

02/11/2011 - Like Media to resell socialondemand in Russia

BATTLE, UNITED KINGDOM, November 2nd, 2011 – purechannelapps™ announces an important reseller partnership agreement with Like Media in Russia. The new media agency will be proactively reselling socialondemand® to its clients, helping them to build an effective social media strategy.

"We are delighted to be integrating socialondemand into our portfolio of offerings, it augments our existing skills and services and will open new doors for us with its unique capabilities" commented Vitaly Alexandrov, CEO at Like Media.

As many consultancies strive to deliver added-value for their client-base, socialondemand offers consultancies akin to Like Media with the ideal opportunity to deliver additional content creation and social media training services around the kernel of socialondemand as a delivery mechanism.

"socialondemand is being very well received in the market by both users and partners, and we are excited to announce the adoption of socialondemand by Like Media, yet another established partner, this time opening new doors for us in Russia," commented Olivier Choron, Founder and CEO of purechannelapps. "The momentum we are seeing in the marketplace is phenomenal, and we are looking forward to announcing some significant end-user implementations very shortly," he added.

purechannelapps offers three types of partnerships: Referral Partners that receive a finder's fee for recommending a client who adopts socialondemand; Reseller Partners that proactively take socialondemand into their customer bases with healthy reseller partner discounts; and OEM Partners that use a branded version of socialondemand integrated into their own portfolios.

Register now for the next socialondemand webinar, which will include a live demo and will take place on Thursday, November 24, 2011 4:30 PM – 5:30 PM GMT. Simply visit <https://www3.gotomeeting.com/register/943660942> to register.

About Like Media

"Like Media" is a media studio which was one of the first to start providing email marketing services. Moreover "Like Media" offers social media marketing services for Russian firms and foreign companies which want to start business in Russia. We help companies to establish long term relationships with their audience personally. That, of course, increases sales of our clients and helps them to better understand preferences of their customers.

We use client-centred approach. So our clients every minute understand what is happening and how we do the marketing campaign. We love our job so much. That means that we work hard and have individual approach to every company. We will help you to become a leader on the Russian market!

About purechannelapps:

purechannelapps Limited delivers innovative, revolutionary and channel-focused web- and app-based solutions that help vendors – be it hardware manufacturers, software editors or other suppliers – better influence and collaborate with their channel partners and intermediaries. purechannelapps' motto is to simplify many of the

vendor-to-partners business processes found in complex channel eco-systems and to increase vendor profitability. For additional information, visit www.purechannelapps.com.

Supporting materials:

To learn about socialondemand, please read the Solution Overview at http://purechannelapps.com/uploads/socialondemand_solutionoverview.pdf.