



Body1 Presents at Premier Conference for Social, eMail and Search Marketing

Cambridge, MA—October 12, 2011—Body1's CEO, Chris Messina, is presenting on tracking social media results, social marketing policies, and controlling the conversation at this year's eMarketing Association Annual Conference: The Power of eMarketing.

Social media has quickly become an essential aspect of every organization's business plan. Body1 is a proven expert at addressing the unique requirements of life science organizations utilizing this powerful medium.

Body1's CEO, Chris Messina, was invited by the eMarketing Association to present on Body1's success in managing social media accounts, creating conversations, and tracking results for life science organizations. He is participating in two panels:

Tracking Social Media Results—The best practices for creating social media goals, tracking results, and analyzing success.

Social Marketing Policies and Controlling the Conversation—Creating company policies for internal and external social media use, and developing strategies for creating positive conversations and quickly ending negative dialogue.

About Body1, Inc.

Body1, Inc. (<http://www.Body1.net>) is the leader in outsourced web marketing solutions for life science firms. These solutions include hosted, content-rich health sites, medical condition communities, and social media engagement campaigns.

About the eMarketing Association

The eMarketing Association (<http://www.eMarketingAssociation.com>) is the world's largest international association of emarketing professionals. Members include governments, companies, professionals and students involved with the emarketing arena.

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