

# 7Summits Vision

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Our vision statement is still being formulated as we bring our leadership team onboard. We are pleased to share the 7Summits dream statement that has guided us to this point:

Social Media is at a turning point. The hype is cresting, and companies are starting to ask bottom-line questions. What's the return? How do we make money and save money? How do we measure the impact of our investment in social media? What makes sense for us? Where do we start?

The answer to these questions revolves around your business needs and goals. For example, what audience are you trying to reach? What business process are you trying to solve in a better way? Social media is a means to an end, and the end is about social interaction and relationships, not the media itself. Companies interact with a range of stakeholders such as customers, employees, suppliers, and investors. More of these interactions are taking place online where they can talk, listen, create, and join. The bottom-line question revolves around how social media can add measurable value to these relationships, increasing revenue and reducing expense. 7Summits will focus on the forefront of social interaction, the conversation, wherever that conversation occurs: from social networks to search engines; from micro-blogging to social bookmarking; from wikis to work-groups and web-sites to widgets; from mobile to mash-ups, and everything in between. We commit to provide the insight, guidance, and execution to affect measurable business value based on your business strategy, marketing goals, and brand promise. Paul Stillmank President & CEO 7Summits