

# New Media Strategies Named Chrysler's Social Media Marketing Agency of Record

ARLINGTON, Va., Feb. 12 [/PRNewswire/](#) -- New Media Strategies (NMS), the pioneer in the online intelligence and social media engagement industries for over ten years, today was named Chrysler Group LLC's social media marketing agency of record. NMS will develop and implement best in class social media strategies for Chrysler LLC and Dodge, Ram, Chrysler and Jeep.

"Automotive social media is one of the fastest growing and most dynamic areas of consumer engagement online," said New Media Strategies founder and CEO, Pete Snyder. "Manufacturers are wisely investing because social media is having a direct impact on automotive purchasing decisions for consumers."

Added Snyder, "We are thrilled to be recognized by Chrysler Group as their social media agency of record and look forward to collaborating with their team to maximize the company's social media marketing, digital outreach and measurement programs efforts."

New Media Strategies will collaborate with each brand team and partner agency, including interactive, media and CRM, to ensure social media initiatives are closely tied to overall marketing and business objectives.

## **About New Media Strategies**

New Media Strategies established the first online brand intelligence, protection and social media engagement firm in 1999. New Media Strategies gives clients and their brands a direct line to consumers and a competitive advantage online, while safeguarding their products, services and issues from the effects of negative perceptions and attacks. Working closely with top bloggers, online communities and social media platforms, New Media Strategies serves as the "eyes, ears, and voice" online for some of the biggest and best known brands. Leading companies such as NBC, Domino's, C-SPAN, Intel, and Sony Pictures all use New Media Strategies to add value to their brands and safeguard their bottom lines. New Media Strategies was named one of the "Fastest Growing Companies in America" by Inc. Magazine for three consecutive years and has been a subsidiary of Meredith Corporation since acquisition in January 2007. Headquartered in Arlington, Virginia, New Media Strategies was founded by former pollster Pete Snyder, who serves as CEO of the company.

To learn more, visit [www.newmediastrategies.net](http://www.newmediastrategies.net)

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