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Jenesys Group announces Multicultural Marketing solutions

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Jenesys Group, an online marketing company in Michigan, announces their focus on multicultural marketing solutions. These Multicultural Marketing solutions are designed for brands who want to reach ethnic audiences through online channels.

Multicultural marketing is targeted marketing using culturally relevant messaging to reach a certain audience. Brands like Coca Cola and Johnny Walker have created targeted campaigns in 2009 to reach the Hispanic population. In the US, by 2012, it is estimated that Hispanics, Africans, and Asians will have a collective buying power of over \$2.6 trillion. Research also shows that these ethnic populations are very active on social networks and many prefer going to ethnic media for their information.

Jenesys Group's latest offerings are designed to blend their expertise in online marketing with their expertise in reaching ethnic audiences. They will be providing online marketing campaigns that promote brands on social networks that are favored by Hispanics, Asians, and African Americans. Translation services to translate content in Spanish, Hindi, Gujarati, Marathi, and Chinese is also available.

Jenesys Group will also provide the creation of video and audio (podcasts) to promote brands using alternate media options.

Jenesys Group's will continue to provide online marketing solutions such as search engine optimization, social networking on Twitter, Facebook, LinkedIn, etc., Reputation management and conversation monitoring services to clients who may not be interested in reaching ethnic populations.

Jenesys Group's Online Marketing solutions are designed to fit the needs of small as well as large companies who wish to promote themselves online.

Jenesys Group Corporate Overview

Jenesys Group, LLC is an online marketing company founded by Nipa Shah in 2004. Nipa has spent over 19 years in various technology and procurement leadership roles at General Motors Corporation. Jenesys Group, LLC has clients across the United States, UK, Central America, Canada, and Europe. Jenesys Group's team is ISO9001:2000 certified. Jenesys Group, LLC is a Woman Business Enterprise (WBE) and certified as a minority company.

For more information, please visit www.jenesysgroup.com.