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Magnet Media Inc. Featured in Meet the Makers Series

NEW YORK, NY, July. 19, 2013—On Thursday, July 18, Magnet Media Inc.'s Vice President, Head of Strategic Practice, Mike Raffensperger will be presented as part of MAKERS' Meet The Makers series. Mike gave a short talk entitled Think.Make.Reach: How to Engage Your Audience through Content Marketing to a crowd of 200 people. Magnet Media, which is the market leader in providing content solutions for brands, is headquartered in New York with satellite offices in California, Chicago and Seattle.

In today's digital climate, it's important to carefully consider all parts of telling your brand story from start to finish—from strategy (Think) to creation (Make) to distribution (Reach) and all that falls in between. While content may be king, the most successful marketing campaigns include a thoughtful strategy and distribution plan, complete with targets and metrics to measure success. Raffensperger shared how strategic creative storytelling can reach audiences who choose to authentically engage with your content and your brand.

"I think too often, particularly in digital, the process is like: 'let's make this beautiful video or this great creative, and then we'll throw it on our website and we'll tweet about it, or we'll put it up on YouTube and it'll go viral,'" Raffensperger shared.

"But what I learned from that experience and from my time at Magnet is that you really need to, along with a creative idea, present a campaign flow and a distribution plan. When that 'Think' strategic portion is paired with good creative and production ('**Make**'), that is developed alongside distribution and syndication and promotion ('**Reach**'), then that's when it works well and that's when we've seen our greatest successes."

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MAKERS is an expansive 7,000 square foot coworking space in downtown Seattle. Members enjoy access to premium business amenities, conference rooms, telephone booths, large presentation kitchen, and comfortable lounge area. "Meet the MAKERS" is an intimate series showcasing the brilliant talent at MAKERS.

For more information about Magnet Media, visit: <http://magnetmediafilms.com/>.

About Magnet Media:

Magnet Media is the market leader in providing content solutions for brands. We produce video and social programs for our clients and strategically deploy them to engage audiences. We specialize in telling the brand's story by producing and syndicating compelling video and interactive content, using social platforms to help brands share their story, reach and engage their target audiences, and ultimately drive actions that deliver on business results. Our strategic and creative capabilities have kept us at the forefront of digital media for over 13 years, working side by side with the biggest brands in the world, helping them derive true business value from content solutions.

Our clients include Google, NBC, DreamWorks Animation, Amazon, Xbox, Showtime, Microsoft, ABC, The Associated Press, and many other world-class brands.

For more information, contact Ryan Swearingen at rswearingen@magnetmediafilms.com or 646-487-7109 x150.

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