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Five Sparrows Announces Social Networking Tour Schedule for Michigan Chambers of Commerce

HARTLAND, MICHIGAN, April 27, 2010 — Michigan [web site development firm](#) Five Sparrows, LLC today announced details for its “Spring Social Networking Tour” for Michigan Chambers, which is scheduled for May 13 – 26, 2010. The Tour was originally announced at the Michigan Association of Chamber Professionals (MACP) Fall Conference in October 2009, where Chamber executives signed up to schedule their Chambers as a stop on the upcoming Tour.

Five Sparrows staff will be hitting the road in the company’s “mobile office” – a 30-foot RV that has been equipped as a wireless office complete with a mobile access hot spot that supports multiple users – to 14 various Chambers around the State to provide social networking seminars for Chamber members.

“The social networking seminars on the Tour will teach small businesses how they can use social marketing to reach more customers, re-use existing marketing as social initiatives, and automate marketing tasks through properly integrating everything to work together,” said Lauren Hobson, President of Five Sparrows. “We will also be demonstrating how to use free web-based tools to track and measure progress as well as online reputations.”

Five Sparrows has developed a unique, trademarked approach to implementing social networking strategies for its small business clients, called Integrated Social Marketing (ISM)®. The approach produces seamlessly blended social networking profiles that are fully integrated with each other, as well as integrated with a client’s established marketing initiatives and web site. ISM then serves as a powerful marketing tool that can be easily maintained by in-house by staff, without adding a lot of extra workload or costs.

“We have found that although many small businesses know the importance of social networking or even may have a Facebook page set up, they have no idea how to use it to actually market their business,” said Hobson. “So in these seminars we show them – using hands-on examples and live demos – how everything can be integrated to work together. This approach cuts down on the additional workload for staff, yet delivers better marketing results through an easy, maintainable system with tremendous marketing reach and impact.”

The Spring Social Networking Tour currently includes 14 Michigan Chambers that span almost the entire lower peninsula of Michigan – from Adrian to Petoskey, and from Grand Rapids to Port Huron. More details can be found on the Five Sparrows ISM micro site at www.FiveSparrows.com/Tour, where visitors can get more information and sign up to follow the Tour updates on Twitter and Facebook.

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>.

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