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**American Marketing Association Announces Partnership with
Ballywho Interactive**

*New Affiliate Partnership to Facilitate Social Media Communications
for Tampa Bay's Largest Marketing Association*

TAMPA, FL [February 3, 2010] - - The Tampa Bay Chapter of the American Marketing Association (AMA Tampa Bay) announced that Ballywho Interactive, a full service social media management company, will partner with the professional marketing association to manage its' social media communications.

Ballywho will develop and implement a custom social media profile in conjunction with AMA Tampa Bay's current marketing and PR strategy. This includes managing AMA Tampa Bay's social media presence on outlets like Twitter, Facebook and YouTube and managing an organizational blog with regular evaluation of metrics.

(more)

"As a leader in marketing, we want to fully utilize all social media tools to bring additional value to our members," said Colleen Chappell, AMA president. "We are so pleased to have Ballywho, a leader in social media planning and content management, as a partner and a sponsor."

"Ballywho Interactive is proud to partner with the AMA of Tampa Bay. As one of the fastest growing marketing mediums today, we believe that integration of social media within a marketing strategy is how successful companies stay on the cusp of effective marketing communication," noted Ballywho Interactive Founder and President, Elissa Nauful Plumley.

AMA Tampa Bay is the largest professional marketing organization in Tampa Bay and one of the fastest growing American Marketing Association chapters in the United States. The organization provides networking opportunities and programming on a variety of marketing and communications topics through monthly luncheons, digital special interest groups, and special events. To learn more about AMA Tampa Bay or to join the organization, visit www.amatampabay.org.

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About AMA Tampa Bay

The Tampa Bay Chapter of the AMA, (AMA Tampa Bay), is a not-for-profit organization dedicated to educating the professional marketing community. With nearly 350 members, it is the fastest growing Chapter in the United States. The Chapter's Web site is located at www.amatampabay.org. Monthly events are open to members and guests and feature speakers from well-known companies and brands from both the Tampa Bay area and nationwide. For more information about any of the chapter's events or programs contact Tara Michelle Hustedde at 813-785-5320.

About Ballywho Interactive

We Speak Your Mind.

At Ballywho, we harness the power of social media to build your brand, increase your web traffic, and manage your online reputation. Our team is comprised of both marketing and IT professionals who understand your brand and marketing vision. Rather than competing with or replacing other components of your company's marketing and PR strategies, we supplement them with a tailored and comprehensive social media strategy. We analyze your target audience and help you break through the clutter, delivering your message in the right place at the right time.

Grow grassroots support over time with genuine fans who truly care about your product and message. The Ballywho solution focuses on supporting your company's vision with specific, measurable social marketing objectives. We use those goals to create a cohesive plan and execute it seamlessly. Our team determines key social media portals for your business: the plan may include blogs, status updates on key sites, web postings, promotional messages, or a dynamite combination of several strategies. Through every step, the Ballywho team closely monitors every aspect of the campaign.

In partnership with traditional marketing approaches, social marketing gives businesses unprecedented access to an ever-growing global audience. By implementing a holistic social media approach, businesses can expand brand awareness, build web traffic and sales, and maintain positive reputation.