integrate these profiles with a client's web site and existing marketing programs to get the maximum reach and impact out of every marketing initiative – everything is set up to work together."

The ConnectPLUS product will officially be launched on May 7, 2009 at the 2009 Livonia Business Expo at Burton Manor in Livonia, Michigan. Launch activities include a series of three informative in-booth seminars on social networking for small business, new product information and marketing literature, free tee shirts and prizes, and special one-day pricing featuring discounts and incentives good only for the day of the show. For free tickets to the show or to see the in-booth seminar schedule, visit www.fivesparrows.com/ism/productlaunch.htm.

"We have already had such an amazing response to the ConnectPLUS product that we have started a [pre-launch order list on our web site](#)," said Hobson. "Small businesses are eager to take advantage of the benefits of social networking, and they want to do it sooner rather than later. We think the timing of this new product is perfect, and will help our clients gain a significant marketing edge as the social networking phenomenon continues to grow."

ConnectPLUS provides clients with multiple, feature-rich business profiles on Facebook, Twitter, LinkedIn, etc., and includes a number of customized applications and utilities that most small businesses don't have the time (or skills) necessary to create and implement. The social networking profiles are then integrated with each other and with the client's web site and existing marketing programs. Complete product details and pricing information will be available at the product launch on May 7, and after that on the Five Sparrows web site.

About Five Sparrows, LLC

Five Sparrows is a Michigan web site development firm providing web sites and marketing services to small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites and enhanced social networking profiles. Services include web site development, web site redesign, search engine optimization, web marketing and e-newsletters, and custom "always-on" marketing programs that combine web site services and other marketing initiatives into a convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call toll free 877-451-0145 or visit <http://www.fivesparrows.com>.

