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New Website for "Everything Social" Launched For Retailers & Brands www.social4retail.com

A new website has been launched for local brick & mortar retailers and the Brands they support, to 'Get Social'. "The goal of the site is to help retailers get educated about the huge influence social marketing has on "in-bound marketing," stated Bill Napier, the website's creator and major contributor. "It's no longer good enough to have a great website; the new customers, Generation X & Y, are all wired into the internet and they are getting connected through a variety of platforms to engage local stores and the brands they carry".

The website focuses on the 10 basic platforms that influence consumer engagement. The ultimate goal is to drive consumers to a retailer's/brand's website and eventually to a store visit and transaction. "We have a whole new generation of shoppers in Gen X & Gen Y, **126,000,000 strong**," added Napier. "88% of these consumers are on the internet daily and in 2 years that will equate to over 90%. They are getting most of their content online - movies, blogs, customer reviews and more".

"Our local brick and mortar stores are facing some tough challenges, as are the brands they support", Napier added. "We must adapt to what consumers want, where they want it, and how they want to engage with content. With this site, we have aggregated all the 'news you can use' to help retailers and brands stay relevant in this ever changing retail environment".

"The goal of the website is to educate, motivate and hopefully get the Home Furnishing industry to engage with this critical marketing medium. The site covers the key basic social platforms that we believe are relevant today; *what they are, how they work and how to do it*. It's loaded with case studies, white papers, info-graphics, blogs and more. The site is updated daily, as new relevant material becomes available. Additionally, since Social Media is a 'moving target' with new relevant platforms developed virtually daily, we will be updating the website with the same amount of useful information to keep the audience educated.

Napier has also started a B2B discussion group on LinkedIn: [Internet Strategic Marketing Group For Retail & Manufacturers](#). With 400 members, and growing daily, the group engages in a variety of discussions to help retailers navigate social strategies and tactics. The group is open to all retailers who wish to participate in and learn about Internet Marketing Strategies.

About Social4Retail

A web based platform for creating, guiding and deploying successful B2B & B2C marketing solutions integrating the web and social media.

For more information:

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