

FACT SHEET

- WHO** Interactive Springboard (www.interactivespringboard.com)
- **Founders / Lead Companies:**
 - Tori Rose, Blue Media Boutique (www.bluemediaboutique.com), an interactive and social media development firm
 - Mary Beth West, APR, Mary Beth West Consulting, LLC (www.marybethwest.com), a public relations and reputation management consulting firm
- WHAT** A joint venture between two separate but equally focused women-owned companies, **Interactive Springboard provides an integrated, measurement-based approach to online communications and social media supporting client marketing communications.**
The team combines depth of expertise in two specific categories to execute effective online and social media strategies through **1)** Web, interactive and social media development and **2)** communications, relationship and reputation management.
- WHEN** Having partnered successfully on several diverse client projects involving web strategy and social media, the two firms formalized their collaboration in 2009 and publicly launched the joint venture in early 2010.
- WHERE** Both firms are located in the Greater Knoxville, Tenn., area but work with clients throughout the region and the country.
- WHY** Many other web development and social media firms place little emphasis on research to know and understand clients' unique opportunities, challenges and audiences. Websites, Facebook pages, Twitter feeds and the like function as communications and relationship-building tools – not strategies in and of themselves . . . and the Interactive Springboard team understands the difference. **The team believes:**
- Understanding a client's core business and financial goals is mission-critical to a sound communications program
 - A variety of research should be utilized within budget to develop – and later measure – personal, customized, brand-focused relationships with key stakeholders
 - Day-to-day implementation of online communications deserves the highest professionalism, creativity and follow-through to uphold brand reputations
- HOW** The collective Interactive Springboard team employs key insights to inform the best development strategies on the front end of a campaign and to measure ROI upon completion. The team is prepared to help clients:
- *Understand their unique audiences and how social and online media can inform, persuade and motivate them to action*
 - *Keep sight of brand reputational equity, identity and long-term goals*
 - *Choose the right social and online media tools and tactics*
 - *Make long-term communications plans work financially and deliver ROI*