

TMKG Partners with 2ndSix to Launch “Campaign 2.0” Solution; Powerful New Solution Can Better Position Political Campaigns and Nonprofits on Messaging and Fundraising

For Immediate Release

WASHINGTON, D.C. (January 28, 2010) – The Macsata-Kornegay Group, Inc. (TMKG) today announced that it has teamed-up with 2ndSix – a leading social media consulting firm – to launch its “Campaign 2.0” solution, which is designed to advance the intersection between people and technology in political campaigns and nonprofits. The Campaign 2.0 social media solution will better position political campaigns and nonprofits on their messaging and fundraising.

“You don’t have to look far to witness the power of Campaign 2.0,” summarized Brandon M. Macsata, TMKG’s Managing Partner. “The special election in Massachusetts demonstrated the success of social media and other tools, because Scott Brown’s upset victory was fueled, in part, by his technology-driven messaging and fundraising activities. While many campaigns are probably familiar with Facebook or Twitter, but there are so many other applications that need to be incorporated into a winning effort.”

According to Macsata, campaigns that are not utilizing SMS/Text messages or iPhone applications to distribute messaging to supporters – or launching money bombs to raise fast cash – are doomed to failure in today’s fast-paced political environment. Nonprofits are not insulated from the need to adopt these strategies, either.

By partnering with 2ndSix, TMKG has solidified its position as a leader in linking political campaigns and nonprofit trade associations to successful social media strategies.

“In an environment that is increasingly influenced by social media, where users are spending eight hours a day interacting with screens, much of your best planned communication efforts are simply out of your control,” said Marc A. Ross, Principal + Founder of 2ndSix. “Today the message is not coming from you, but is coming from what your targets voters are saying about your campaign. What really matters today for your campaign’s brand is not what you, the official voice of the campaign says, but what your target voters are saying about your campaign to their friends, family, network and social media connections.”

Ross further stated, “Your campaign must think in terms of transforming your brand into a new set of products, ideas, messages and experiences by utilizing social media.”

Ross is a frequent speaker on all matters of social media, grassroots and political campaigns. This is today’s political and advocacy environment. Target voters are skipping your expensive direct mail efforts. They have less time to meet at elaborate recruitment events. They are talking about your campaign in real-time on Twitter. They are chatting with their friends about their causes on Facebook. They are searching for information on your campaign on Google. They are sharing photos of your campaign events on Flickr. They are listening to policy speeches on iTunes. They are advancing their causes on LinkedIn. They are amplifying campaign news stories on Digg.

TMKG has used many emerging interactive applications to grow contributor bases and expand grassroots supporter relationships – using the following:

- Computer-Based Simulated Environments
- Contact Management Systems
- Social Networks
- Social Media Portals
- Short Message Services
- Web Mapping Services
- Money Bombs

To learn more about TMKG/2ndSix's "Campaign 2.0" solution and how it can help you campaign, please visit TMKG online at <http://www.macsata-kornegay.org/solutions/camp.htm>, or contact Brandon M. Macsata by phone at (305) 519-4256 or email at brandon@macsata.org.

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About TMKG: The Macsata-Kornegay Group, Inc. is now nationally known for its consulting services specializing in grassroots campaigns, media messaging and political fundraising. TMKG provides a wide array of professional consultation on public policy, communications, marketing strategies and media relations. The firm also offers grassroots advocacy training to better engage organizations in the legislative process.

About 2ndSix: 2ndSix is a firm dedicated to advanced grassroots, communications and marketing. 2ndSix is a soccer term developed to describe the "second six" area of the soccer field where a majority of goals are scored. This highly specific place on the field, between the goal box and the penalty spot, is where getting the soccer ball to a player usually results in a positive outcome - a goal.

The philosophy of being in the right place to score is how 2ndSix operates. In today's fragmented and competitive media world, to reach your target audience you need to be in the right place to secure a positive result.