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## Startup Personalizes Digital Contact

To save companies time— and therefore money— a Peachtree Corners company is making content marketing quicker and easier through the use of an app.

[Yip Yip](#), a startup business in the [Prototype Prime](#) incubator, is helping companies deliver personally branded messages via social media in a snap.

“People trust people more than they trust companies,” said founder Brandon Lee.

Therefore, they are far more apt to open an article and share it if it came from a person, rather than a company. With the app, company employees can maintain business relationships through regular postings and discussions. The articles they share, through Yip Yip, were generated by their company’s marketing team. They just simply read the articles and post it, if it is something they would like to share.

“If you have 500 salespeople out there and they each take five minutes to engage possible clients through social media, that is over 41 hours,” Lee said.

With the push of a button, one person can send social posts and content out to thousands of individuals at one time, enabling them to stay in front of prospects in their social media.

Yip Yip currently employs 10 people at Prototype Prime and is securing clients. It is the third entrepreneurial adventure for Lee, who previously owned and operated Healthy Pet magazine and By Design Publishing. He said he has always known personalized messages are more powerful.

Prototype Prime is an incubator that focuses on early stage software and hardware technology startups. The 25,000 square feet offers open, collaborative workspaces, a podcast room, event space, and design & development lab. Funded by the City of Peachtree Corners and in partnership with Georgia Institute of Technology's ATDC, Prototype Prime's mission is to provide teams with the support they need to launch & scale.

For more information about Yip Yip, visit: [GoYipYip.com](http://GoYipYip.com)