

For Immediate Release

Contact:
Tiffany Smith
Red Bridge Marketing
tsmith@redbridgemarketing.com
Tel: +1-512-243-6355
Fax: +1-212-457-8003

New Report Describes How Life Science Companies Can Leverage Social Networking Sites

Austin, TX (January 14, 2009) — Today, Red Bridge Marketing released a free whitepaper describing how life science companies can use social networking sites to help meet their corporate goals. *Social Network Marketing: The Basics* is the first in a series of whitepapers exploring how social media can be incorporated into marketing activities.

“We live in an exciting time.” said Tiffany Smith, Red Bridge Marketing’s co-founder and principal. “Social networking has been growing exponentially the last few years, and companies need to act now to make the most of this direct and inexpensive platform for connecting with customers.”

The whitepaper, *Social Network Marketing: The Basics*, describes how social networks are altering the way that scientists make purchase decisions. It also details how companies are incorporating social networking into their marketing plans to:

- Increase product and brand awareness
- Increase web traffic
- Improve SEO
- Increase customer loyalty
- Increase success of new product launches

The second paper in the series, *Social Network Marketing: Tips for Success* will be available in February. For a copy of the whitepapers, contact Red Bridge Marketing at info@redbridgemarketing.com.

About Red Bridge Marketing

Red Bridge Marketing is a next generation marketing firm that offers highly customized marketing solutions to companies in the life sciences industry. Red Bridge Marketing’s experts have both the scientific and marketing knowledge to help businesses reach their marketing and sales goals. For more information, visit www.redbridgemarketing.com.

