

**FOR IMMEDIATE RELEASE**

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**BHMI Launches “Let’s Get Social” Campaign  
to Connect with Clients and Prospects**

*BHMI is embracing social media as a strategic part of its communications strategy – engaging in conversations and sharing information that is of particular interest to its target audience.*

Omaha, Nebraska — February 5, 2013 — [Baldwin Hackett & Meeks, Inc.](http://www.bhmi.com) (BHMI) is a proven software services company that has decades of experience helping businesses in a wide range of industries leverage enterprise software to achieve success. Today, BHMI is launching its “Let’s Get Social” campaign, inviting information technology and business software decision makers around the globe to connect with BHMI via multiple social media platforms including LinkedIn, Facebook, Twitter, YouTube, and the BHMI Corporate Blog.

BHMI recognizes that times are changing. Research has shown that a majority of business-to-business (B2B) companies are realizing social media communications are no longer the exclusive domain of business-to-consumer (B2C) companies. In fact, one third of global B2B buyers are using social media to engage with vendors, and 75% expect to use social media to research products and services prior to making future purchasing decisions. These market statistics have resulted in BHMI making a fundamental change in its corporate communications strategy.

According to Casey Scheer, Director of Marketing and Sales at BHMI, “The company’s primary objective is to boost its online presence while establishing itself as a trusted resource and provider of enterprise software solutions. As a result, we will be leveraging social media to actively engage in relevant online conversations and provide valuable and timely information to our target audience.”

BHMI's "Let's Get Social" campaign is an open invitation for information technology and business software decision makers around the globe to become a part of its online community. Individuals who connect with BHMI and complete an [online entry form](#) by February 28, 2013 will be entered into BHMI's "Let's Get Social" drawing for a Kindle Fire\*.

#### **ABOUT BALDWIN HACKETT & MEEKS, INC.**

Baldwin Hackett & Meeks, Inc. (BHMI) is a specialist in creating primary software applications. BHMI not only provides premier software development services, but also a comprehensive set of consulting, design, engineering, and support services that can help shape the future direction of any company's application infrastructure. Whether it involves the creation of a new application or the enhancement of an existing application, BHMI has the in-house personnel and technical infrastructure to make it succeed. For more information on BHMI, please visit [www.bhmi.com](http://www.bhmi.com).

BHMI is also creator of the Concourse Financial Software Suite - a powerful PCI compliant back office software solution specifically designed to manage electronic payments including credit, debit, POS, ATM, mobile, and prepaid. With user-configurable business rules, an online transaction repository, and a continuous processing architecture, Concourse proactively assesses and allocates fees for all business relationships, settles and reconciles all transaction types, and automates the disputes management process. Concourse also has a user-friendly, browser-based transaction viewer and extensive reporting capabilities. For more information, please visit [www.concoursefinancialsoftware.com](http://www.concoursefinancialsoftware.com).

*\*The Kindle Fire is being given away on behalf of Baldwin Hackett & Meeks, Inc. Amazon is not a sponsor of this promotion.*

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