

## **Sports Marketing Partners Agrees with Stout Social to Use MVP Index**

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Seattle, WA ([PRWEB](#)) April 28, 2014 -- Sports Marketing Partners (SMP), a Seattle-based sports marketing firm, has announced they will begin using Stout Social's MVP Index platform to help advise clients' on their social media effectiveness.

MVP Index is the professional sports industry's first index measuring athletes, teams and leagues social media brand value in real-time.

SMP is a sports marketing and consulting company with expertise in athlete branding and partnerships, digital and social marketing and sports content rights management.

Sports Marketing Partners will be the first boutique agency to work with Stout Social on MVP Index. The firm believes MVP Index can be beneficial to building and leveraging its clients' social influence in a constantly changing industry.

“MVP Index will be a valuable tool to our current and future clients as we work with them on building their brands and their endorsement opportunities,” SMP Principal and Founder Steve Schwartz said. “We will also use MVP Index to help potential marketing partners understand how our clients' social media influence compares to other players on their teams and in their leagues.”

MVP Index is cutting edge in the sports marketing industry as one of the only platforms that provides data to monitor the best ranked posts, track the competition among teams and leagues and provide in-depth metrics on an athlete's social engagement and rankings.

“Stout Social has been outstanding to work with and we look forward to learning from each other,” Schwartz added.

SMP, founded in 2013, is headquartered in Seattle, while also having operations in Miami, FL. For more information on SMP, visit the company's LinkedIn profile at <http://tinyurl.com/mcxenha>.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).