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## **Smart Media Marketing & PR Expanding Services And Operations**

*July 30, 2015*

July 30, 2015 - PRESSADVANTAGE -

Smart Media Marketing & PR in Rocklin, CA, has started expanding their services and operations. Furthermore, they have updated their website on [smartmediamarketingpr.com](http://smartmediamarketingpr.com) to better highlight the current services they offer. One of the most interesting and in demand new services is social WiFi marketing.

"We want to help businesses grow online, allowing them to focus on their own niche instead," says Landon Charles founder of Smart Media Marketing & PR and author of the book 'The Ultimate Online Marketing Guide For Local Business Success'. "We achieve this by implementing and optimizing marketing strategies in the four key areas of reputation, reach, resell and referral, which we call the 4Rs."

Focusing specifically on Social WiFi Marketing, they want to ensure businesses are able to reach a new group of customers through their free WiFi service. It is now possible to connect to free WiFi in a lot of businesses, yet these companies often do not fully understand how this can also be a fantastic tool for lead generation. It allows for easy engagement across social media, which will provide the company with highly valuable marketing data. Furthermore, Smart Media Marketing will show their customers how to use this to run contests, special offers and promotions, allowing them to engage with their customers in real-time. Social

powered free WiFi is effectively a method of turning customers into fans.

"Expanding our services into social WiFi marketing was the next logical step," adds Landon Charles. "No matter where you go in physical locations today, there are businesses that offer free WiFi, from bars to clothing shops. This offers a huge marketing potential that too few businesses are harnessing. We want to show our customers just how powerful this tool actually is."

Smart Media Marketing offers a range of other services as well. These include methods of engaging an audience, growing customer bases and effectively growing revenue. They also encourage anyone to follow them on Twitter on <https://twitter.com/SmartMediaM>, where they can receive further tips and advice on how best to implement certain strategies and to speak directly with Smart Media Marketing on what these can mean for a business.

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For more information about Smart Media Marketing & PR -, contact the company here: Smart Media Marketing & PR -Landon Charles(916)-573-7577smartmediamarketingpr@gmail.com3031 Stanford Ranch Rd #2-411Rocklin CA 95765

## **Smart Media Marketing & PR -**

*The #1 Online Media and Digital Marketing Company For Small and Medium Sized Business In The US.*

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

Email: [smartmediamarketingpr@gmail.com](mailto:smartmediamarketingpr@gmail.com)

Phone: (916)-573-7577

