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## **New Social Media Marketing Services Help Small Businesses**

HARTLAND, MICHIGAN, January 18, 2012 — Website development & online marketing firm [Five Sparrows, LLC](#) today introduced two new services designed to make it easier for small businesses and non-profits to implement and use social media marketing. The new services provide clients with a detailed, strategic marketing plan along with affordable implementation options to help them be successful with social marketing.

"Today, small businesses know they should have a plan for social media marketing, but many are afraid it will be too difficult to keep up with," said Lauren Hobson, President of Five Sparrows. "With these new services, we can help clients not only create a strategic marketing plan that is right for them, they also have the option of getting help with implementing any or all of the strategies identified in the plan."

The two new services, called Marketing Consulting Package and Marketing Maintenance Service, were developed to work together, but can be separated as necessary to fit each client's individual needs. The Marketing Consulting Package includes an in-depth analysis of current marketing initiatives, along with strategic planning and discussion meetings, resulting in a customized, easy-to-follow 12-month Strategic Marketing Plan. Then, Marketing Maintenance Services can be used to help implement any or all of the initiatives defined in the 12-month Plan, depending on the client's needs.

"We think these new services will really help fill a gap that small businesses often struggle with – using the latest marketing strategies like social media, while keeping the workload realistic and the costs affordable," said Hobson.

More information about these new services is available on the Five Sparrows website at [www.fivesparrows.com/m\\_consulting.htm](http://www.fivesparrows.com/m_consulting.htm), or by contacting the company directly.

### **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 website 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 website development, mobile web development, and online marketing services. Services currently include search engine optimization, website development, mobile website 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>.

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