



SMALL CASE STUDY

FOR IMMEDIATE RELEASE

Media Contact: Robert Kravitz
AlturaSolutions Communications
Phone: 773-525-3021
E-mail: rkravitz@rcn.com

U.S. Products Conducts Social Media Survey

Coeur d'Alene, ID - June 21, 2009 - Social media Web sites such as Twitter, Facebook, and others appear to be taking over the Internet. And now some businesses, especially business-to-consumer companies, have found these sites to be effective marketing tools.

U.S. Products, manufacturers of a complete line of professional floor, carpet, and restoration equipment, is conducting an online survey to see if carpet cleaning professionals are now using these sites as well.

The survey will be distributed on various e-newsletters as well as on key social marketing Web sites. Among the questions the survey will try to answer are:

- Have the rules of the marketing game changed?

- Are carpet cleaning companies sticking with traditional marketing programs, or are they now experimenting with social media Web sites?
- If they have used social media Web sites, what have been the results compared to other, traditional marketing platforms?

The company invites carpet cleaning professionals to take the survey, links are provided below.

Results will be posted in an upcoming news release along with a discussion of social media marketing and its impact on the carpet cleaning industry.

Survey link:

www.questionpro.com/akira/TakeSurvey?id=1271474

Image: Attached

About U.S. Products

U.S. Products has been manufacturing cleaning equipment for carpeting, floors, draperies, upholstery, and restoration for more than 25 years. The company is well known for its innovative internal heating systems, which deliver 212°F at the wand tip; its top-quality components; and its solid-state circuitry, which allow for precise operation and equipment control.

U.S. Products Contact Information:

181 West Aqua Ave.

Coeur d'Alene, ID 83815

Phone: (208) 772-0573 / Toll Free: (800) 257-7982

Fax (800) 910-5294
info@usproducts.com