

Number 1 Ranked Tween Site Becomes More Influential Than Ever

By Chaotic Communications, LLC

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With an average of 3,000 visitors on the site at any given time and an Alexa ranking of 125,000, BeTweenTalk.com is already one of the most popular and influential social networks online. The scope of influence will increase substantially as BeTweenTalk.com launches their new kid testing panel where tween based merchandise and products will be scrutinized and reviewed by the tweens themselves.

Founded by Barbara Likos of ChaoticCommunications.com, and her two sons, the successful website is largely run and moderated by a multi-national team of administrators and moderators. It began as (and still is) a safe place on the web that parents can trust. The forums and blog postings are closely monitored and all members use avatars that they create themselves, as opposed to real photos. Home addresses, phone numbers and email contact information are not revealed. The website's phenomenal success is largely due to the fact that it offers something for everyone. From games, movie topics, thousands of user-created polls, personal blogs, and community groups to homework topics, books and trivia—BeTweenTalk.com gives every tween an outlet to express themselves to their peers.

The addition of the new kid testing panel will be something to watch, as the influential tween population uses this new platform to actively voice their opinions on the products that are offered to them. Marketing companies and manufacturers will get first hand information on the success or failure rate of their efforts and parents can use the information to decide whether or not the latest gadget is a worthy purchase.

According to marketing research, the tween population is the driving force behind the success of top grossing movies, (High School Musical) books (Twilight) and music sales (Jonas Brothers). The thoughts and opinions of this age group are a powerful influence in today's market, and the new kid testing panel of BeTweenTalk.com will have their finger on the pulse of up-and-coming merchandise, products, food and more.

For more information or to join this exciting tween scene, visit BeTweenTalk.com today.

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ABOUT (BeTweenTalk.com) – BeTweenTalk.com is committed to providing families with a safe and exciting online environment, exclusively designed for the 8-13 year old web surfer. As the needs and interests of the tween community evolve and grow, BeTweenTalk.com will be right there growing with them.

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Tags	tween, kids, kid, Family, teens, kids forum, blog
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