

DALLAS, Feb. 7, 2014 /PRNewswire-iReach/ -- With a new year upon us, many restaurants and other small to medium sized businesses are ready to a kick their social media marketing strategies into [high gear](#) . Technology marketing firm HipLogiq has developed a technology that can help them meet their goals for success. The firm's SocialCentiv software is anticipated to become one of the most valuable social media marketing resources for small to mid-sized businesses in 2014, says the firm.

Value Added Twitter Marketing

As many marketing experts know, Twitter marketing is one of the most [effective](#) ways to reach practically any target audience today. With a platform like SocialCentiv, users are given the power to scour through millions of conversations on Twitter and engage with prospects who express interest in what a business has to offer. It adds value for potential customers who have already expressed the intent to make a purchase by incentivizing them to do so as well as share an offer with others. For restaurants and other small to mid-sized business establishments, HipLogiq is now offering free account registration to try SocialCentiv and see how it can help them recharge their Twitter marketing strategy for 2014.

About SocialCentiv

SocialCentiv is a self-serve application designed to help businesses garner more leads through Twitter. The platform "helps small- to medium-sized businesses 'listen' to real-time social media conversations, initiate a conversation, and share special offers." As further stated by HipLogiq, "Our automated platform then incentivizes customers to share that offer with others with social media and by email."

Tips for the New Year: Recharge Your Twitter Marketing Strategy

Written by Australian Business

HipLogiq welcomes those who wish to learn more about SocialCentiv and how it can benefit their social media marketing campaigns to register for a free account today by visiting <http://www.socialcentiv.com>

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For more information about SocialCentiv, or to try the platform, please visit <http://www.socialcentiv.com/>

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