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Social Ted launches in NZ, making Social Media Marketing viable for small businesses

Worldwide advertising spend that doesn't cost the world – a new online Social Media Marketing company is now making this attractive idea possible, allowing smaller businesses a piece of the big business pie.

Socialted.com is a unique offering designed to make life easier for small and medium businesses looking to get involved with the rapidly growing Online Social Media marketing trend, but do not have time nor the understanding of what is required in terms of budget, timeframes or direction.

The world's top 100 brands now all have some form of presence in the Social Media Marketing realm, says Social Ted spokesperson Simon Soulsby.

"The secret is, these big players are doing it on small player budgets," he says.

Now Social Ted is here to open the door to all New Zealand businesses by providing an online service that simplifies the process, so that everyone from Apple experts to apple growers can be part of the fastest-growing innovation in online marketing.

It offers clients a niche service, with simple profile ad campaigns on Facebook. Along with profile setup and ongoing management services across the chosen network.

"Research shows us that although they undoubtedly understand the need to be involved, many marketers simply do not have the time or resources to put together SMM campaigns," Soulsby says.

Although the benefits of Facebook advertising are well-known, many businesses may also be apprehensive about venturing into this relatively new territory, and do not understand the specific procedures of the social network.

"We quickly realised that there was a need for a service that offers clients a fast, results-focused booking process. Something which can deliver an immediate call to action without the expectation of it costing the earth."

Social Ted can set up and manage an entire campaign, allowing businesses to sit back and watch the responses come in. From the Social Ted website, clients simply email the details of their campaign along with budget/ad-spend, and the Social Ted team will do the rest.

Social Ted has been running Worldwide SMM campaigns over the past twelve months. The success of these campaigns led to the birth of the Social Ted online booking service, and www.SocialTed.com was launched on the 16th of November 2009.

"The timing for the NZ launch couldn't be better," Soulsby says. "We are positioned at the front of the curve and ready for serious growth."

Ends.

Social Ted is now ready to launch your business into the realm of social networking at www.socialted.com .

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