

EA Worldwide Acquisitions Initiate Strategy to Improve Online Brand Presence through Social Media

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London-based outsourced direct marketing firm [EA Worldwide Acquisitions](http://www.eaworldwide.co.uk) plans to initiate a social media strategy through the use of Twitter, LinkedIn and Google+. The firm anticipates that this will develop and strengthen their online presence.

"Improving the awareness of our brand is the main objective," states Josh Cote, MD of EA Worldwide Acquisitions. "As we are a direct selling and marketing organisation it may seem surprising that we are interested in digital media. However, there is a difference between using social media to increase engagement levels with your brand and using it as an advertising tool. Social media can increase brand awareness, whilst its value as a selling tool has not been fully demonstrated."

About EA Worldwide Acquisitions: <http://www.eaworldwide.co.uk>

EA Worldwide Acquisitions is amongst the 58% of UK SMEs that intend to expand their social media presence this year, according to a survey by Groupon. However different social media sites attract different target markets and MD Josh Cote is keen to ensure that the company focuses on relevant markets. Twitter, Google+ and LinkedIn were selected due to their more 'professional' following. "What we are creating on social media is distinct and separate from the outsourced marketing strategies we provide for our clients. Our digital strategy is intended to raise awareness of our brand amongst businesses and professionals that make up the majority of our client base. Therefore we are targeting social networks where we can interact with clients and business partners," explains Josh Cote. Professional engagement on social media is increasingly common; research by Weber Sandwick reveals global CEO engagement on social networking platforms almost doubled from 36% in 2010 to 66% in 2010.

EA Worldwide Acquisitions aims to use its increased online presence to engage more with clients, by keeping them updated on the firm's latest strategies and figures. "We want to open the channels of communication for our clients. It's a quicker and less informal way of keeping them updated on what we're doing, and it enables clients to provide us with feedback to improve our strategies and processes. The hype surrounding social media remains high, for this reason we feel it imperative we participate and continue to build our brand online. We aim to improve engagement levels by 12% in the 3rd quarter of 2013," adds Josh Cote, MD of EA Worldwide Acquisitions.

Established in the UK since 2007, EA Worldwide Acquisitions is outsourced by clients including finance, security, and non-profit organisations to provide direct marketing and customer acquisitions.

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