



MEDIA ALERT DAY 2
SXSW Booth #106

HIPLOGIQ'S SOCIALCENTIV SOFTWARE MAKES SOCIAL MARKETING EASY FOR SMALL AND MEDIUM BUSINESSES (SMBs)

At SXSW Interactive, test drive the beta version of **HipLogiq's** newest social marketing software, SocialCentiv.

WHAT: At SXSW Booth #106, [HipLogiq](#), is inviting participants to test drive the beta version of [SocialCentiv](#), its web-based social marketing software for small and medium businesses (SMBs).

SocialCentiv makes it easy and cost effective for SMBs to create and manage their own social marketing campaigns to reach new customers who are increasingly using social networks like Twitter. SMBs can use **SocialCentiv** to provide consumers with highly relevant, location-based offers, put the power of viral marketing to work through "refer-a-friend" rewards and keep consumers loyal by offering them useful tips and incentives with blog content.

Social Marketing Example:

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

SMB 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]"

Test Drive SocialCentiv

SXSW participants who test drive **SocialCentiv** will receive 100 Social Cents so they can tryout the features of the software.

WHO: **Tips for SMBs to Power their Social Marketing: HipLogiq CEO Bernie Perrine**

"With more consumers using the social web to find and buy products, SMBs are increasingly looking for ways to reach and engage them. **SocialCentiv** gives SMBs an easy-to-use tool that allows them to cost effectively conduct effective social marketing campaigns on their own and grow their business by capturing a larger share of customers who are socially active online," said Bernie Perrine, CEO, **HipLogiq**.

At the **SocialCentiv** Booth #106, Perrine will offer social marketing tips on how SMBs can use **SocialCentiv** to:

- Cut Through the Noise on Twitter to Create Loyal Customers
- Best Engage Socially-Minded Consumers Who Are Most Likely to be Your Customers through Intent Targeting
- Create Valuable Social Offers that Customers are More Likely to Redeem and Share

WHERE: [2013 SXSW Interactive Festival](#), March 8-13, 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, karen@trizcom.com, @kjcarrera, 972.207.1935

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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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