

## FOR IMMEDIATE RELEASE

### **Social media firm creates more than 50 million impressions for top publishing houses** *Publishers tap into social media expertise for 2011*

**[Wheaton, Ill.]**—The substantial growth of social media use creates new opportunities for book publishers and their marketing partners. Top companies including Thomas Nelson, Zondervan, Moody and BakerBooks are relying on leading social media firm, C. Grant & Company, to create awareness and sales in their new book releases through integrated marketing’s newest medium.

The first half of 2011 found the firm guiding the publishers in the launch of more than 20 lead titles, including widely acclaimed *Heart of Ice* (Lis Wiehl, Thomas Nelson), *Money Secrets of the Amish* (Lorilee Craker, Thomas Nelson), *First Time Dad* (John Fuller, Moody), *The Faith of Leap* (Alan Hirsch and Michael Frost, BakerBooks), and more. A similar number of projects are in development for the second half of the year.

The firm approaches the launch of each book with a custom promotion plan. Through a variety of social media venues—including Twitter, Facebook, blogs and forums—the firm is providing between four and five million impressions to a wide range of readers during the weeks surrounding each book launch. Additional support from Facebook contests and ads, web marketing and non-traditional promotion is often added to the mix.

“Our goal is to increase awareness and purchase among readers who are increasingly hard to reach by traditional advertising,” noted Chris Grant, president of C. Grant & Company. “Social media reaches those buyers in the media they’re already active in. Social media word of mouth magnifies the impact.”

Because the firm is creating interest in the social media realm, each project has seen a significant boost in organic search results. These high search rankings have translated into several books receiving local and national press, including coverage by Time Magazine online, Chicago Tribune and more.

#### **About Handlebar**

Handlebar (Wheaton, Ill.) is the publishing division of C. Grant & Company, a leading Chicago-area marketing communications firm founded by Chris Grant, former head of marketing for Zondervan. The Handlebar offices steer the future of publishing by providing consumer research, blogger review programs and content, and information for professionals on upcoming book releases and news. More information can be found at [www.handlebarpublishing.com](http://www.handlebarpublishing.com).

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