



Blue Focus Marketing | social brand consultancy

The **future** of business is **social**

Social Media Consulting Insights

Social Branding

Readiness Assessment

Social Media Workshops

Customized Training



Contact us to learn more:

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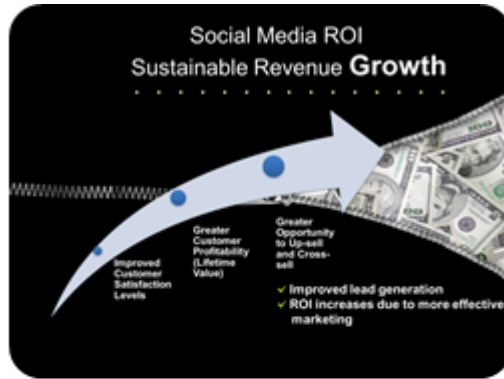
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Mark and Cheryl Burgess are bloggers on Social Media topics for AT&T Business Solutions – Networking Exchange Blog.



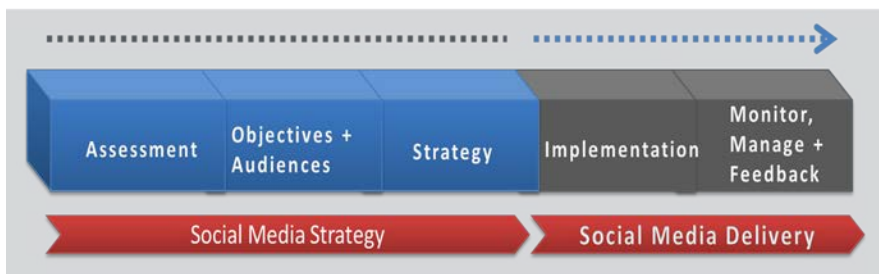
Our community building approach is based on many years of real-world experience in Internet and digital marketing, social media, education, marketing strategy and communications at corporations and ad agencies. This experience combined with our unique social media blueprint development process, is a true differentiator. We begin by assessing where you are on the social media continuum (what works, what hasn't worked, what is possible). Our assessment includes 3 primary areas: landscape + brand + competition, leading to a powerful social media strategy. Your strategic blueprint becomes the basis for implementing social media channels with the best potential to deliver positive ROI.

Blue Focus Marketing Social Media Blueprint



Social Media Marketing Process

Build and deliver a social media marketing strategy to impact your business



Cheryl K. Burgess

Named a "Passionista" by the Huffington Post for her "great business expertise and timeless blog posts". Also, featured in Fast Company.

Two-time winner of the Twitter Shorty Award for Marketing (NY Times hails as Oscar of Twitter).

Social brand strategist, B2B Marketing technologist, creative strategist, syndicated writer and author.

Speaker on the "Perils of Social Media in a Crisis" at Morgan Stanley's New York Headquarters.

Advisory Board of B2Community and B2B Award (@B2BTOTY) for the top engaging B2B companies on Twitter.

Mark N. Burgess

Mark is a digital + social brand strategist, ex- PwC, McCann, AT&T, author, speaker and blogger.

Mark is #39 in the world on SMM Magazine's Top Ranked Marketing Professors on Twitter.

Develop digital and social media marketing courses for MBA and business professionals. Seminars on Effective Online Marketing & Social Media in Rider's Executive Ed program.

Conducts webinars and blogs on social media for the Marketing Executives Networking Group (MENG), New York.

"I've watched Mark and Cheryl of Blue Focus Marketing build their business and am continually impressed with their grasp of content marketing and social media best practices."

Gail Nelson, Global Chief Marketing Officer - Siegel+Gale