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**FOR IMMEDIATE RELEASE**

**Burke & Company Expertly Leverages Online Social Media  
to Help Clients Achieve PR and Awareness Goals**

**NEW YORK CITY – May 13, 2010** – NYC-based [Burke & Company LLC \(www.burke-company.com\)](http://www.burke-company.com) is expertly helping its clients to expand their online presence and social media footprint with the use of blogs, Twitter, LinkedIn, Facebook and other tools.

Last week at the 2010 ALA Annual Conference in Boston, Burke & Company President [Christy Burke](#) orchestrated two major publicity events. First, she and Assistant Account Executive [Tara Hodges](#) worked with [Mattern & Associates LLP \(www.matternassoc.com\)](http://www.matternassoc.com), unbiased support services analysts and cost recovery experts, to develop and launch the [Mattern of Fact \(www.matternoffact.com\)](http://www.matternoffact.com) blog. Mattern of Fact focuses on legal support services and cost recovery – the first of its kind in the industry. Strategically placed blog-post previews and a comprehensive media blitz ensured the blog's successful debut.

Also at ALA, for [World Software Corporation \(www.worldox.com\)](http://www.worldox.com), Burke & Company invented and promoted [Worldox TechTalk TV](#), a video program filmed in the Worldox booth featuring legal administrators and vendors talking about legal technology. The show was a huge hit and will become a franchise that Worldox will use for promotion at future events.

Burke has helped practice management software provider [Clio \(www.goclio.com\)](http://www.goclio.com) leverage Twitter for a number of attention-getting campaigns, including the April Fools' Day fake launch of [ClioPad](#). Spoofing the recently released [iPad](#), Clio ran a contest on Twitter for people to qualify to win a ClioPad - a glorified pad of paper. The campaign was a raving success, calling positive attention to Clio and leading to postings from media outlets, bloggers and Clio fans.

A few months before, in October 2009, Burke had suggested that Clio throw itself a 1<sup>st</sup> birthday party on Twitter, so fans could congratulate Clio on the one-year anniversary of its launch. This promotion contributed to a two-fold increase in traffic to Clio's homepage.

Clio President and Co-Founder Jack Newton noted, "Burke & Company has enabled us to dramatically expand our social networking tactics to reach not only a new customer base, but to help us communicate better with current clients. Christy and her staff have facilitated a two-way conversation with influential online personalities, which has been an important catalyst for our business."

Using Twitter and LinkedIn, Burke & Company also launched Smart Time for [Smart WebParts](http://www.smart-webparts.com) ([www.smart-webparts.com](http://www.smart-webparts.com)). Smart WebParts CEO Todd Gerstein remarked, "Burke & Company showed us how to leverage LinkedIn and Twitter to maximize exposure and publicity for our product's debut. This social networking strategy cost us nothing except our time, and it paid major dividends. In fact, it was like getting a 50,000 piece mailing for free."

Gerstein continued, "As a result of Burke & Company's efforts, we have also been featured on blogs and podcasts which have expanded our name recognition in the industry. Christy Burke and her team understand how internet communication works and we have definitely benefitted from their creative expertise."

Additionally, Burke & Company worked with [Informative Graphics Corporation](http://www.infograph.com) (IGC) ([www.infograph.com](http://www.infograph.com)) to get its social media efforts off the ground. IGC Director of Marketing Christine Musil said, "Burke & Company helped us establish a professional presence on Facebook, LinkedIn and Twitter, and pitched bloggers to increase online mentions of our company and products. This brought increased exposure in our target markets and aided in our overall SEO objectives, and it provided a new, instant outlet for sharing our company news with customers, partners and media. Today's PR campaigns must include a social networking component and we are glad that Burke assists us in leveraging this technology to our clear advantage."

### **About Burke & Company**

Burke & Company LLC is a NYC-based consulting firm offering a broad scope of public relations, marketing, social media and organizational dynamics expertise. Founded in 2004 by Christy Burke, the firm provides tailored solutions to an international client base with a specialization in [legal technology public relations](#). Burke & Company works with dynamic, entrepreneurial organizations to promote growth and produce outstanding results. For more information, e-mail [info@burke-company.com](mailto:info@burke-company.com), visit [www.burke-company.com](http://www.burke-company.com) or follow us on Twitter: [www.twitter.com/christyburkepr](http://www.twitter.com/christyburkepr).

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