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Seroka Launches SONIC Social Media Package

Package designed to help businesses easily engage in social media marketing

Waukesha, Wis., January 7, 2010 – Seroka, a full-service marketing and public relations firm with offices in Waukesha and Los Angeles, announces it has launched SONIC, a simple, easy-to-understand approach to social media. With social media marketing poised to become one of the top business strategies for 2010, Seroka is prepared to help companies master the wave of inbound marketing with its new package.

Seroka developed SONIC as a way to help clients better understand social media and how it can be used as a strategic business marketing tool.

“As we head into 2010, businesses from a wide spectrum of industries will be engaged in some form of social media,” said Patrick Seroka, President and CEO at Seroka. “However, many of these businesses will just dive in blindly and not take the time to devise a strategic plan to help make the most of its online presence.

“SONIC was created to help businesses understand that social media can indeed be an effective marketing tool, but it takes a lot more than simply opening a Facebook or Twitter account to achieve the desired results that spell success.”

Seroka’s SONIC package features several key components including analysis of a company’s current online involvement, development and implementation of a social media marketing plan, and employee training. The SONIC package can also be customized based on a company’s needs and current level of experience using social media tools.

About Seroka

Headquartered in Waukesha, Wis., with an office in Los Angeles, Calif., Seroka is a full-service branding, marketing, public relations, strategic planning and advertising firm that serves a nationwide client base. For more information, call 866-379-0400 or visit www.seroka.com.

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