



SXSW Booth #106

HIPLOGIQ'S UNIQUE SOFTWARE POWERS SOCIAL MARKETING THROUGH LOCATION-BASED CONVERSATIONS

At SXSW Interactive, learn how brands are capturing new customers...
one relevant conversation at a time

WHAT: Twitter is a noisy place. But there is one tool that gives businesses the power to zero in on what customers want, flag those conversations and find new customers.

Learn how **HipLogiq's** latest and greatest web-based social marketing software, **SocialCentiv** is connecting companies with highly influential consumers through the conversations they are having on social networks. Similar to **HipLogiq's** other software solutions, **SocialCentiv** is expected to spark viral social marketing campaigns with high conversion rates and increased sales and loyal customers.

Location-Based Conversation Examples:

Tweet: "I'm about to CRASH...I need coffee like the Kardashians need attention, ughhh."

Company responds with offer: "We've got what you need. Here's a free cup on us. [link to offer]"

Tweet: "I am so over having to wear contacts or glasses. I just want to be able to see, lol."

Company responds with offer: "Having LASIK can get rid of your need for both! We'll even give you \$400 off the procedure [link to offer]"

Working one step forward, **SocialCentiv** also allows companies to put the power of viral marketing to work with 'Refer a Friend' rewards.

Test Drive SocialCentiv: Location-Based Marketing Made Easy for SMBs

Come test drive **SocialCentiv**, the company's social marketing software that makes it easy and cost effective for small and medium businesses (SMBs) to create and manage their own social marketing campaigns.

WHO: **Tips to Power your Social Marketing: HipLogiq CEO Bernie Perrine**

"In this new economy consumers are empowered by businesses that listen and respond to them on social channels. Most businesses are leaving money on the table by not participating in the conversation. That's where SocialCentiv comes in. With our application, business owners can listen to consumer intent for their products or services, and respond to those conversation with an offer," said Bernie Perrine, CEO, **HipLogiq**.

At the **SocialCentiv** Booth #106, Perrine will offer social marketing tips for companies including:

- Turning a conversation into a customer
- How to best engage consumers who are most likely to be your customers
- Creating valuable social offers that customers redeem and share

WHERE: [2013 SXSW® Interactive Festival](#), March 8-12, 2013, Austin, Texas
SocialCentiv Booth #106

Visit our SXSW press room: <http://www.virtualpressoffice.com/kit/u2x3>

ABOUT: **HipLogiq** officially began in October 2012 as **Social Compass**, an enterprise solution for social media marketing. Co-founders Adam Root, Lindsey Madison and Bernard Perrine designed **SocialCompass** to help companies target and engage customers over social media in a meaningful, results-driven way. During the design of **SocialCentiv**, leadership decided it was time to evolve the company into an idea factory that produces the most innovative, successful applications in their space in the market. As a result, **HipLogiq** launched in March 2013. **SocialCompass** and **SocialCentiv** work very similarly, but where **SocialCompass** provides an in-house, turnkey managed service for large brands, **SocialCentiv** is a web-based, do-it-yourself solution for small-to-medium businesses.

HipLogiq is backed by several individual investors, but the majority of funding comes from the **Hadron Global Partners**, a division of [Carriage House Partners](#) (CHP) and **RLB Holdings**. CHP, founded in 2009 by Anthony M. Lanza, and RLB, founded in 2011 by Ray and Lydia Bartoszek, are Connecticut-based private investment firms that focus on security, energy, technology, real estate, and sports and entertainment marketing. Both CHP and RLB take an active, hands-on approach with management in growing their portfolio companies and investments by developing, designing and implementing creative ideas and solutions on behalf of the investments and portfolio companies.

CONTACT: To arrange an interview with **HipLogiq** and to learn more about **HipLogiq's** solutions, please contact, Karen Carrera, TrizCom, 1.972.207.1935, Karen@trizcom.com.

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SOCIAL: SXSW Twitter trending: #socialcentiv

HipLogiq:

Facebook: <https://www.facebook.com/HipLogiq>

Twitter: <https://twitter.com/HipLogiq>

Google+: <https://plus.google.com/112155024710699264365>

LinkedIn: <http://www.linkedin.com/company/hiplogiq>

Web: <http://www.hiplogiq.com>

SocialCentiv:

Facebook: <https://www.facebook.com/socialcentiv>

Twitter: <https://twitter.com/socialcentiv>

Google+: <https://plus.google.com/103225957845292932072>

Blog: <http://www.socialcentiv.com/blog>

Web: <http://www.socialcentiv.com>

SocialCompass:

Facebook: <https://www.facebook.com/SocialCompass>

Twitter: <https://twitter.com/socialcompass>

Google+: <https://plus.google.com/109799867703620320732>

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