

**Well-Known Silicon Valley Guru (and Popular Author) Scheduled To Be
A Guest On *Marketing Matters With M7***

Campbell, CA--- August 27, 2007 --- Lisa Orrell, President of the award-winning marketing communications firm, M7 Inc., has landed one of the foremost experts on the New Social Media as a guest for her top-rated *Marketing Matters With M7* podcast. Paul Gillin, a veteran technology journalist with 25-years of experience in Silicon Valley and author of *The New Influencers: A Marketers Guide to the New Social Media*, will conduct a 2-part series with Lisa entitled: “How to Survive and Thrive in the New World of Social Media”. Part One will upload in mid-September and Part Two in mid-October.

“I bought Paul’s book and was so impressed by his knowledge and insights that I contacted him to be a guest on my podcast. It’s a cutting-edge topic that more marketing professionals need to understand, yet very few do,” says Orrell. “His book has gotten rave reviews by such respected media as *The Wall Street Journal*, *San Jose Mercury News*, and *BBC Radio*, just to name a few, so he is the perfect guest to help us all understand this hot topic.”

Mr. Gillin was founding editor-in-chief of TechTarget, one of the most successful new media entities to emerge on the Internet. Previously, he was editor-in-chief and executive editor of *Computerworld* magazine. And he currently writes the social media column for *B to B Magazine*. Mr. Gillin also specializes in advising business-to-business marketers on strategies to optimize their use of online channels to reach buyers cost-effectively.

To access the *Marketing Matters With M7* podcast, and for more information about M7 and their marketing, design, direct marketing, and branding services, visit their website at www.M7Design.com. You can reach Lisa Orrell via email: LOrrell@M7Design.com or call her at 866-906-M7M7 x: 701.

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