



Buzz360 Partners with Fargo's Valley News Live to Offer Small-Business Marketing Platform to Local Businesses

Media Company Will Initially Use the New Technology to Support the Area's Largest Bridal Show

Minneapolis, MN and Fargo, ND – September 23, 2013 (PRWeb) – Marketing software company Buzz360 LLC (www.buzz360.co) today announced it has signed an agreement with another major customer in the media industry. Valley News Live, based in Fargo, which operates the local NBC and CBS television affiliates, is licensing the Buzz360™ automated marketing platform to help small businesses in the greater Red River Valley better market their services to consumers in the area.

Helping Small Businesses Generate Business

The Buzz360™ platform creates an online community that attracts new customers, automates email marketing to get repeat business, automatically posts to Facebook, automatically generates social referral and feedback from existing customers, and creates and automatically updates a mobile sales tool and web sites that the customer specifies. Buzz360™ is a customizable, brandable marketing platform for media companies – as well as franchisors, manufacturers, and other organizations that market to or through small businesses – to help their customers sell more and become more profitable.

Valley News Live's first implementation of the Buzz360™ platform is for its bridal community site, "Bridal Prevue" (<http://www.valleynewslive.com/category/202074/bridal-prevue-home>). This site is being published in conjunction with an annual bridal show, held in January each year, the largest bridal show in the Red River Valley. The site will feature vendors and suppliers in the local wedding industry that will exhibit at the January show. In addition to enabling these companies to be discovered online, Buzz360™ allows these small businesses to use mobile tools during the event to register brides, forward their offerings to them, and stay in touch after the show.

"Using Buzz360 will help us take advantage of digital technology, and particularly the growth of mobile, to integrate the physical world with digital," said Jim Wareham, president and general manager of Valley News Live. "We're excited to enhance the Bridal Prevue show with this new technology and digital experience. Valley News Live will bring easy-to-use marketing tools to the companies exhibiting at the show in January. Once again this demonstrates leadership in our local market."

A New and Valuable Revenue Driver

"It's no secret media organizations have been looking for ways to generate additional revenue beyond traditional advertising," said Lisa Schneegans, CEO and cofounder of Buzz360 LLC. "Selling these digital services to small and mid-sized businesses in their local markets offers a vital new revenue source for these media firms, and that's why we developed the Buzz360™ platform." She added that Valley News Live will earn revenues by selling businesses a profile on the wedding site, and offering Buzz360™ automated marketing tools on a subscription basis to Bridal Prevue exhibitors. With the success of the bridal site, she said she expects Valley News Live will use the Buzz360™ automated marketing platform for other local small-business online initiatives it expects to launch in 2014.

“The prosperity of small businesses is critical to our society. Local businesses and the organizations they partner with create a network of social and economic relationships. These local small businesses keep dollars in the community and enrich it,” said Klaus Schneegans, CFO and cofounder of Buzz360 LLC. “With our marketing software platform, Valley News Live will build a stronger online community for its customers, by having social content and reviews that drive customers of area small businesses to its web sites, such as the Bridal Prevue, and make Valley News a place for the community to find useful information about local businesses.”

The benefits Buzz360™ provides to large firms marketing to small business include making marketing more manageable for their customers, removing complexity and automating the process for them, and solidifying the role of the larger firm as a business-generation partner. The platform adds value to the large firms' relationships with their small-business customers. Buzz360™ is reasonably priced, and easy to install and brand.

About Buzz360 LLC

Buzz360 (www.buzz360.co), based in suburban Minneapolis, has developed a brandable, white-label software platform that provides “Marketing Automation for Small Business.” It features social and automated marketing tools, plus the best of CRM (customer relationship management), to give large firms that serve or market through small businesses a powerful solution for their customer community. Buzz360™ kick-starts small business, leveling the playing field for them in today’s challenging new world of marketing and social business. By branding and implementing the platform, larger firms can sell and profit more by making their small-business customers more successful. Buzz360™ grew out of a site aimed at small businesses in the home renovation industry called ReferralBuzz (www.ReferralBuzz.com), founded by the same team more than a year ago. That site has grown to more than 100 customers and has proven the effectiveness of this business-generating technology – which resulted in the recent launch of the private-label version of the platform under the name Buzz360™ .

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About Valley News Live

Valley News Live is operated by KVLV-TV, NBC, and K.XJB-TV, CBS in Fargo, North Dakota and serves the Red River Valley , the Eastern side of North Dakota , and the Western side of Minnesota. Valley News Live is seen on air, on the web at www.valleynewslive.com , and through the use of our news app and weather app available at the Apple store and Google Play Store.

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