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Makovsky Launches Online Fluency for B2B Social Networking

NEW YORK – **Makovsky + Company** has launched Online Fluency, a practice devoted to applying the techniques of social networking to business-to-business marketing. Online Fluency is an outgrowth of projects the firm has implemented for a range of its clients in the technology, financial and professional services and health sectors. Robbin Goodman, executive vice president and partner and a 20-year veteran of the firm, is leading this initiative.

Online Fluency services include new media strategies, trend monitoring, corporate blogging strategy and planning, employee blogging guidelines, risk monitoring, dialogue services (blogger relations), crisis management, and application of multimedia tools such as streaming video, podcasts, vodcasts and wikis, and search engine optimization strategies.

“Social networking represents a new and critically important opportunity for corporations to open new lines of communication with their most important constituencies,” says Kenneth Makovsky, president and CEO. “In the world post-Sarbanes-Oxley, where transparency is a cornerstone of corporate governance, the social media are a venue for humanizing a company, building credibility and trust, obtaining valuable feedback on products and policies, addressing important issues and even defending a corporation against its critics.”



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