

## NEWS RELEASE

31<sup>st</sup> August 2017



### **Conversologie named as NZ's 1<sup>st</sup> Hootsuite digital services partner**

Emerging New Zealand social media consultancy Conversologie today announces that it has been selected as Hootsuite's first digital services partner in New Zealand.

The announcement was made at the two companies' first social media meet-up, which took place in Auckland at The Common in Parnell last night.

Recently recognised as a leader in the industry by Forrester, one of the most influential research and advisory firms in the world, Hootsuite is the world's most widely used platform for social media management. It is used by over 15 million people and trusted by more than 800 of Fortune 1000 companies.

Auckland-based Conversologie was established in 2012 and includes Unitec, SAS Sport, MITE, Rocketshp, CDANZ, and NZIE among its clients.

Jam Mayer, founder of Conversologie and Chief Conversologist, says that the tie-up with Hootsuite will enhance its offering to Kiwi companies.

"At Conversologie we are passionate about helping Kiwi businesses, from start-ups to marketing agencies and large organisations, to transform their potential through social media. We believe that every click should move you forward.

"We are honoured to become Hootsuite's first digital services partner in New Zealand. This means we can give businesses more powerful advice to maximise the use of Hootsuite's solutions, as well as great ideas to transform the potential of their businesses."

Rich Meiklejohn, Hootsuite General Manager, APAC, said: "The Asia-Pacific region is the biggest growth market for social media in the world, with the Australia and New Zealand markets leading the way around social media maturity. Businesses across New Zealand count on Jam and her team for strategic guidance and to solve complex challenges on social media.

"With this partnership, Conversologie will work to expand Hootsuite's existing customer base in New Zealand and directly support the market's growth, help businesses increase revenue, and draw meaningful insights from social media data."

#### **ENDS**

#### **For further information, please contact:**

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#### **NOTES TO EDITORS:**

##### **About Conversologie**

Conversologie is a social media agency based in Auckland. Established in 2012 by Jam Mayer, Conversologie's clients include the University of Auckland, Unitec, The Icehouse, MITE, CDANZ and Rocketshp. To learn more, visit [www.conversologie.com](http://www.conversologie.com).

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