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## **Social Networking Now Available in Five Sparrows' Online Expo Program for Small Businesses**

HARTLAND, MICHIGAN, August 18, 2009 — [Michigan web site development firm Five Sparrows, LLC](#) today announced that new social networking features have been integrated into the Online Expo Program and are now available in the individual online expo "booths" of each business currently participating in the Online Expo Program.

"The Online Expo Program was initially developed for Michigan Chambers of Commerce, but has recently found popularity with other non-profit and for-profit organizations as well. The Online Expo Program provides Chamber (or group) members with a virtual 'expo booth' that is a fully optimized, three-page micro site that promotes a small business online and improves search engine visibility," said Lauren Hobson, President of Five Sparrows. "Social networking is a natural fit with Online Expo booths, because it provides additional opportunities to connect with customers and extend a small business' web presence, which is what the Online Expo Program is all about."

Small businesses that have an Online Expo booth can now integrate their booths with a variety of social networking profiles, including Facebook, Twitter, LinkedIn, YouTube, and their corporate Blogs.

"In addition, when businesses cross-link their social networking profiles with their Online Expo booths, it also results in building new, additional inbound links, which is key to improving search engine visibility and rankings," said Hobson.

The social networking upgrade is included at no cost, and is part of Five Sparrows' ongoing commitment to improving and developing the program to be the most useful, relevant, and easy-to-use marketing tool available today for the Chamber and Organization members that participate in the program.

"It can be a challenge for small businesses to find affordable, tech-savvy channels to promote and market on the web," said Hobson. "The Online Expo Program gives these businesses an excellent (and affordable) opportunity to build an online presence on the web, improve their rankings in the search engines, and now to integrate their social networking efforts into their online booths as well."

Michigan Chambers of Commerce currently participating in the Online Expo Program include the Howell Area Chamber (with its [Livingston County Online Home Show](http://www.lchs.michiganbizsearch.com) at <http://www.lchs.michiganbizsearch.com>), [Huron Valley Chamber of Commerce](http://www.hvcc.michiganbizsearch.com) (<http://www.hvcc.michiganbizsearch.com>), [Livonia Chamber of Commerce](http://www.livonia.michiganbizsearch.com) (<http://www.livonia.michiganbizsearch.com>), [Wayne Area Chamber](http://www.wayne.michiganbizsearch.com) (<http://www.wayne.michiganbizsearch.com>), and [Westland Chamber of Commerce](http://www.westland.michiganbizsearch.com) (<http://www.westland.michiganbizsearch.com>). Additional Online Expo programs are currently in development for two additional Michigan Chambers, three non-profit organizations in Michigan, and a magazine publication company in Cleveland, Ohio.

### **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)<sup>™</sup> 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 877-451-0145 or visit <http://www.fivesparrows.com>.