

**News from:** Farris Marketing

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## **Baird Brothers Retains Farris Marketing for Social Media and Video Projects**

*Will gain nationwide exposure on company's website*

BOARDMAN, OHIO — Farris Marketing has been contracted to create a video and social media projects on behalf of Baird Brothers, one of the most prominent manufacturers and vendors of fine hardwood products in the United States.

The recently completed video, *Fine Hardwood Doors: The Making of a Masterpiece*, depicts the complete manufacturing process that produces Baird Brothers' fine hardwood doors — from the moment the raw lumber arrives at their Croy Road facility in Canfield to the time the finished product is displayed in their showroom. The video will be made available on the Baird Brothers website, [www.bairdbros.com](http://www.bairdbros.com) and via YouTube.

Farris-developed social media marketing efforts include a Flickr-based customer photo gallery and several how-to and informational blogs. The Flickr component is being used in conjunction with a customer photo contest, which will be announced soon.

There are three blogs, including *Contractors Corner*, which offers design ideas from builders; *Hardwood University*, with information on the qualities and uses of the many different varieties of hardwoods Baird Brothers offers; and *Sawdust*, casual commentary from Matt Baird. These components will also be accessible through the Baird Brothers website, and will help enhance the customer experience.

Farris Marketing offers research, strategic planning, public relations, advertising and internet media services. It is headquartered in Boardman, with offices in Cleveland and Tampa.

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