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Former Opinion Matters founder launches new research agency

LONDON – Former markettiers4dc Director, Nik Harta has launched his own full-service, research and marketing agency, Yolo Communications. Focusing on research for PR and media, the agency has developed a new service to produce *Research through Social Media* to create actionable insights through unique analysis of social media monitoring and listening.

Yolo Communications' *Research through Social Media* service embraces the opportunity social media has to offer by using the depth of opinions and content available to help clients interpret, understand and engage with their audiences. As companies adopt social media, it is evident that there is a need to gain knowledge and not just data. The *Research through Social Media* service enables clients to not only learn what their customers are talking about, but allows them to discover the context of conversations and the language used to proactively participate, lead and influence conversations.

After starting and developing markettiers4dc's research division Opinion Matters more than a decade ago, Harta has worked on numerous international, high profile and award-winning campaigns, including the Best Use of Digital Media for Pearson's *Maths Made Easy* homework service.

Commenting on the launch, Harta says:

"While we continue to provide a cost-effective, creative and consultative approach to our core research here at Yolo Communications, we also want to use technology to benefit our clients and are delighted to announce our *Research through Social Media* service. I enjoy working alongside PR and brand teams to support their research needs across both B2B and consumer target audiences and am really excited about the positive response we have had since the launch of Yolo Communications."

"We are pleased to have already gained some notable international successes for our new service, producing strategic insights for Automotive, FMCG and Financial sector clients, and our team is enthused about the potential we can deliver."

Editors Notes:

About Yolo Communications

Yolo Communications provides full marketing and market research services in the UK and internationally. It specialises in research through social media, which not only includes **social listening** but also involves interpreting and analysing the data to create **social media intelligence** for clients. Its team of specialists use both complex data analysis technologies and human interpretation to validate and translate the volumes of data into valuable, structured and clear insights for your brand to make informed decisions.

For more information visit: www.yolocoms.com

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