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Contact: Bonnie Knox

(410) 972-4535

bknox@colbydirect.com

COLBY DIRECT TO OFFER TURNKEY SOCIAL MEDIA PRODUCT PACKAGES

July 27, 2010 – Annapolis, Md. – Colby Direct, a full service digital marketing agency, today announced the launch of its new social media service suite in response to growing demand for social platform development and community building expertise. This broadening of its service suite rounds out Colby's existing digital platforms, which include S.E.M. web design & development, email-marketing, and web applications and positions the firm for strong continued growth.

"There is just so much you can do so quickly with social media to build a large and meaningful dialogue between a brand and its existing and prospective customers said Kurt Snyder, president of Colby Direct. "Yet the more things change, the more they stay the same, as success in social media still all comes down to the psychology of individuals in an observed collective environment vs. an isolated one-to-one environment". We simply continue to apply our testing diligence honed during years of online direct-response marketing to ensure our clients are get the greatest bang for their buck in building large, relevant communities, said Snyder.

Colby Direct, with new headquarters in the modern Annapolis Exchange Building in Annapolis, MD, will be coming out in the next week with a new campaign to promote several service packages suited and customized to a clients' desired level of engagement-building. Each package will include a full social platform set-up as well as ongoing community building and maintenance.

"So many of our clients know they need to begin doing something with social media and just are not sure what that is. Not only do we advise them on their social media goals and objectives, we are then entrusted to do rigorous testing of media buying and various conversion strategies to allow clients to maximize their return in this unfamiliar landscape, said Snyder."

About Colby Direct:

Colby Direct is a full-service digital agency which provides its clients a wide range of web marketing solutions including website design & development, web, mobile and third-party applications, and social media.