



## **7Five7 Clothing Experiences Success with Its Social Marketing Campaign**

*7Five7 Clothing hits the web with a successful social marketing strategy.*

Virginia Beach, VA, April 18, 2008 --(PR.com)-- Being popular today isn't just limited to the high school scene anymore; businesses like to be popular as well. 7Five7 Clothing (<http://www.7five7clothing.com>) a [757 apparel](#) company has been getting its fair share of new friends on their MySpace page. The 757 area code has been showing some support for the local based clothing company. After just their page launch last week, over 300 new friends have been added to their profile and it keeps growing everyday.

With the busy lifestyle that many people have today, belonging is much more important. There is a growth in the social market site space and the demand keeps on growing. Businesses today need to be aware of the customers. Most of the time customers are just treated like numbers whether by units or dollar figures. Having a clear understanding that customers are people, gives companies the ability to not only give information, but also get feedback.

“We started this clothing company not just to promote our love for action sports but also show our local pride for the 757 area; and judging from the positive response on our MySpace we know people feel the same way.” said Joe Erfe, Marketing Director. “I spend a lot of time on the beach during the summer, surfing, fishing, you name it. And I think that there are a lot of people in the area who feel the same way; I think that our [757 T Shirts](#) provide that sense of community to say that we have some roots here.”

7Five7Clothing.com understands the demand for board sports apparel online and with the launch of the new site it provides a safe and secure way for action sports athletes to shop online locally and nationally.

For more information, please contact 7Five7 Clothing Marketing at 1.888.973.4837 or at [info@7five7clothing.com](mailto:info@7five7clothing.com)

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