

**MEDIA CONTACT**

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Social Media is without a doubt the hottest marketing trend in the U.S., but is it right for your business? ROAR! Internet Marketing President Matt Weber will help you determine whether your business can profit by utilizing this new media.

You'll see how social media differs from the traditional media that we grew up with and how social media is packed with "invisible costs." You'll also see that social media extends far deeper than household names like Facebook and Twitter.

Matt clears up the haze of social media and gives you five easy questions to answer that will help you determine if you are really left out if you're not Linked-In, if your business can turn Facebook friends into customers and whether tweeting will give your productivity a beating.

**About ROAR! Internet Marketing**

ROAR! Internet Marketing specializes in helping businesses use the Internet to increase leads and sales. Using custom website development and direct marketing principles, ROAR! converts the highest percentage of website visitors into measurable leads and sales. Established in 2005, ROAR! offers Internet strategy development, custom website development, search engine optimization, search engine marketing, content creation and management, and website analysis. ROAR! is a member of the Web Analytics Association, Doterati, the Central Florida Internet Marketing Association, Orlando Inc. (Orlando Chamber of Commerce), and the Seminole County Regional Chamber of Commerce. Matt Weber is a sought-after speaker and panelist for growing companies and associations to provide the latest trends and techniques to transform online presence to online sales and revenue growth. Learn more at [www.RoarOnTheWeb.com](http://www.RoarOnTheWeb.com).

