

Social Strategy1 Launches Part 2 of Its Executive Thought Leadership Series through Online Video and Free Webinars

Marketing Executives and Entrepreneurs Measure Online Conversation and its Influence on Business

JACKSONVILLE, Fla.—2/2/2011 --Social Strategy1 launches Part 2 of its Executive Thought Leadership Series, which includes a series of live and on-demand events from skilled executives and entrepreneurs within the social media arena. In a free educational series of scheduled webinars and recorded programs with industry experts, topics range from the measurement of online conversation and business growth through social media to the impact of the social web on shareholder value.

Part 2 of Social Strategy1's Executive Thought Leadership Series features Company Co-founder [Dennis Stoutenburgh](#) focusing on how to measure online conversation on the increasingly open web.

"For all companies it's important to understand what conversations are out there regarding your brands, what conversations are out there regarding your competitors' brands, what your customers are saying, what your competitors' customers are saying. Some of these digital conversations can have a tangible influence on company valuations, stock prices and brand reputation. By utilizing non-financial information - information that you wouldn't find in Bloomberg or the *Wall Street Journal*, companies gain intelligence into potential investments they're making," said Co-founder of Social Strategy1, Dennis Stoutenburgh.

Social Strategy1 is hosting the first in a series of free webinars next Tuesday, February 8th at 1 pm eastern on the topic of "**How to use online intelligence as part of a total media strategy**," led by Steve Ennen, President and Chief Intelligence Officer Social Strategy1, and joined by industry authorities, including Lisa Calhoun, President of [Write2Market](#).

"As companies look at developing strategy for a total media ecosystem, it's vital that leaders of the organization understand that the conversation sparked by the *Boston Globe* or *New York Times* about a company, a brand, or an industry are as important as things said in blogs, Facebook, Twitter, or any other number of social media platforms out there," said Steve Ennen, President and Chief Intelligence Officer of Social Strategy1. "All of these platforms create a total media ecosystem that executives need to understand before they can skillfully navigate the connected world. Interactive media create a tool for business intelligence never before available," he added.

Registration for the first webinar in the Executive Thought Leadership series is available online at <http://bit.ly/eCn1MC1>, or by visiting Social Strategy1's website at www.socialstrategy1.com.

About Social Strategy1, Inc.

Social Strategy1 is a total media intelligence service that combines state-of-the-art natural language processing and data mining technology with subject matter-experts who analyze digital conversation to create profitable insights for our clients. The intelligence enables its clients to capitalize on revenue

opportunities, gain a competitive advantage, benchmark against its competition and proactively support buyers and its reputation. Social Strategy1 is built with research from the Wharton School at the University of Pennsylvania where students and academics used the platform to focus on the more meaningful metrics and proofs of performance in a total media strategy.

For more information, contact Social Strategy1, www.socialstrategy1.com or follow “@sstrategy1” on Twitter.