

Media Contact
Penny Sansevieri
penny@amarketingexpert.com
(212) 810-6988

FOR IMMEDIATE RELEASE



Author Marketing Experts Announces Leading-Edge Internet Program: The Google Knol

*Book marketing firm stays ahead of the Internet marketing game as the first
to offer this service*

NEW YORK, NEW YORK – Leading the charge in Internet Marketing and Promotion, Author Marketing Experts, Inc (AME) (www.amarketingexpert.com) has just announced a unique new Internet marketing option for their authors: Their Google (insert stock symbol) Knol program is the first of its kind to be offered anywhere in the US.

Knol (which stands for a “unit of knowledge”) is Google’s foray at stepping into the social networking arena. Much like their predecessors: Squidoo, Facebook and MySpace, Knols offer anyone the opportunity to share their knowledge online in what is predicted to be the fastest growing social network ever. Now AME has created a promotional campaign around these new social networking pages, offering them exclusively to their authors.

The program, designed by Susan Gilbert, an internationally recognized search engine optimization expert who joined the AME team in 2007 to lead its flagship Internet division, has exclusive access to advanced knowledge and new programs online. Together with AME, their Internet marketing campaigns are among the best and most successful in the country. “The fact that Google is putting their muscle behind these Knols can’t be underestimated. The online marketing community is bracing itself for what is certain to be a new flood of social networkers headed to this site. But it’s not common knowledge, yet. Much like Facebook and MySpace, these programs take a while to get into consumer vernacular; when they do there will be an explosion of marketing. But it’s not enough to just put up a Knol, promoters have to be smart about it, that’s why I’ve researched and crafted these programs, offering them exclusively to AME and our authors.”

Media Contact
Penny Sansevieri
penny@amarketingexpert.com
(212) 810-6988

FOR IMMEDIATE RELEASE



So why should authors gravitate to this site as opposed to the better-known ones? “Well,” says Sansevieri, “this is really a ground floor opportunity for authors. Unlike social networks that are already inundated with pages, the Knols are still a relative unknown. Getting to them before tons of people flock there is a smart move for authors.”

AME is a leading international book marketing firm that pioneered using the Internet to promote its authors and their books. AME uses social networking sites to drive traffic to authors’ websites. This new program is one in a long list of advanced marketing techniques the company offers. Says CEO Penny C. Sansevieri: “We were the first to use social networking sites to promote our authors, and the first to use book trailers and micro blogging. In fact, we were promoting online before it was the ‘in’ thing to do. We’re pleased to once again be ahead of the Internet marketing game with this new program.”

About Author Marketing Experts, Inc.: AME, founded by Penny C. Sansevieri, is a full service marketing and publicity firm that has been specializing in Internet marketing and publicity since 2003. AME created The Virtual Author Tour™ that specifically promotes authors on the worldwide web through social networking sites, blogs, ezines, and relevant and genre-specific websites to drive an author’s message into the virtual community and connect with sites related to the book's topic, positioning the author in his or her market. For more information, visit www.amarketingexpert.com.

About Susan Gilbert: Ms. Gilbert, an internationally recognized Search Engine Optimization expert, owns Joomla Jump (www.joomlajump.com), a Web 2.0 based company that specializes in Joomla-based websites and marketing tools.

###