

Blugrapes is Social Media World Forum Asia's Official Facebook Solutions Partner

For Immediate Release

Singapore, 21st July 2010 - Blugrapes has been appointed the Official Facebook Solutions Partner for Social Media World Forum Asia 2010 (SMWF Asia, www.socialmedia-forum.com/asia). Six Degrees, organizers of the event, partnered Blugrapes as it is the leading provider of Facebook Marketing Solutions to many top consumer brands including Intel, Dulux, Subway, and HTC. This partnership will involve the development of the SMWF Asia Facebook Page and Facebook marketing programs to reach and engage the marketing professionals of Asia.

"We are pleased to partner with Blugrapes to use Facebook as a galvanizing platform for marketers across Asia. This will inevitably increase visitorship to SMWF Asia to new heights," said Ian Johnson, Managing Director of Six Degrees.

This annual event will be held at the Suntec Singapore International Convention & Exhibition Centre from the 22nd to 23rd of September 2010. The speakers will include industry veterans such as Blake Chandlee, VP of Facebook and many other social media marketing experts. The forum will also showcase the different social media platforms currently available, and the latest developments social media marketing tools and solutions.

"Social media marketing is ever evolving, and increasingly seen as a key marketing platform. Blugrapes is very excited to be providing consultancy to marketers on developing their personalized social media strategies and performance centric solutions," says Ryan Lim, Business Director of Blugrapes.

Blugrapes is a leader on the Facebook platform, having worked with many top brands across industries to successfully deploy social media marketing campaigns. Their status as a performance based marketing consultancy ensures marketing returns on investments.

Blugrapes will be running workshops on both days of the event. The sessions, 'Effective Facebook Marketing' and 'Beyond Facebook', will take place alongside the exhibition. The former will focus on strategies to optimize Facebook campaigns, while the latter will share insights on integrated social media marketing across multiple available platforms. Registration for the exhibition and workshop are free and available online. (<http://www.socialmedia-forum.com/asia/exhibitions/workshops>)

About Blugrapes

Founded in 2006, Blugrapes is a performance driven marketing company providing Facebook marketing, mobile marketing, media tracking and integrated digital marketing solutions. It has built Facebook communities of over 70,000 fans, as well as a regional interactive SMS solution used by more than 100,000 unique users to date. It also provides highly customized marketing accountability and reporting systems to aid marketers and agencies improve marketing effectiveness and returns. Its clients include Fortune 500 companies such as Coca-Cola, Hewlett-Packard, Intel, Dell, Lenovo, Samsung, L'Oréal and many others in the consumer marketing industry.

Blugrapes company website; <http://www.blugrapes.com>

About Social Media World Forum Singapore

Two days of interactive & engaging conference featuring leading key figure keynotes, brand case studies, topical Q&A and debates, exhibition hall, workshops and networking.

The event will enable attendees to become educated, discover, engage, network, share and collaborate in the world of social media. Ideal for those looking to embrace the latest in brand engagement, monitoring, ROI, advertising and building communities.

Social Media World Forum event website: <http://www.socialmedia-forum.com/asia>