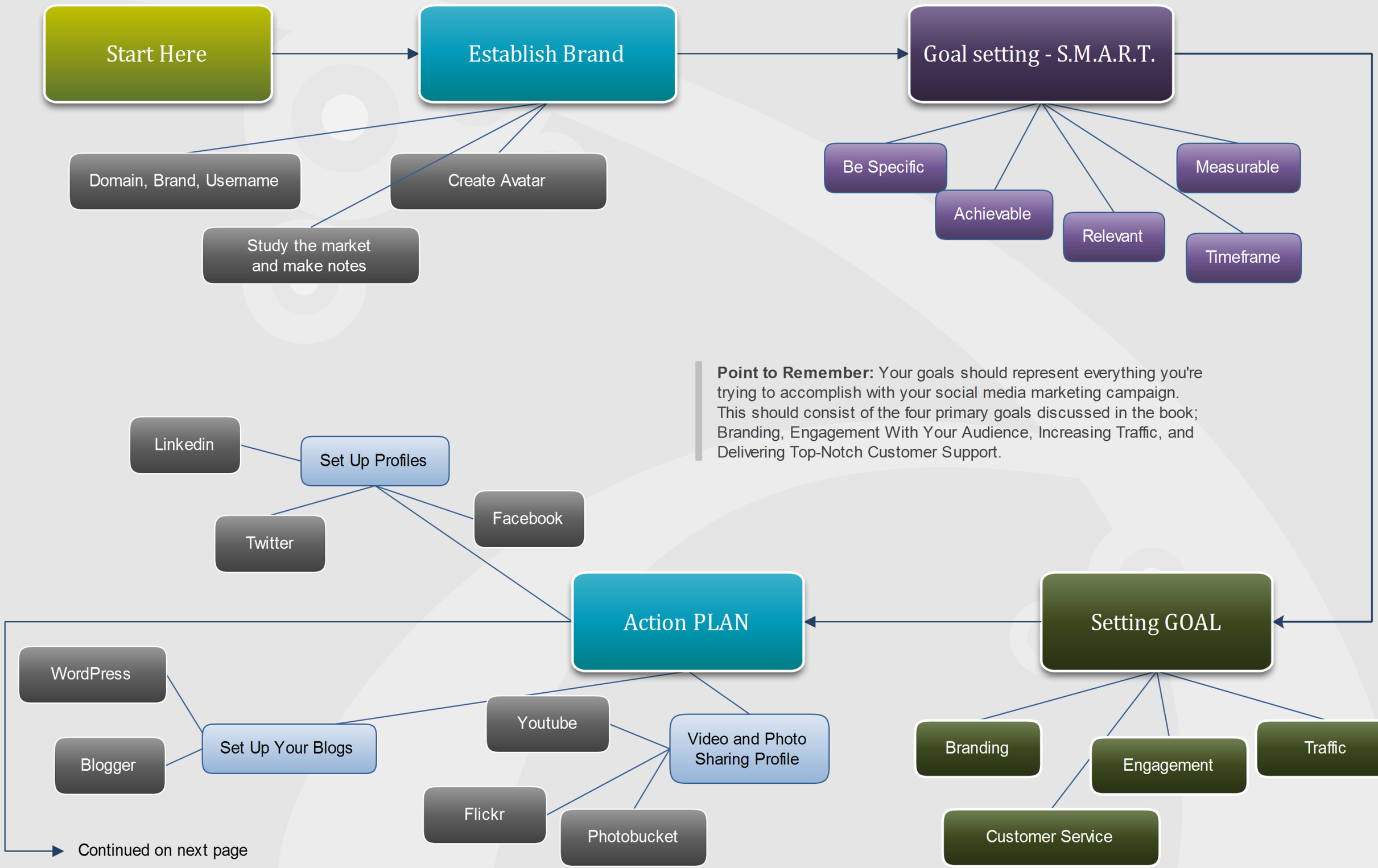
Process Map - Page 1



Process Map - Page 2

Continued

Connect

- LinkdIn
- Forums and community messaging boards
  - Microblogs
    - FmyLife
    - Foursquare
    - Tumblr
    - Posterous
    - Jaiku
    - Plurk
- Social Media Marketing

The Strategy

- Create introduction video
  - Submit the video
- Upload photos

Tracking

- shorten links with bit.ly
- Google Analytics
- Social Monotoring
  - Google Alert

Launch Your Social Media Campaign

