

One2One Network Hires Arianne Segerman as Director of Community Development

By One2One Network

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Women's word of mouth marketing, social media and PR company, One2One Network, hires seasoned writer and consultant, Arianne Segerman, to develop community outreach, blogger public relations and social media strategy.

GREENWICH– One2One Network announced today that the women's word of mouth marketing, social media and PR company has hired Arianne Segerman as their Director of Community Development. Ms. Segerman brings extensive experience as a freelance writer and consultant and most recently as Managing Editor of 5 Minutes for Going Green (<http://www.5MinutesforGoingGreen.com>).

In addition to managing a large team of writers and handling all aspects of 5 Minutes for Going Green from content to advertising and marketing, she also has written extensively for various online and print publications about her life as a mother to special needs children. Now, in the Director of Community Development role, she will be involved with the Network's community outreach and development, blogger public relations and promotions as well as social media strategy for One2One Network (<http://www.one2onenetwork.com>).

Says former music business marketing executive and One2One Network Founder/CEO Barbara Jones, "I am very excited to welcome Arianne Segerman to the One2One Network family as our Director of Community Development. Arianne has great energy and passion for connecting women and an acute understanding of the blogging community and social media. She will bring great value to our team and will help develop and enhance our social media strategies."

Created by a mom leaving the corporate world to pursue her own business ideas as well as her work/life balance, One2One Network fills the void that once existed between women and the companies who want to reach them. Savvy, smart and socially-active women are the best ones to go to for opinions on what women are really searching for today, and One2One Network seeks to bridge that gap, and get women interacting with each other and with the businesses that serve them. "My goal for One2One Network is to make it as fun and rewarding for its members as it is impactful for its clients," says Barbara Jones. "It's a true win-win situation, and its members benefit by being rewarded for doing what they already do everyday; spreading the word about things they love."

Since launching in January 2008, One2One Network has teamed up with various organizations, such as Epson, Warner Bros, AEG Live and MSG Entertainment, among others, enriching the experience for its rapidly growing network user base. One2One Network has helped clients who are focused on marketing to women and marketing to moms, create and activate effective word of mouth and social media marketing and PR campaigns.

For more information, please contact One2One Network at:
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About One2One Network:

One2One Network is a women-owned and operated, word of mouth marketing and PR company

successfully targeting the Women and Mom demographic. One2One Network develops and activates on-line and offline marketing, social media and PR campaigns for its clients to create authentic and effective Return On Objective (ROO). As an extension of their marketing services, One2One Network campaigns provide access to its expanding national network of women members ages 21-70+ who act as viral marketers and brand ambassadors for their client's products and services.

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