



PRESS RELEASE

TWITTER, TWEETS, DIGG, DELICIOUS! CHAMBER TO HOST SOCIAL MEDIA SEMINAR -New Research Shows Facebook Fan Page Effectiveness-

(Hamilton, Bermuda, February 25, 2010) - Troncossi Public Relations (Troncossi), the most established consultancy dedicated to public relations, today announces it will present a seminar on the basics of social media and how businesses can benefit from this latest communication phenomenon, as part of the Bermuda Chamber of Commerce's ongoing information sessions. The talk will take place on Wednesday, March 3 from 12noon to 1pm at the Bermuda Chamber of Commerce, 1 Point Pleasant Road, Hamilton.

The seminar, to be delivered by social media advocate and managing director of Troncossi Public Relations, Elizabeth Tee, will look at some of the new social media outlets and language that is buzzing around the online world of communications.

Ms. Tee will demonstrate how social media can help a company's bottom line. For example, companies that use the popular social-media site Facebook and its fan page module to market themselves to customers can increase sales, word-of-mouth marketing and customer loyalty significantly among a subset of their customers, according to new research released on Tuesday from Rice University's Jones Graduate School of Business. The study is featured in the March issue of the *Harvard Business Review*.

Elizabeth Tee, Managing Director, Troncossi Public Relations, says: "In our discussions with clients, we're finding that companies are just not sure if they should tweet, have a Facebook page or blog. The biggest question is how can a company keep up with social media and still get business done. I look forward to discussing the in's and out's of this new media phenomenon next week and welcome anyone who's interested in learning more to attend."



The Facebook study, based on surveys of more than 1,700 respondents over a three-month period¹, found that, compared with typical customers of Dessert Gallery (DG), a popular Houston-based café chain, once the organisation created a Facebook presence, the company's Facebook fans:

- Made 36 percent more visits to DG's stores each month.
- Spent 45 percent more of their eating-out dollars at DG.
- Spent 33 percent more at DG's stores.
- Had 14 percent higher emotional attachment to the DG brand.
- Had 41 percent greater psychological loyalty toward DG.

According to Utpal Dholakia, associate professor of management at Rice University's Jones Graduate School of Business, who conducted the study, the results indicate that Facebook fan pages offer an effective and low-cost way of social-media marketing.

“We must be cautious in interpreting the study's results,” Dholakia said. “The fact that only about 5 percent of the firm's 13,000 customers became Facebook fans within three months indicates that Facebook fan pages may work best as niche marketing programmes targeted to customers who regularly use Facebook. Social-media marketing must be employed judiciously with other types of marketing programmes.”

People interested in attending the seminar should RSVP to Stacey Madeiros-Cooke via e-mail smadeiros-cooke@bcc.bm or fax 292-5779. There is no cost for members of the Chamber of Commerce and a \$10 fee for non-members.

-Ends-

Interviews available

¹ Research for the article, "How Effective is Facebook Marketing?", was conducted by Utpal Dholakia, associate professor of management at Rice University's Jones Graduate School of Business, and Emily Durham, a Jones School alumna and founder of Restaurant Connections, a Houston-based restaurant consultancy.



Notes to Editors

Troncosi Public Relations is a full service public relations consultancy and provides a range of services for corporate and private clients specialising in strategic positioning, media relations and media crisis management. It also provides conference and exhibition support, collateral material development, event planning, internal communications, media training, newsletters, press conferences, press office services, promotions, public relations audits, speaking opportunities, speech writing, and sponsorship guidelines. In October 2004, the company was awarded Bermudian Business' "Best Event Planning Service".

www.troncosi.bm

Media Contact: Elizabeth Tee
Troncosi Public Relations
Telephone: 292-5838
Email: liz@troncosi.bm