



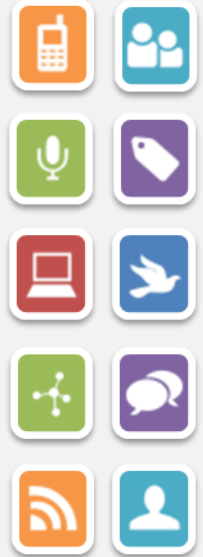
Social media is transforming all aspects of modern society and the world of business is no exception. As you can imagine, tech businesses in particular are increasingly finding social media to be a crucial part of their operations and marketing strategies.

The use of both web-based and mobile technologies to create an interactive, virtual dialogue has the power to open up your company to the world and to source contacts, solutions and opportunities from people and places you never thought possible.

The creation of social interaction around your company in this way also opens up valuable marketing opportunities.

Social media marketing is something that is crucially important to any company looking to get its branding message across to as many people as possible. By learning more about social media marketing and applying social media strategies to your marketing plan, you will be making your business that much more competitive in the market.

Social media marketing is not only useful for your company, but exciting too. Whether you're creating interesting and informative content to push out to your contacts on social networking platforms, interacting with potential customers on online forums or using your company blog to promote and discuss developments within your business, social media and social media marketing is the way forward.



To bring you all things related to Social Media, TechMeetups is organizing SocMed 2011 – the Social Media Tech event being held in London & New York on 8th & 13th December respectively.



Organises monthly events to bring together tech startups, entrepreneurs, Investors, technical and web professionals working in and around London's Silicon Roundabout & New York's Silicon Alley. TechMeetups was launched in December 2010, and our groups have become the fastest growing groups in both sides of the Atlantic. Our monthly events focus on hot new developments in technology and attract a range of members from startups to enterprises who have interest in the technology topic of the month.

