



## ENDRESULTMARKETING.LLC

Nurture Marketshare. Network Mindshare.™

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## NEW INFOGRAPHIC EXPLORES IMPACT OF SOCIAL MEDIA ON NURTURE MARKETING

MADISON, Wis. (Sep. 13, 2011)—A new infographic, *How Social Media Is Changing the Nature of Nurture Marketing*, was developed by Doug Tangwall, president of End Result Marketing, LLC, ([www.endresultmarketing.com](http://www.endresultmarketing.com)) to illustrate how social media impacts nurture marketing. Tangwall says, “Our business model combines the marketing power of customer-focused educational content with social conversation. I was interested in exploring how social media is impacting nurture marketing initiatives, so I enlisted the expertise of Jim Cecil and Wendy Soucie.”

Cecil is considered the father of nurture marketing with numerous accomplishments in the marketing world, including groundbreaking research in conjunction with Microsoft and the University of Washington; co-founding Nurture Marketing LLC, a successful marketing business ([www.nurturemarketing.com](http://www.nurturemarketing.com)); and co-authoring the books, *Nurturing Customer Relationships* and *101 Business Love Letters*. Soucie is a certified social media strategist and dean of the Social Media Academy ([www.socialmedia-academy.com](http://www.socialmedia-academy.com)). She runs a consulting practice where she helps businesses to gain a competitive advantage by using social media throughout the organization.

The infographic, complete with analysis and collaborative advice, can be found on the End Result Marketing blog ([www.endresultmarketing.com/2011/09/infographic-7-ways-social-media-is-changing-the-nature-of-nurture-marketing](http://www.endresultmarketing.com/2011/09/infographic-7-ways-social-media-is-changing-the-nature-of-nurture-marketing)) under the title, *7 Ways Social Media Is Changing the Nature of Nurture Marketing*.

Some of the highlights of the analysis include how social media impacts Cecil’s Four “I’s,” Identification, Individualization, Interaction and Influence. Social media makes it easier for consumers to self-identify themselves as prospects for a product or service, increases marketing sign-ups, adds a sense of relatedness between customers and a business, and has a profound but complex effect on influence as outsiders take on a role in promoting a company’s content.

The infographic also explores the positive impact social media has on amplifying nurture marketing content released through traditional marketing channels and its use in building affinity for a business. Lastly, the write-up and visual explore how the combination of nurture marketing and social media provides fertile soil for a business to develop into a more integrated, customer-focused, and purposeful organization.

Cecil says, “I was impressed with the analysis and how Doug pulled everything together with the infographic to provide a new outlook and collaborative advice for marketing and business leaders. I have dedicated much of

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my career to nurture marketing and I'm proud to be a part of this work to continue helping marketers make meaningful connections with their prospects and customers that lead to increased sales and loyalty."

Soucie says, "It's been an honor to work with Jim Cecil, a pioneer in the research and development of nurture marketing techniques. I know first-hand of the influence of social conversation and customer-focused educational content, and I hope this work will spread enthusiasm for business and marketing leaders to tap into this powerful combination."

### **About End Result Marketing**

End Result Marketing, LLC, headquartered in Madison, Wisconsin, provides services for nurture marketing strategy and execution; social media assessment and action plans; original research; product development; thought leadership; and staff training.

**Doug Tangwall** is president of End Result Marketing, LLC, founded in 2009. Tangwall has a track record of significant accomplishments in marketing, financial services and insurance. He is a researcher and nurture marketing strategists who has written articles for more than 50 publications. Prior to starting End Result Marketing, Tangwall held research, marketing and product management positions. He served as director of product research and market planning for a national financial services firm.

Shortly after forming the company, Tangwall formed a strategic alliance with **Wendy Soucie**.

Soucie, a connected and innovative social media and marketing professional, helps clients increase sales by integrating and executing social media strategies. Her approach spans customer service, product development, human resources, management, sales and marketing.

Soucie is dean of the Social Media Academy ([www.socialmedia-academy.com](http://www.socialmedia-academy.com)), a group that identifies and teaches best-practice methodologies for applied social media. She earned the academy's Certified Social Media Consultant designation and is a co-founder of the Social Business Consulting Group ([www.sobizco.com](http://www.sobizco.com)). She is a featured national writer, blogger and speaker on marketing and social media strategy and tools.

(Photographs available upon request)

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