

**PRESS RELEASE: March 28, 2011**

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## **Five Sparrows Builds Socially Integrated Website for Livingston County Non-Profit**

HARTLAND, MICHIGAN, March 28, 2011 — Five Sparrows, LLC, today announced it is developing a new socially integrated website for the non-profit group Livingston Entrepreneur Group United for Prosperity, also known as “LegUP!”. The group provides expertise, resources, and business support for entrepreneurs and business owners, and was created through the combined efforts of regional organizations including Cleary University, Livingston County’s Chambers of Commerce, the Livingston Small Business Technology and Development Center, and several local libraries.

The new website will feature a custom design created for the specific needs of the group, including a state-of-the-art CSS navigation system, online registration for events, spam-protected interactive forms, and an easy-to-use content management system for staff to make updates and publish new information anytime. Educational downloads, meeting videos, and other business resources will also be featured on the site. The website will be fully integrated with up to four new, custom-branded social platforms for LegUP! including a blog, Facebook page, Twitter profile, and YouTube video channel.

“In our experience, building a website that’s integrated with custom-branded social profiles creates a very powerful marketing engine,” said Lauren Hobson, President of Five Sparrows. “The best results come when multiple marketing channels are used – but we can automate the process so that marketing messages go out to more users in more places, yet take less time and effort to manage.”

The new website will be the main information hub for LegUP!, and integration with the new social platforms will help provide a constant stream of fresh information, ideas, and resources for users anytime – delivered to them on the communication platform they prefer (website, blog, social, mobile, etc.).

The new site is expected to officially launch within the next few weeks, and all website-related design, development, social integration, and hosting services are being donated to LegUP! by Five Sparrows, LLC.

### **About Five Sparrows, LLC**

Five Sparrows provides custom [website development](#) and [online marketing services](#) for small businesses and non-profit organizations, featuring custom-designed, purpose-built websites that fit clients’ needs and budgets (no template sites, ever!). After successfully helping hundreds of small business clients over the past 12 years with web site development and online marketing services, Five Sparrows has pioneered (and trademarked) a unique approach to Social Media marketing called “[Integrated Social Marketing \(ISM\)®](#)”, further extending the firm’s capabilities in web site development and online marketing services. Services currently include search engine optimization, web site development, online marketing and promotion, and custom online marketing programs that deliver outstanding results at affordable prices. Five Sparrows is located in Hartland, Michigan. For more information, call 877-451-0145 or visit <http://www.fivesparrows.com>.

### **About LegUP!**

The Livingston Entrepreneur Group United for Prosperity, or LegUP!, provides expert business resources and support for entrepreneurs in the Livingston County area. The group is supported by regional organizations including Cleary University, Livingston County’s Chambers of Commerce, the Livingston Small Business Technology and Development Center, and several local libraries. For more information please contact Stewart Brannen, Director of the Cleary University Micro-Business Incubator at 517-338-3330 or visit [www.cleary.edu](http://www.cleary.edu).

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