

Linett & Harrison

in the News!

Sam was recently interviewed for the article "Social Media Success" that appears in the October issue of New Jersey Business. The article explores how the use of social media has exploded for business use and why every company should include it as part of their marketing mix. Below is an excerpt from the article featuring Sam's comments, along with a photo taken at the agency of Sam and Art Director David Garcia.

> *Sam's comments from the article:*

Sam Harrison, president and director of account services at Union-based Linett & Harrison, says, "(Social media) can't be something that you just go off and do. Clients sometimes will call me up and say, 'Gee, we ought to try this or that, because it is the newest thing that people are doing.' Our feeling is that it, again, has to be part of an integrated brand strategy."



Sam Harrison (left) and AD David Garcia

For information on how we can develop and implement a successful integrated marketing/advertising strategy—including social media - for your company, contact Sam Harrison at sharrison@linettandharrison.com or call 908.686.0606.
