



Media Alert 4

SXSW Booth #106

Relevancy, incentives are critical ingredients to engage customers in the social world

At SXSW Interactive, learn 5 important factors for a success social campaign

WHAT: Companies leave money on the table when they're not using every resource available to find new clients. But when you're a small-to-medium business (SMB) owner on a small budget who's being pulled in every direction, a social media strategy might seem daunting.

There are five simple things that can guide their efforts:

1. **Relevancy:** Assemble a list of key words to help aid in their searches.
2. **Location:** Make sure your clients are in the same geographic location(s) as your business.
3. **Immediate response:** When you find someone, respond immediately or risk losing him or her.
4. **Incentives:** A good offer will help reel customers in (hint: make sure you're tracking results so you know what incentives work).
5. **Recovery:** Keep an eye on customer feedback sites (e.g. Yelp). When a negative comment posts, apologize directly on the site, promise to fix the issue and send an offer so they'll be tempted for another chance.

Test Drive New SocialCentiv, a powerful, do-it-yourself social marketing tool for SMBs

At SXSW Interactive, March 8-12, 2013, come test drive [Hiplogiq's SocialCentiv](#), a web-based social marketing software to help SMBs discover, engage and access the influencers in their industry on Twitter.

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

"The effect of hundreds of millions of conversations happening on Twitter every day makes it a very challenging marketplace indeed. But the payoff is huge. Some big brands are struggling, even with their many resources. **SocialCentiv** makes it easier for smaller businesses to engage in the conversation as well. It gives them a way to hear what their customers are saying and follow up with an offer specific to the conversation," says Bernie Perrine, CEO, **HipLogiq**.

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

- Turning a conversation into a customer
- Creating valuable social offers that customers redeem and share
- Ideas on Creating Content that Attracts Potential Buyers

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>

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