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Press Release

Blue Focus Marketing® Wins MarketingSherpa Award Earns Distinction for “Best Social Media Marketing Blog”

Bridgewater, NJ, July 10, 2012: Blue Focus Marketing, LLC (<http://www.bluefocusmarketing.com>) a social branding consultancy focusing on social brand strategy, content marketing, workshops and customized training, today announced it has won MarketingSherpa’s 2012 award for “[Best Social Media Marketing Blog](#),” as part of the site’s Marketing Industry Blog Awards. The MarketingSherpa awards recognize outstanding bloggers representing the marketing industry.



Visitors to MarketingSherpa nominated two blogs for each of the 13 categories, with Blue Focus Marketing and VerticalResponse’s Marketing Blog announced as the finalists for the “Social Media Marketing” category. Users then submitted their top pick for each category, with final voting closing on Monday, June 18. After tallying the votes, MarketingSherpa announced the winners on Tuesday, July 3, 2012.

"We are very grateful to the readers at MarketingSherpa for recognizing our contributions to the social media marketing community," said Cheryl Burgess, Co-Founder of Blue Focus Marketing. "Since we began Blue Focus Marketing two years ago, we have focused on providing our clients and readers with all the latest in social business strategies. We are constantly impressed by the quality of dialogue in social marketing circles, and are honored that our peers consider us to be such an important part of that community."

Blue Focus Marketing Helps Businesses Create a Killer Blog Strategy

Businesses searching for the right partner to help them create a powerful blog presence are invited to contact Blue Focus Marketing. "We can apply our award-winning blog expertise and blueprint to help businesses build influence and generate real customers," said Mark Burgess, Chief Strategy Officer of Blue Focus Marketing. To read more about Blue Focus Marketing's Content Marketing Services, go to: <http://www.bluefocusmarketing.com/servicesMarketers.php>.

"While trade pubs are certainly still valuable, many marketers now also turn to industry blogs to help them do their jobs better," said Daniel Burstein, Director of Editorial Content at MarketingSherpa. Referring to winners from each category, Burstein added, "If you're looking for information to help you improve performance and advance your career, check these blogs out."

About MarketingSherpa

MarketingSherpa is a research firm specializing in tracking what works in all aspects of marketing (and what does not). According to the firm's website, they are "not an agency, consultancy or other vendor seeking your business." MarketingSherpa's stated goal is to "give marketers of the world the stats, inspiration, and instructions to improve their results." For more information, visit <http://www.marketingsherpa.com/>.

About Blue Focus Marketing Social Branding

Blue Focus Marketing is a social branding consultancy focusing on social brand strategy, content marketing, workshops and customized training. The firm creates a strategic social media blueprint for brands to maximize their potential to deliver ROI. Blue Focus Marketing's stated goal is to help firms connect with social consumers and build relationships with influencers to reach a wider community. Brands we have worked for include AT&T Business Solutions, Rutgers University Center for Management Development, Rider University EXCEED, Siegel+Gale, American Marketing Association. According to their company website, they seek "to help your brand deepen relationships and get your marketing efforts up to social speed." For more information, visit <http://www.bluefocusmarketing.com>.

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