



FOR IMMEDIATE RELEASE

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**DIGITAL MEDIA FORCES PR PROS AND MARKETERS TO SHIFT THINKING NOW
OR RISK BECOMING IRRELEVANT**

New online application helps marketing and PR firms profit from the world of digital media including mobile apps, social media networks, interactive content, blogs and more

VANCOUVER, BRITISH COLUMBIA, November 2, 2010 - Despite the manifest dominance of the internet and social media, many marketing and PR agencies are still floundering in this turbulent market. To counteract this trend, Vancouver based Magnify Digital Inc. has developed ALERT™, a new online application that transforms marketing and PR firms into digital strategy experts and immediately opens up lucrative new business channels.

Marketing and PR companies are struggling to keep up with the landslide of technological changes that the internet and mobile technology present. “The communications industry has undergone a tectonic shift,” says Moyra Rodger, CEO of Magnify Digital Inc. “Industry professionals are looking for ways to shift their strategic and creative strengths to digital media, but many simply don’t know where to start.”

Marketers cite lack of knowledge—poor understanding of technology, limited experience, and lack of familiarity with online sites—as a critical barrier to social media adoption according to the *2009 Marketing Industry Trends Report* by Equation Research. And though the importance of social media is increasingly understood, a 2009 study by Russell Herder and Ethos Business Law found that this knowledge is not supported by an equivalent investment of strategic planning or dedicated human resources.

“You are either on the bus, or you are under it,” says Rodger. “Marketers and PR shops need to ask themselves what is the real ROI—the risk of inaction?”

Magnify Digital Inc. developed ALERT™ as a means for marketing, advertising and PR agencies to enter the social media marketplace quickly and successfully. The online program walks agencies through the process of building and implementing digital strategies for their clients. And the system can be implemented with virtually no downtime, so that agencies can profit from its implementation within days.

“We created ALERT™ to take the mystery out of social media and give agencies the tools for success,” says Rodger. “Using ALERT™, marketers can easily integrate digital media into their existing strategies and develop responsive, creative marketing solutions that drive their bottom line.”

Vancouver, British Columbia based Magnify Digital Inc. is the developer of ALERT™, a proprietary system for creating, implementing, and monitoring online strategies that deliver measurable results. ALERT™ is a web application available for licensing to PR, marketing and advertising Agencies. ALERT™ Workshops show businesses how to plan, launch and monitor an online presence. For more information about Magnify Digital, call (604) 879-7770 or visit us online at www.magnifydigital.com