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## netGALAXY Studios helps clients make the most of Social Media & Web 2.0

netGALAXY Studios is a cutting-edge leader in the ever-changing world of Web and mobile application development and digital consulting. Whether it's a Web overhaul or a consultation regarding the best usage of interactive media, netGALAXY Studios is the one resource a business needs for all things digital in today's technologically based marketing arena.

"Basically, we go into a business with the mindset of implementing a digital and social media strategic plan," explains Larry Collett, president and CEO of netGALAXY Studios. "We can grow a client's target audience reach through a number of interactive and Web 2.0 components."

By utilizing social media strategies, a business can move ahead and take advantage of the digital communication tools that are available today. netGALAXY Studios is proud to stake the claim that it is taking clients to new levels of technological marketing and business success.

As "tech gurus," netGALAXY Studios is on the cutting edge of everything that is digitally forward. The employees consult with businesses ranging from small to enterprise, and they reach across all industry lines.

As a full-service Web 2.0 and digital consulting firm, netGALAXY Studios is key when it comes to mobile application developments for Apple, BlackBerry and Android devices. The firm can also develop very simple do-it-yourself websites as well as complex, dynamic ones. It's all about the client's needs and wants.

netGALAXY Studios worked with the Charleston Metro Chamber of Commerce to develop the proposal generation system for the chamber's Total Resource Campaign. netGALAXY Studios was able to streamline a process that allowed the chamber's volunteers to create proposals for the campaign on the fly, resulting in increased productivity and involvement. "Companies need to understand that this type of Web and mobile development, along with an entire social media strategy, is a beast in itself," Collett says. "This is cutting-

edge technology that can change the way a business operates, with amazing results to the overall business and bottom line."

For more than 10+ years, Collett has been a pioneer in the digital technology industry, and he stays up to speed with this ever-changing, ever-growing industry. Collett started in the Internet industry as a programmer back in the late 1980s and helped start Charleston.net for The Post and Courier. He also helped create CountOn2.com for WCBD-TV 2 (NBC), and was able to increase the number of unique visitors to that site by more than 1 million in 2009 by focusing on the use of social media to push content.

"Our focus was growing audience reach, and with the power of social media, we were able to show significant growth in 2009 because of it," says Collett.

With Google TV becoming available in the first quarter of 2011, Collett explains that netGALAXY Studios is already building applications to correspond with what will be the newest form of interactive media.

"I believe this new application will surpass the iPhone application market in just a few short months," says Collett. "Android will handle the phone, TV and personal computer. Imagine being able to 'Google' on your home flat-screen and control it from your mobile device or personal computer." The possibilities, he relays, are endless.

Consulting on an hourly rate or through a customized project fee, netGALAXY Studios is poised to take a business to places its owners never dreamed would be possible. With a thorough understanding of how digital and interactive media work, netGALAXY Studios is the one to call to explain it all.

"I encourage businesses to consider taking this important leap into the world of interactive media," says Collett. "In today's highly technological environment, it's important to keep up with the changing technology or be left behind. We help you stay ahead of the curve."



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