

# well-connected



Knowing how to power meaningful marketing connections using today's multiple social networks takes special expertise and bold thinking. Vertical Marketing Network created 360 Degrees of Social Media interaction for James Hardie Building Products® with its "Why I Love My Hardie Home" video contest on YouTube®. Promoted on Facebook™ and Twitter™ and supported with on- and off-line advertising, the integrated social media program dramatically communicated product features and benefits, while truly involving and connecting fans and followers.