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For Immediate Release

Veteran Online Marketing Strategist Joins Schwegman Communications

Karen Emanuelson expert in integrated media relations, web and traditional marketing

MINNEAPOLIS, July 9, 2012 – Schwegman Communications, Inc., a Minneapolis-based public relations and communications firm, today announced that Karen Emanuelson has joined the public relations/marketing communications organization as an online marketing strategist. Principal Jennifer Schwegman said, “Karen’s strength in helping B2B and B2C clients optimize budgets through Internet-based marketing and social media communications is a great asset in developing strategies for integrated media relations, web marketing, and other marketing programs.”

Emanuelson is a highly sought after presenter, having appeared at social media and marketing programs sponsored by the Small Business Administration and SCORE for small business owners, SCORE counselors, and the SCORE Minnesota leadership team. She is a regular lecturer at the University of St. Thomas and Opus College of Business on social media marketing for small businesses.

About Schwegman Communications, Inc.

Schwegman Communications, Inc., founded in 1998, is a virtual marketing communications/public relations organization comprising veteran professionals that custom design and execute strategic plans and campaigns to meet specific business goals. With “Visibility, Versatility and Value” as its watchwords, Schwegman catapults brand awareness, builds brand identity, and support sales and lead generation efforts for its U.S. clients. For more information, visit www.schwegmancommunications.com.

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