

Whittemore Addresses Integrated Social Media Marketing During Coverings 2010

By C.B. Whittemore

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Whittemore joins Perron and Friederichsen for Marketing In a Recession 101, an educational session offered during Coverings 2010 in Orlando FL on April 30th, when she will address integrating social media marketing into traditional marketing during

Kinnelon, NJ – Christine B. Whittemore, chief simplifier of Simple Marketing Now LLC, will address integrating social media marketing into traditional marketing during Marketing In a Recession 101, an educational session offered during Coverings 2010, the premier international trade fair and expo dedicated exclusively to showcasing the newest in ceramic tile and natural stone. It takes place April 27 through 30th, 2010, at the Orange County Convention Center in Orlando, FL..

Marketing In a Recession 101 takes place Friday, April 30th, 2010 from 8:30am to 11:30am. Christine joins Scott Perron of Big Bob's of America and Paul Friederichsen from Brand Biz, Inc. in a marketing 'how to' session during which they help a fictitious retailer solve problems and apply marketing tools. Retailers attending will learn how to make the most of available marketing dollars in a down economy, including how to use social marketing to connect with customers in new and meaningful ways

“Many Coverings attendees have questions about gaining a competitive edge given today’s environment,” says Whittemore. “Our workshop will help answer those questions. We’ve created a real-world framework so attendees can see marketing that integrates branding, advertising & promotion and social media marketing in action and be in a position to apply what they learn to their business.”

The 3-part, 3-hour workshop takes participants through today’s business, branding and marketing issues, and offers real solutions for making marketing efforts and dollars work harder in today’s economy. Part I: Branding Basics – foundational to everything – from identity to positioning in the marketplace. Part II: Advertising & Promotion – sure fire strategies and tactics to use. Part III: Social Media – the hottest way to communicate and bond with customers.

Coverings educational sessions are available to attendees free of charge. For information about Coverings 2010, visit www.coverings.com

For information about Simple Marketing Now, visit <http://SimpleMarketingNow.com>. Or, simply contact Whittemore at 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. Simple Marketing Now issues the Social Flooring Index - <http://www.SocialFlooringIndex.com> - which monitors the social state of the Flooring Industry. For more information, visit <http://SimpleMarketingNow.com>.

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