

## **Whittemore Raises Bar In Social Media Marketing Expertise with Inbound Marketing U. Certification**

*Christine Whittemore, chief simplifier of Simple Marketing Now LLC, has been awarded the Inbound Marketing Certification, part of Inbound Marketing University comprehensive Internet marketing program, raising bar in social media marketing expertise.*

**March 1, 2010** - [PRLog](#) -- Kinnelon, NJ – Christine Whittemore, chief simplifier of Simple Marketing Now LLC, has been awarded the Inbound Marketing Certification, part of Inbound Marketing University comprehensive Internet marketing program (<http://inboundmarketing.com>).

Whittemore, an active practitioner in social media marketing since June 2006 when she established Flooring The Consumer - <http://flooringtheconsumer.com> - her first blog, places a premium on expanding knowledge. “Given how complex and confusing the online universe is becoming especially for those just getting immersed, it’s important to be able to offer clients the confidence and confirmation that they are choosing the right partner, one who is at the forefront of cutting edge technology. Certification is one very good way,” she says.

Inbound marketing certification acknowledges proficiency in inbound marketing principles and best practices, which include engaging with visitors and customers rather than pushing information at them, and earning customer attention by providing them with valuable content that truly interests them. “The goal of inbound marketing is to create useful and pertinent content for readers, to make relevant friends by being genuinely helpful, to be attractive to both search engines and readers, all so as to convert visitors into customers. Throughout the process, it’s critical to constantly measure, analyze and improve,” adds Whittemore.

Whittemore, who also received certification from Marketing Experiments’ Landing Page Optimization program in January 2008, explains “inbound marketing goes hand-in-hand with relationship building, earning customer trust and authentically and consistently participating in the online and offline conversations that are relevant to our marketplace.”

The Inbound Marketing Certification covers each facet of inbound marketing [i.e., blogging, search engine optimization, social media, lead conversion, lead nurturing and closed-loop analysis) and a comprehensive certification exam. Only 1,300 individuals have successfully passed the IMU program.

For information about Simple Marketing Now, visit <http://SimpleMarketingNow.com> or simply contact Whittemore at [cbwhittemore@SimpleMarketingNow.com](mailto:cbwhittemore@SimpleMarketingNow.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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