Don't Know Your Twitter From Your Widget? Overdrive's CEO Helps Businesses Dive Into Social Media

By Overdrive Interactive
Dated: Feb 17, 2009

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Boston, MA - For businesses, decoding the social media landscape is no longer a maybe, it's a must. The only problem is the lightening speed at which social media is developing can intimidate most marketers. So the head of a national award-winning interactive agency has set up an educational webinar aimed at demystifying social media.

Working off his popular lecture series, "Social Media Is About Socializing", Harry Gold, CEO of Overdrive Interactive, initially developed the webinar to share with professional colleagues of Overdrive's clients, which have included GMAC Insurance, Cognos, Harley-Davidson and Hasbro, among others. The topical subject has generated considerable interest among those new to the social media platform; in the last two months alone, Gold has conducted the webinar four times for more than 2000 combined registrants.

"We're in an era where even President Obama communicated via Tweets and Facebook posts during his election campaign and the good news is it's well within the power of the average businessperson to reach out to consumers in the same way," said Gold. "The message? Get out there and dive in -- if you just dip your toe in the water you will never get wet."

During the hour-long webinar, Gold tackles the most noteworthy trends in social media -- particularly YouTube, Blogs, Facebook, and Twitter. He encourages new users to begin the same way any person would -- by building an account, then post relevant news or information on your page or profile and, ultimately, amass friends, fans and followers.

"YouTube, Twitter and Facebook are exceptionally important social networking tools for today's businesses," says Gold. "The secret is to recognize the difference between using the social media platform for work and for play. Businesses need to post quality content that helps inform their audience in a meaningful way -- do this and you will make real and lasting brand connections with prospects and customers that generate ROI."

Upcoming free webinars will be broadcast on Wednesday, March 4 and Wednesday, March 11 at 2:00 p.m. EST. Details and registration information can be found at: http://www.ovrdrv.com/social-webinar/.

About Overdrive Interactive:
Overdrive Interactive is a full-service online marketing agency based in Boston that helps clients grow their business with engaging and measurable online media, social media and search engine marketing campaigns and services. The agency specializes in creating genuine consumer connections that help companies build their brands, generate leads and drive revenue. Overdrive serves organizations that are seeking a high level of accountability from their marketing firms and advertising investments. For more information, please visit http://www.OverdriveInteractive.com.

About Harry Gold:

Harry Gold is the architect and conductor behind Overdrive's ROI-driven programs, and is a frequent lecturer on search engine marketing, paid search management, social media marketing and online media for The American Marketing Association, The New England Direct Marketing Association, The Ad Club, UMass Boston, Harvard University and Boston University. He is also a recognized subject matter expert and columnist for ClickZ.

Gold started his online career in 1995 when he founded Interactive Promotions and has been at the forefront in developing successful online programs for various agencies and Fortune 500 companies ever since. He is now founder and CEO of Overdrive Interactive, the award-winning online marketing agency behind highly successful search engine marketing, online media and social media campaigns for clients as diverse as Harley-Davidson, John Hancock, The Princeton Review, LoJack and Dow Jones.

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Overdrive Interactive is a full-service online marketing agency based in Boston that helps clients grow their business with engaging and measurable online media, social media and search engine marketing campaigns and services. www.OverdriveInteractive.com

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