

Press Release

 ArgyleSocial + Jason Falls present

No BS in the Bull City



Argyle Hosts Jason Falls at No BS in the Bull City

Durham, NC - October 2, 2011

Argyle Social, the Durham-based social media marketing software start-up, is hosting No BS in the Bull City, the North Carolina stop on Jason Falls' national book tour.

Jason Falls, the name behind *Social Media Explorer*, is a recognized leader in the social media industry and has spoken to audiences of all sizes, imparting his best practices with wit, wisdom, and brutal honesty. Jason will share his insights with the audience, take questions, and read an excerpt from his book, *No BS Social Media — The All-Business, No-Hype Guide to Social Media Marketing*.

"No BS in the Bull City is the perfect opportunity for marketers of all backgrounds to meet and share best practices in the ever-expanding field of social media marketing," said Eric Boggs, CEO of Argyle Social. "Jason's a great friend of Argyle and we're thrilled to host him here in Downtown Durham — the Triangle's epicenter of tech start-ups."

The event will take place on Wednesday, October 26 at 7pm in Rigsbee Hall — 208 Rigsbee Ave, Durham, NC 27701.

For more information or to purchase tickets online, please visit <http://nobsinbullcity.eventbrite.com>.

About Argyle Social

Argyle Social is on a mission to help marketers drive meaningful business outcomes through social media marketing. Argyle's Software as a Service (SaaS) social media marketing solution enables marketers to more effectively manage and measure marketing campaigns on social networks like Facebook, Twitter, and LinkedIn. Hundreds of mid-sized businesses — including Gander Mountain, Backupify, and The Leukemia & Lymphoma Society — rely on Argyle to power their social media marketing programs.

Argyle Social is based in Durham, NC. For more information, visit <http://argylesocial.com>, read the blog at <http://argylesocial.com/blog>, & follow on Twitter at <http://twitter.com/argylesocial>.

About Social Media Explorer

Social Media Explorer is a leading platform for insights, opinion and learning around the world of social media marketing, online communications, conversational marketing, digital marketing, public relations, community building and branding. It is owned, co-authored and edited by Jason Falls, a leading educator, public speaker and thinker in the world of digital marketing and social media.

For more information, visit <http://www.socialmediaexplorer.com/> and follow Jason on Twitter at <http://twitter.com/jasonfalls>.

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