

New Whitepaper from Five Sparrows Examines Social Marketing for Small Businesses

HARTLAND, MICHIGAN, May 5, 2010 — Michigan [web development and marketing firm](#) Five Sparrows, LLC today announced the availability of its newest marketing whitepaper: “Integrated Social Marketing (ISM)® for Small Businesses.” The whitepaper first looks at the reasons why many small businesses have been slow to adopt social networking as a marketing tool, then examines the business benefits and reveals how an integrated strategy can help overcome the obstacles that keep many small businesses from embracing social media in their marketing mix.

“After more than 11 years of working exclusively with small businesses and non-profit organizations, we have seen our clients struggle to find the time to do regular marketing tasks, since they are already so busy running their businesses,” said Lauren Hobson, President of Five Sparrows. “But by using social marketing in the right way, many of the hurdles – including time issues – can be easily overcome to produce amazing results for very little time or money.”

Five Sparrows has developed (and trademarked) a unique approach to social marketing called Integrated Social Marketing (ISM)®, which is explained in greater detail in the new whitepaper. The approach enables small businesses to add social marketing to their regular marketing activities without the need for extra staff, and doesn’t require a lot of additional time for adding new information to social platforms. Much of the maintenance work in an integrated system can be automated with free web tools and blended with a company’s existing marketing materials and schedules.

For small businesses that are still evaluating social media as a marketing strategy, the whitepaper examines some of the main ideas behind using social media, and also describes the benefits that can be expected as a result of implementing an integrated social marketing strategy. The whitepaper also covers the effects of an integrated strategy on a business’ search engine initiatives, and illustrates how social media can help a small business build inbound links, increase traffic and visits to its web site, and improve search engine rankings as well.

The whitepaper is a free resource offered by Five Sparrows, and is available at www.FiveSparrows.com/resources/social_marketing_whitepaper.htm.

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 (no template sites – ever!). Services include web site development, web site redesign, Integrated Social Marketing (ISM)® consulting and implementation services, search engine optimization, web marketing and e-newsletters, and custom “always-on” marketing programs that combine web services and online marketing initiatives into one convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call toll free 866-451-0145 or visit <http://www.fivesparrows.com>.