

PRESS RELEASE

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FOR IMMEDIATE RELEASE

SOCIAL MEDIA WILL CHANGE THE FACE OF MARKETING IN 2012

Los Angeles, CA – Monday, December 15, 2011 – *“Interactive marketing”* is the key to the future says Kevin Harrington (Bloomberg), chairman of [TVGoods Inc.](#) Social platforms like [Google+](#) and [Facebook](#) are also being utilized to reach consumers interactively. The new “hangout” can bring the audience behind the scenes of TV shows. Google+, [AdSense](#) and [Google Analytics](#) are also making it easier for businesses to track and follow trends.

Interacting with the audience on social platforms allows businesses to tap into their network of friends as well. Interactive viral campaigns can offer unbelievable results with negligible costs. Today, a successful campaign will include smart phone integration, entertaining media, events, product placement, direct to P.O.S. campaigns and social media platforms for viral reach.



Jody Sigmund, (*social media and entertainment specialist, [AdForceOne.com](#)*) explains, *“Products are being scripted into show programming and soon home appliances will connect to home network computers that communicate with network programming. The computer will search for offers on your TV even when it’s off. Consumers will be able to interact with the show by clicking on an actor or even the product they are wearing or holding.”*

The phrase “Interactive Entertainment Marketing” (I.E.M.) is a phrase coined by Sigmund. *“It defines the marketing of the future”*, says Sigmund. The playing field has definitely changed! It’s now open to everyone small or big. All it takes is having the right artillery.

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