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**Oddpodz, a social networking site powers creative professionals with new content shift.**

*Oddpodz, a social networking site for creatives is focusing on a narrower niche market that includes entrepreneurs who are in a business building mode.*

**/24-7PressRelease/** - SAVANNAH, GA, November 26, 2007 - Oddpodz, a social networking site for creative people is honing its strategy and focusing on a narrower niche audience. Enhancements to the Oddpodz site will help in business building with the introduction of marketing/ communications content for small to mid-sized companies, entrepreneurs and creative professionals and an avatar tool, a Voki product, which invites members to produce a FREE talking pitch about themselves or their businesses. "Oddpodz launched its Beta site earlier this year and our target user was a broad/general group of 'creative thinkers.' With six months under our belt, we've learned a lot about our members," said Karen Post, CEO.

"Oddpodz social networking members are not teenagers, in fact, their average age is 37. They are from all over the world, they're super creative and they primarily work as professionals in creative service industries, such as ad and marketing agencies, PR firms, and many are business entrepreneurs. While they like the social networking sites, we received an overwhelming amount of feedback about their needs. They want more purposeful content that provides information to help grow their businesses; they need help locating trusted resources, and they would like to have a place online to go to be inspired to tackle creative challenges. Since both Oddpodz founding partners come from the branding and marketing world, this new direction allows us an opportunity to really contribute our expertise to the success of our members in our social networking environment."

Site changes:

Marketing-rich content

While the site will remain committed to empowering independent thinking, the new marketing and communication (MAR/COM) content will further our mission of growing a stronger creative population. This new focus will include a marketing-rich blog, "how to" business building ideas and what's new and working in creative, PR, branding, word of mouth, interactive, search and alternative media. Oddpodz visitors will also get interviews with business experts, book reviews and market insight and research stats. The new marketing additions will be found throughout the site and in the company's weekly ezine (openeyez).

Cool, FREE avatar tool and contest to create your commercial.

Since our members want to grow their businesses, Oddpodz partnered with Voki a leading provider of avatar technology to offer a tool where anyone can create an animated, talking pitch on themselves. The contest is called "Poetic Pitch." There are no creative boundaries, just good old fashion self-promotion on whatever it is you do. It's easy and the format is a moveable file, so members can place their avatar on their Web site, blog or even another social networking site. And the best pitch wins a cash and merchandise prize.

Oddpodz, LLC was founded in January 2006 by entrepreneurs Karen Post an international branding expert, consultant and speaker. She has been featured in a broad range of media outlets -- including Bloomberg TV, CBS Early Show, The New York Times, The New York Post, NPR, Fast Company and The Boston Globe, and her writing is published internationally, including a monthly column she's been writing for FastCompany.com since 2004. She is also the author of Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds (AMACOM 2005) and Jocelyn Ring, a former investment banker and brand strategy consultant.