

## Whittemore Delivers Social Media Presentation to NJ Executives in Transition

*Christine Whittemore, chief simplifier of Simple Marketing Now LLC, delivered a social media presentation to Parsippany, NJ executives in transition on July 14, 2009 addressing how to use digital social tools for branding and research.*

**July 29, 2009 - [PRLog](#)** -- Kinnelon, NJ – Christine Whittemore, chief simplifier of Simple Marketing Now LLC, delivered a presentation to executives in transition at the Parsippany, NJ offices of a major career management organization on July 14, 2009. As an expert on the subject, she was asked to address the practical social media knowledge that would enable executives in transition to use digital social tools to rebrand themselves, broaden their understanding of the digital marketplace and better research companies, brands and market segments of interest.

“When you think that markets are conversations, taking place between people, and that technology now allows unprecedented access to these conversations and markets, it’s a shame not to participate,” said Whittemore. “In educating executives about social media, my focus is practical: how to demystify Google, Twitter and blogs, simplify access and encourage them to explore and start listening to the conversations taking place.”

Participants reacted enthusiastically to Whittemore’s expert presentation, expressing intent to set up their own Google alerts, research blogs relevant to their areas of interest and generally begin exploring online social tools like blogs and Twitter.

“The marketplace has changed significantly and it’s important for executives in transition to be aware of and feel comfortable accessing digital and social tools to better market and position themselves with future employers,” added Whittemore.

Whittemore urged participants to start by listening to the conversations taking place, explore and experiment with the tools available, and consider participating, but only after recognizing best practices and the rules of behavior essential to blogs, Twitter and other digital social platforms.

For more information about Simple Marketing Now LLC, contact chief simplifier Whittemore at [CBWhittemore@SimpleMarketingNow.com](mailto:CBWhittemore@SimpleMarketingNow.com) or visit the Simple Marketing Now website [ <http://SimpleMarketingNow.com>] and companion weblog & newsroom – Simple Marketing Blog [ <http://SimpleMarketingBlog.com>].

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About Simple Marketing Now LLC: Simple Marketing Now is a marketing communications consultancy that provides organizations with the right combination of traditional marketing and new and digital tools to improve the customer experience and build brand.

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Source	C.B. Whittemore
City/Town	Butler
State/Province	New Jersey
Zip	07405-2281
Country	United States
Industry	

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