

RetailConnections Adds Social Media Retaining Solveris Marketing + Communications as AOR

Retailers are realizing the importance of social media with a majority starting to develop a plan. In 2010, this becomes a major priority with more retailers using their budgets for social media. RetailConnections has realized this trend.

Dec. 27, 2009 - [PRLog](#) -- A recent poll found that 47 percent of online retailers will increase their use of social media this season. More than half, 60 percent, said they had added or improved their Facebook and Twitter accounts this year, the National Retail Federation (NRF) report said. Furthermore, in 2010, The MarketingSherpa reports that 79 percent of retail and e-commerce marketers are more likely to increase social media marketing budgets.

As the importance of social media becomes a growing priority for retailers, RetailConnections today announced several new, social media networking initiatives. Implemented by their new agency of record, Solveris Marketing + Communications, these efforts will keep RetailConnections a top resource for retail thought leadership. Their new social media site links can be found on their website <http://www.retailconnections.biz>.

The website and new initiatives designed and developed by Solveris Marketing + Communications is for use by senior-level executives and brings another level of business sophistication and functionality to RetailConnections communications. It also provides new tools and information for top-level business executives bringing them “unparalleled business value”— a RetailConnections mantra.

Highlights include:

*Integration of their blog, twitter and events brochures on their employee LinkedIn profiles and a new company profile at <http://www.linkedin.com/companies/retailconnections> which includes employees profiles and blog updates.

*A new blog feed and news update email <http://www.retailconnections.biz/newsletter.php>

*A new Twitter site at <http://twitter.com/retailconnect>

*A new Facebook page with event dates, photos, blog updates, twitter feed and more at <http://www.facebook.com/pages/RetailConnections/201857982143>

Additionally, the www.retailconnections.biz website has been updated with easy-to-follow links and icons and a twitter feed on the homepage of the site.

These new initiatives will allow RetailConnections to expand collaborative dialogue with thought leadership between events and allow executives to keep informed of RetailConnections new projects such as the new “Fresh Forum” debuting April 14-16 in San Antonio for supermarket retailers focused on making perishables more profitable. It will also allow our retail attendees and sponsors to more easily communicate their news and needs to us.

Marc Millstein, president of RetailConnections said,

"RetailConnections understands the growing importance of social media as a communication and collaboration tool for retailers. We think these new web 2.0 initiatives will provide more ways for us to help improve retailers businesses and add to the value equation of doing business with RetailConnections.

We've been very happy with the work Solveris has performed for us in the past, and choosing them as AOR was really an easy choice for us."

Solveris Marketing and Communications also helped promote RetailConnections Business and IT Executive Summit. The A-list confirmed speakers and panelists include:

- *Tom Cole, Chief Administrative Officer, Macy's, Inc.
- *Chris McCann, President, 1-800-Flowers
- *Tony Truesdale, President, CMO, Vitamin Shoppe
- *Diane Ellis, President, COO, Brooks Brothers
- *Patrick Murray, SVP, CFO, Sephora USA
- *Dennis Hernreich, EVP, CFO, COO, Casual Male Retail Group
- *Baron Concors, CIO, Pizza Hut
- *Mike Haaf, SVP, Sales, Marketing, Business Strategy, Food Lion/Delhaize
- *Michael Relich, SVP, CIO, Guess
- *Jon Kubo, VP, CIO, Wet Seal
- *Jay Dunn, VP, Marketing, Lane Bryant/Charming Shoppes Group
- *Bill Baxley, SVP, Merchandise, Marketing, Kerr Drug, and Chairman, Drug Chain Consortium
- *Jason Scheffer, Director, Inventory, Vitamin Shoppe
- *Lawrence Bergenfield, CEO, Bergenfield & Associates
- *Richard Hastings, Consumer Strategist, Global HunterSecurities
- *Bernie Brennan, Managing Director, Brennan Group
- *Jeff Roster, Research VP, Gartner
- *Greg Buzek, President, IHL Group
- *Lori Schafer, Retail and Technology Boards of Directors
- *Brian Hume, President, Martec International
- *Bill Noakes, Managing Partner, Noakes Group

To date, sponsors include: Founding - afterBOT, Cisco (also sponsor of opening night dinner), Direct Source, Epson (also sponsor of Third Annual Golf Tournament), 4R Systems, Intuit, Microsoft, NGC Software, Retailgent, SAS, Sterling Commerce, TradeCard, TradeStone and Verizon. Charter - BVI Networks, Headway Corporation. Resources, Epicor Retail, Manthan Systems, Pitney Bowles, Raymark and SAF-AG.

More than 30 of the largest retailers have signed on to attend, with many sending more than one senior executive to represent different business departments including: Men's Warehouse; Chico's FAS; Bed, Bath and Beyond (2); Perry Ellis International; Cabelas (2); Michaels Stores; Tory Burch; New Look (UK); JoAnn Fabrics and Crafts; Big M Inc.; The Limited; Dots (2); Due Maternity; Office Depot; Family Dollar; Wakefern Food Corp. (2), Restoration Hardware; Grocery Outlook; RaceTrac Petroleum; W.L. Gore & Associates (2); Cost Plus World Market; Stein Mart; Burlington Coat Factory; Payless/Collective Brands; Key Foods; Edwin Watts Golf; Helzberg Diamonds (2); Genesco; Roche Bros. Supermarkets; AMF Bowling Centers; Rooms To Go; Peek: Aren't You Curious, Green Hill Farm Store, and more. The next Summit, which is limited to 100 senior retail executives, will be held Feb. 21-23, 2010 in Miami, Florida.

For more information, email marc@retailconnections.biz; to register online go to <http://www.retailconnections.biz/event-registration.php>. Please note, the Summit is almost sold out.

Solveris Marketing+Communications partners Tony Sarcone and Robert Cordes Kline issued a statement saying,

“We were very pleased to be chosen as the AOR by RetailConnections. We consider them to be the number one players in their space and the most innovative. By listening carefully to their needs, understanding their business and clients needs, we believe we’ve created tools that are well-designed and with functions that will better serve RetailConnections, its customers and sponsors. We look forward to continuing the relationship with RetailConnections by collaborating on new, exciting initiatives”

About RetailConnections

RetailConnections was founded by long-time retail industry insider Marc Millstein, who has 25 years of industry experience working with retail executives in all segments. As founder and editor of Executive Technology magazine, Marc launched the Executive Technology website and newsletter, as well as the franchise's CIO Summits. He was also instrumental in summits for RIS News, in particular in founding that publication's Supermarket Executive Summit, and spearheaded a wide number of initiatives at Fairchild Publications. In addition to the Summit, RetailConnections has an extensive practice in hosting executive dinners and other live events as well as consulting with retail technology vendors on go-to-market strategies.

About Solveris Marketing+Communications

Solveris Marketing+Communications, <http://solveris1.com>, is owned by marketing and advertising veterans, Tony Sarcone and Robert Cordes Kline, partners. Solveris Marketing +Communications’ commitment is to develop and produce the most concise and effective campaigns and communication programs for their clients. Using a dynamic mix of traditional and new media, Solveris Marketing+Communications leverages its expertise to drive results for its clients’ goals and business. Solveris provides personal attention rarely found at today’s agencies. Working with Solveris Marketing+Communications is a smart and rewarding experience. Their main purpose is better results for your business.

Contacts:

RetailConnections, LLC.

Marc Millstein, Principal, 914-620-5947

marc@retailconnections.biz

or

Solveris Marketing+Communications

Tony Sarcone, Partner, Strategy and Client Relations, 732-801-0401

tsarcone@solveris1.com

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State/Province New York
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