MODsocket® To Make National Broadcast Debut On The Balancing Act® Airing On Lifetime Television®

David Farmer, founder of MODsocket.com, The Marketing Department For Small Business, will appear on The Balancing Act airing on Lifetime Television to share small business marketing tips and advice with viewers. David will explain how, through the MODsocket system, small-business owners can access the full range of marketing products and services they need to conduct their marketing programs.

Dallas, Texas (PRWEB) October 22, 2013 -- MODsocket.com founder and CEO, David Farmer, will appear on the October 24th episode of morning talk show The Balancing Act- airing on Lifetime Television, starring Julie Moran, Danielle Knox, and Olga Villaverde. David will appear as a contributor in a new series segment called “Mommy To Millionaire… Equipping Women To Build A Powerful Business”. The segment provides expert tips and advice to viewers who are small-business owners, entrepreneurs or work-from-home moms.

“We’re looking forward to having MODsocket join our show. So many women are looking for information on how to grow a small business and MODsocket's formula for creating successful small-business marketing plans provides a great solution to help them take it to the next level,” says Doug Campbell, Executive VP of Programming for The Balancing Act® on Lifetime TV.

Joining David and segment host, Julie Moran, is MODsocket.com customer, Paulette Szykowny, owner of Paulette’s Studio of Dance in Toledo, Ohio. Paulette provides the customer perspective and explains how MODsocket has helped her to rebrand, reposition and bring more business into her established dance studio.

David will share with viewers the importance of developing a solid, workable marketing plan as a key tool in building a successful business. He’ll also explain how, through the MODsocket system, small-business owners can access, in one convenient online location, the full range of marketing products and services they need to conduct their marketing programs, everything from traditional print and broadcast media to newer marketing tactics like website design, pay-per-click search advertising, and interactive social media.

“All of us at MODsocket are excited at the opportunity to share our marketing experience with The Balancing Act viewers. For too long, access to professional-level marketing has been the exclusive domain of Big Business. That’s because, frankly, prior to now, only Big Business could afford big-agency thinking. MODsocket brings that same Madison Avenue discipline to Main Street. And at a price that small-business owners can realistically afford.”

The October 24th episode will air at 7AM Eastern, 6AM Central. For those that miss the opportunity to tune in, the episode will be repeated, at the same scheduled time, on Thursday, October 31st.

About MODsocket.com

MODsocket.com is a first-of-its-kind, online, marketing-on-demand system designed to meet the real-world marketing challenges of today’s small business owners. It is the latest in a line of marketing-centric technologies developed by Ad Giants, LLC, a leading digital marketing services company based in Dallas, Texas. Through MODsocket, small-business owners are able to easily access, execute and manage a wide
variety of professional marketing programs – affordably and on demand. It’s a cost-effective and time-saving alternative to the high price of agency or in-house creative development and marketing program management. To learn more about MODsocket, visit www.modsocket.com.

For more information contact:

Bob Cox, VP of Marketing
Ad Giants, LLC
214.347.9273 or bcox(at)adgiants(dot)com
or visit our websites at www.adgiants.com and www.modsocket.com.

About The Balancing Act® on Lifetime Television

Now in its 6th year, The Balancing Act® continues to empower women in all aspects of their lives. The mission at The Balancing Act® is simple -- the show strives to help today’s modern woman balance it all by bringing them exceptional solutions to everyday problems. Entertaining, educational and trusted by women, viewers can watch America’s premier morning show The Balancing Act® weekday mornings on Lifetime television at 7 am (ET/PT).

For additional information or to view a segment, visit: www.thebalancingact.com
Contact Information
Robert Cox
Ad Giants, LLC
http://www.adgiants.com
+1 (214) 347-9273

Online Web 2.0 Version
You can read the online version of this press release here.