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VOODOO VIRAL MARKETING SYSTEMS INTEGRATES SURVEYS; OFFERS MARKET SEGMENTATION CAPABILITIES

Orange County, CA—Voodoo™ Viral Marketing Systems, an online marketing systems developer and interactive video content producer in Southern California, announced today the addition of full-featured prospect and customer Survey System within its suite of online applications, called “Voodoo Magic Systems.”

Voodoo Magic Systems are video-enabled web applications that automate online communications. *Sales Magic* automates web-based sales processes, and has been shown to multiply their effectiveness. *Referral Magic* automates the process of generating qualified leads via direct customer referrals. *Customer Service Magic* automates client and customer outreach on any schedule, for any business purpose, including recurring sales. And *Information Magic* automates the delivery and tracking of information-on-demand—an otherwise high-cost, repetitive process.

“Adding full-featured surveys enhances the systems’ power exponentially,” said Voodoo co-founder Rick Davis. “Clients can now develop surveys quickly and query clients at any point in the sales or customer service cycle,” Davis said.

Based on prospect and customer responses, individual contacts can be automatically moved into personalized communications funnels that send them the information they choose to receive.

“We have always been respectful of target audiences for our clients’ campaigns, but integrated surveys ensure that viewers get exactly what they want,” said Davis.

Voodoo Magic Systems help maximize sales, build referrals and enhance “personal” contact with existing customers. They use a proprietary creative strategy and distribution method to motivate viewers to engage the applications with a single mouse click.

“Customers enjoy carefully crafted email and Video Sales Messages, or VSMS,” said Voodoo’s second co-founder Robert Cassard. “Integrated surveys ensure that customers know the sender cares about them and their opinions. It’s a vital aspect of making communications feel personal within a fully automated framework,” Cassard said.

In beta since last year, Voodoo’s survey system has been shown to generate powerful participation, often in excess of 50%. Companies in a variety of business sectors are using the tool to gauge customer satisfaction and solicit customer comments and product suggestions.

“One business-to-consumer client, Ovation Hair (<http://www.ovationhair.com>) has averaged 62% customer participation in one of their surveys and has even developed new products and packaging based on customer feedback,” said Davis. “The survey also yields a bumper crop of customer testimonials Ovation uses to enhance their radio advertising, their website and their reputation,” Davis said.

For more information, visit the Voodoo website at www.voodoooviral.com or call 949-309-2847 ext. 72.

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