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Halls Taps Kansas City Agency to Spearhead Social Media Efforts

K2Media, a Kansas City based social media marketing agency, has been selected by Halls, Kansas City's premier retail stores, to lead the effort to integrate social media into its established marketing, public relations and customer service efforts. Halls has set the standard for shopping excellence in Kansas City since first opening its doors in 1913. As the store heads toward its 100th year, it continues to provide fine quality and exceptional service to generations of Kansas City's residents and visitors.

Headed by Kate McKinney and Kiran Ross, K2Media is a boutique social media marketing agency that prides itself on providing creative yet pragmatic solutions to its clients. "We feel very strongly that social media marketing is only a piece of a business's comprehensive marketing plan. We're so excited to work with the marketing team at Halls because they have such great vision as to the Halls identity – it's great to feed off of their energy and experience to translate that vision across the various social media platforms," says McKinney.

Carnie Kline, director of marketing at Halls says, "K2Media is the perfect partner to manage Halls' social media reputation. We are excited that they'll be helping us harness the power of today's on-line community. They are savvy marketers and very solution-oriented."

K2Media will work with Halls to seamlessly integrate the use of social media into their already top-notch traditional marketing and customer service efforts. This venture into the realm of social media will help Halls reach a new generation of consumer. Although the store is almost 100 years old, its approach to clothing, home and jewelry is as fashion-forward as any store in the country. Its reputation in the industry allows it to obtain exclusive lines found nowhere else in the region.

"For generations, Kansas Citians have recognized Halls as the epitome of luxury and quality. We couldn't be more pleased to help introduce Halls to the digital generation – engaging, conversing and educating them about the unsurpassed style, quality and service that can be found at Halls Plaza and at Halls Crown Center," says Ross.

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About Halls

Created by Hallmark founder Joyce C. Hall in 1913, Halls now operates two specialty department stores – one on the Country Club Plaza and one at Crown Center, both in Kansas City. Halls features fine men's and women's clothing, jewelry, cosmetics, china, crystal, and decorative home accessories, as well as Hallmark products and a corporate gift service. <http://www.halls.com> | *Twitter:* @HallsKC | <http://www.facebook.com/HallsKC>

About K2Media

K2Media is a Kansas City social media marketing agency. K2Media works with local and national businesses to create and execute a solid, customized social media strategy. Services range from consulting and strategizing to on-going management and monitoring of social media efforts. <http://www.k2mediakc.com> | *Twitter:* @k2mediakc | <http://www.facebook.com/k2media>