

**FOR IMMEDIATE RELEASE:**

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**Media Contact: Brandon Tabor**

**1.800.884.6272 ext 0432**

**Brandon.Tabor@MARCresearch.com**

**M/A/R/C® Research Defines Social Media ROI with Salesforce.com and Radian6**

Dallas—Eric Swayne, Director of Social Analytics and Insights of M/A/R/C® Research, recently discussed many topics covering social media measurement with Radian6 during an October webinar hosted by Salesforce.com. Eric defined social media ROI and then reflected upon the five pathways to receiving measurable returns as well as how companies can set up their own ROI roadmap.

When defining social media ROI, Eric stated, “ROI is more than ‘money in, money out’. It’s about efficient business success.” Later in the presentation Eric also defined an investment as “a choice to devote a resource to an effort” concluding that social media ROI is much more than just monetary success.

Once the webinar concluded, Eric stayed online with Salesforce.com as well as logged onto Twitter to answer questions from participants and the social media community. The presentation and Q&A can be found on [Radian6.com](http://Radian6.com).

**About M/A/R/C® Research**

M/A/R/C® Research is a custom marketing research firm dedicated to helping clients create, evaluate and strengthen their brands. M/A/R/C’s teams design and execute qualitative and quantitative, traditional and online solutions while adhering to a client-service ethic built on being easy to work with and delivering what is promised. Our core competency is measuring attitudes and behaviors to accurately explain and predict market share, revenue and bottom-line impact of a client’s actions.

M/A/R/C helps businesses address consumer, channel and B2B marketing issues to launch better products and services, attract and retain valuable customers, and build stronger brands. Our proven, marketing-issue-focused solutions support clients’ brand-building efforts.

M/A/R/C has been successfully designing, executing and analyzing studies to help clients across a range of industries since 1965. We deliver research answers with a business perspective in the language of decision-makers.

M/A/R/C’s client-service locations are in Dallas, TX (headquarters); Greensboro, NC; Nashville, TN; New York, NY; and St. Louis, MO. M/A/R/C is a part of Diversified Agency Services, a division of Omnicom Group Inc.

**About Diversified Agency Services**

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) ([www.omicomgroup.com](http://www.omicomgroup.com)), manages Omnicom's holdings in a variety of marketing communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

**About Omnicom Group Inc.**

Omnicom Group Inc. ([www.omnicomgroup.com](http://www.omnicomgroup.com)) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.