



## Vistaprint Gives Micro Businesses Ability to Customize Facebook Presence

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*Small Business Owners Can Create, Manage and Engage With Fans Using One Dashboard*

VENLO, The Netherlands--(BUSINESS WIRE)--Aug. 20, 2012-- Vistaprint N.V. (Nasdaq: VPRT), a leading online provider of professional marketing products and services to [micro businesses](#) and the home, today announced a set of unique social engagement and design tools that give micro businesses without any knowledge of social media or social networking one dashboard to create, manage and talk with customers via a custom Facebook business page. Mindful of the importance of harnessing the power of both offline and online marketing, Vistaprint also announced a number of options for customers to promote their Facebook page through traditional print marketing.

Micro business owners can now log onto Vistaprint.com and establish a Facebook presence in just minutes, creating a personalized look and feel for their page with a custom Facebook Timeline cover designer. This new offering makes setting professional header and profile images easy, with the benefit of adding customized messaging. Additionally customers can easily post updates, offers, videos and other content via a custom dashboard. The dashboard provides updates on Facebook statistics, including the number of fans a page has as well as levels of engagement on posts, all in one location.

"Social media has become an essential tool for businesses to tap into, and that includes the small and micro business market," said Scott Braun, Vice President of Global Marketing at Vistaprint. "While our customers have been using our digital marketing products such as websites and email marketing, we find there is a fair amount of confusion as to where to start when it comes to social media. We wanted to provide an easy way for our customers to engage through Facebook, from initial page set up to intuitive engagement tools to help them interact with their customers, all in one place."

Once launched, users can utilize their existing offline marketing materials to promote the page, using printed products with a similar look and feel to their Facebook presence. Within these materials users can leverage content that directly encourages actions like "Likes" or "check-ins," which can be printed on business cards and other promotional materials.

Users also have the option to upgrade and create personalized applications, or Facebook pages that allow for increased information or marketing within Facebook. These tabs reside in the tiles on the top of the Timeline and are routinely utilized by large businesses. Choosing a specific design and creating a new Facebook tab can help showcase a restaurant menu, company website, specific marketing campaign or special offers.

"We know our customers are looking for more tools to market their business and that leveraging social media is a must in today's competitive environment," Braun continued. "But we also believe small businesses can have a greater impact by integrating social across other marketing vehicles, which is why we've also made it easy for our customers to integrate their Facebook presence into their existing marketing efforts, like business cards."

### **About Vistaprint**

Vistaprint N.V. (Nasdaq:VPRT) empowers more than 14 million micro businesses and consumers annually with affordable, professional options to make an impression. With a unique business model supported by proprietary technologies, high-volume production facilities, and direct marketing expertise, Vistaprint offers a wide variety of products and services that micro businesses can use to expand their business. A global company, Vistaprint employs over 3,700 people, operates more than 25 localized websites globally and ships to more than 130 countries around the world. Vistaprint's broad range of products and services are easy to access online, 24 hours a day at [www.vistaprint.com](http://www.vistaprint.com).

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