



For Immediate Release
January 13, 2011

For more information contact:
Amy Schwinge, 865/982-6626 or amy@marybethwest.com
Tyra Haag, 865/982-6626 or tyra@marybethwest.com

Cookie-Cutter Approach Costly and Ineffective in Social Media *Interactive Springboard and Bryant Research to Share Development Do's and Don'ts at Jan. 20 Knoxville Meeting of PRSA*

Knoxville, Tenn. — Websites, social media and other interactive communications can involve many similar processes to develop, but companies should beware of being sold a “cookie-cutter” approach when creating these tools for their own brands, according to Knoxville-based joint venture Interactive Springboard.

Tori Rose of interactive firm Blue Media Boutique, LLC, and Mary Beth West of public relations firm Mary Beth West Consulting, LLC, will partner with independent market researcher Rebecca Bryant of Bryant Research to present do's and don'ts of interactive tool development at the Public Relations Society of America (PRSA) Volunteer Chapter's 11:30 lunch meeting at Rothchild's in Knoxville, Thursday, Jan. 20, 2011.

The message: template-driven approaches can be profitable for interactive agencies and firms that sell website and social media development, but they rarely produce good results for the client.

“It's like many industries steeped in manufacturing or process-driven business models,” West said. “The way many interactive firms want to make the most money fast is to develop a “cookie-cutter” approach that can be packaged and sold to produce websites, mobile applications and other social media programs. But if those tools aren't driven by a well-researched understanding of the client's brand, its audiences and what the user experience needs to be, then it can be a major disservice to clients – namely, a waste of money.”

“Customization is the hallmark for any interactive tool to be effective,” Rose said. “Every company is unique, with its own set of products, services, audiences and competitive marketplaces. The tools of social media must reflect the brand's uniqueness in order to provide a meaningful customer experience online. There's just no way to easy-bake that outcome.”

Rose and West will share reasons and strategies for avoiding generic online marketing communications at the January 20 PRSA event. They will also present with Bryant Knoxville-focused results of Interactive Springboard's 2010 statewide study, focusing on how communications professionals view social media's importance and challenges.

#

About Interactive Springboard

Interactive Springboard is a joint venture between women-owned firms Blue Media Boutique, LLC and Mary Beth West Consulting, LLC, providing an integrated, research-based approach to social media, supporting client communications and business objectives.

www.interactivespringboard.com; www.bluemediaboutique.com; www.marybethwest.com