



Revolutionary New Software System Provides Social Media Marketing Risk Management

October 17, 2016

October 17, 2016 - PRESSADVANTAGE -

MyInterOp has announced a new social media marketing risk management software system for small businesses that will be released on November 8, 2016 at 10:00 a.m. EST. Social Media Marketing Risk Management Specialist, Anthony Colón, has developed a new software system for small businesses that will enable them to do "safe and sound" social media marketing.

Colón points out that "Social media marketing is risk laden. Social media marketers aren't seriously considering their safety, security, privacy, and reputation risks before they commit to doing social media marketing. Consequently, they place themselves and their businesses in dire jeopardy."

The software system ultimately offers strategies to help them mitigate risks, as well as avoid trapdoors and perils. Colón goes on to say that users of his system, "Will gain an edge over their competition, proven ways to increase income, tested methods to decrease marketing expenses, and tactics to save time, work smarter not harder."

Anthony Colón is the owner of MyInterOp, a risk management-driven, social media marketing consultancy

and training firm. He explains that the social media marketing materials he saw on the web were quite backwards and risky. He points out that so-called 'social media marketing gurus' had folks jumping on the social media marketing bandwagon without doing any due diligence such as totally disregarded risk management. He states that without risk management, one could lose everything.

This new, safeguarding social media marketing risk management program is a complete step-by-step system. So it not only eliminates many risks but also integrates the best practices knowledgebase he uses in his own business. Colón says that he always tests and uses strategies on his own business first to mitigate his own risks.

"It unequivocally safeguarded me and my business first, then and only then will I recommend it to others." Colón states, "I sort of am my own guinea pig."

The benefits of utilizing the bulletproof Social Media Marketing Risk Management system include a guaranteed system to mitigate risks, trapdoors, and perils as well as an edge over the competition, according to Colón. He states that users can also enjoy proven ways to boost income, tested methods to decrease marketing expenses, and ultimate tactics to save time.

In an article about Social Media Marketing Risk Management, Colón shared, "When it came to small business owners doing social media marketing, there was often a bad case of putting the horse before the buggy. Figuratively, head first they'd leap into the deep end of the pool but didn't know how to swim. We think the Social Media Marketing Risk Management System is going to change all that by putting first things first."

A recent report courtesy of Internet security company PandaLabs in its recent Annual Security Report referred to social media sites as being a "perfect working environment" for cybercriminals. And they identified Facebook and Twitter as being the most affected by security breaches and shared some of the tricks these cybercriminals use in gaining access to your account such as hijacking Facebook's "Like" button and hijacking a Facebook product page, and stealing identities to send out messages from trusted sources, exploiting vulnerabilities in Twitter, to running JavaScript code to distribute fake apps that redirect users to infected sites, and so on.

The report went on to state that in the future, "hackers will continue to use these networks, but it is predicted that they will also be used more for distributed attacks."

Colón says, "Risk mitigation alone is critical, but we witnessed, right from the trenches, the real power of an integrated social media marketing system is one that includes turn-key, paint-by-numbers campaigns, real world examples as well as proven techniques. I strongly recommend that you read my book about Social Media Marketing Risk Management."

###

For more information about MyInterOp, contact the company
here: MyInterOpAnthony207-312-5288anthony@myinterop.netLewiston, Maine 04240

MyInterOp

*To show small business owners how to make more money, cut costs & mitigate their Social Media Marketing risks
now before it's too late!*

Website: <http://www.SMMRiskExaminer.com>

Email: anthony@myinterop.net

Phone: 207-312-5288



Powered by PressAdvantage.com