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FOR IMMEDIATE RELEASE

Marketing Consultant Jennifer Beever Interview on Social Media Optimization

Los Angeles, California — April 25, 2011— Jennifer Beever will be interviewed live on the Voice America Variety radio show, Stars of PR, by host Cindy Rakowitz. The program, “How to Optimize Using Social Networking,” will air at 7:30 AM on Thursday, April 28, 2011, on [Voice America’s talk radio web site](#).

According to Jennifer Beever, “Social media optimization (SMO) is the new SEO (search engine optimization). Search engines such as Google and Yahoo place more emphasis on social networks and content than ever before. It’s important that B2B marketers approach SMO strategically, as they would any marketing tactic. Yet, because it’s social media, they also have to be human in their approach.” Listen to the radio interview for more information on the importance of social media optimization in today’s marketing programs.

[New Incite](#) is a marketing consultancy that drives B2B marketing results through research, analysis, marketing planning, implementation, and marketing department development to grow revenue for business. It was founded by Jennifer Beever in 1997 in Woodland Hills, California. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies.

[Jennifer Beever](#) is an Inbound Marketing Certified Professional and a Certified Management Consultant (CMC) with the Institute of Management Consultants USA (IMC USA). She is currently the Marketing Chair for IMCUSA’s annual Confab conference for consultants by consultants, serves on the national board of the Association for Strategic Planning (ASP), and is a past-president of ASP - Los Angeles and IMC USA’s SoCal chapter. For more information about Jennifer Beever, New Incite or its [outsource CMO for Hire services](#) visit www.newincite.com , contact Jennifer Beever by [email](#) or call her at 818-347-4248.

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