



MANNA ENTERTAINMENT GROUP LLC.

# NEWS RELEASE

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FOR IMMEDIATE RELEASE:

## MEG'S VIRAL MARKETING WILL GROW YOUR REVENUE

*Detroit, MI* - MEG is introducing a new Viral Marketing Package that will stretch your advertising dollars and increase your revenue. MEG's "Money Saver" includes Social Media Marketing, E-Mail Marketing, Blogging and Website Marketing. An additional option is available for Text Messaging.

MEG's Money Saver is an affordable advertising package that aids your business by increasing visibility, brand awareness and broadening your customer base through integrated communications. Our advertising program allows you to reach customers instantaneously through our established database of over 10,000 using Viral Marketing techniques.

The mobile coupons are a huge hit with customers because they remove the nuance of clutter and unwanted papers. MEG's Money Saver allows customers to print your coupons at their convenience or present the coupon at your establishment from their mobile phones.

### **Money Saver Member Benefits:**

- Social Media Marketing
- 2 Monthly e-blasts of your coupons
- Professional ad designs at no additional cost
- A link to your business from MEG's website
- Printable coupons in PDF format accessible from MEG's website and blog

### **Money Saver Advertising Benefits:**

- Low Monthly Cost
- Directly reach over 10,000 established consumers from the Greater Detroit area
- Virtual Marketing multiples your advertising dollars through forwarding capabilities
- Increase visibility immediately

### **Money Saver Membership Costs:**

As a bonus for joining today, your company can take advantage of MEG's introductory cost of only \$100.00 per month, for three consecutive months.

# SOCIAL MEDIA AND VIRAL EMAIL MARKETING ARE THE NEW FRONTIER FOR COMPANIES

## Virtual Marketing Fact Sheet:

### EMAILS

- According to research conducted by the Direct Marketing Association, email marketing generated an ROI of \$43.62 for every dollar spent on it in 2009. The expected figure for 2010 is \$42.08. As such, it outperforms all the other direct marketing channels examined, such as print catalogs.
- In Datran Media's 2010 Annual Marketing & Media Survey, 39.4% of industry executives said the advertising channel that performed strongest for them was email. This was the top result.
- 46% of North American small businesses surveyed in 2009 by Hurwitz & Associates use email marketing, with another 36% planning to do so in the coming year.
- A December 2008 survey of hundreds of marketers by MarketingSherpa saw pay-per-click search ads rank top for ROI, followed by email marketing to house lists in second place.
- Email marketing is the electronic equivalent to Direct Mail, a print newsletter or placing advertisements in subscription magazines and newspapers.

### SOCIAL MEDIA

- By 2010 Gen Y will outnumber Baby Boomers....96% of them have joined a social network.
- Years to Reach 50 million Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...iPhone applications hit 1 billion in 9 months.
- Average person spent five and a half hours on social media sites in December 2009, up 82 percent from December 2008.
- Online communities are rapidly becoming one of the primary means by which internet users interact with one another. According to the Yankee Group Anywhere Consumer: 2007 US Web/Data Survey, 45% of consumers older than 18-years old participate in online social networking to gain more knowledge about the products or services they are planning to buy.
- Time spent on blogs and other social media sites increased 210 percent year-over-year, and the average time spent per person increased 143 percent.

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