

How To Manage A Company's Social Reputation? Social Media Club North Jersey Shares Crucial Tips

By C.B. Whittemore

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Social Media Club North Jersey presents "I love you. I hate you. Customer Feedback in a Social World" to explore the dynamics of customer engagement via social media and social networks on 5/25/10 at Houlihan's, Secaucus, NJ, from 8 to 10am.

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"So many businesses are afraid to enter the conversation via social media marketing tools because they fear negative comments so they miss the opportunity to increase their digital brand visibility and connect with potential customers," says Christine B. Whittemore, organizer of the event and chief simplifier of Simple Marketing Now LLC. "This session will explore the positives and negatives associated with engaging in social media marketing, and outline best practices so businesses can make the most of customer feedback and manage their online social reputation for the better."

Whittemore will lead the discussion, which will feature perspective from her client, Devon Valenti, marketing manager North America, ALK Technologies. Valenti is responsible for marketing and promotion of CoPilot Live consumer and business navigation solutions. She has extensive experience across the marketing spectrum—from interactive and online to creative writing—and manages the social media presence for the brand—a smart phone and iPad based GPS application.

Whittemore has been immersed in social media since 2006 – personally, for a brand and for her business. She is the author of Flooring The Consumer – a highly acclaimed weblog about the customer retail experience and marketing to women and an AdAge Power 150 Marketing Blog. She also writes the Simple Marketing Blog, a Junta42 Top 42 Content Marketing Blog.

To attend the May 25th Social Media Club North Jersey event "I love you. I hate you. Customer Feedback in a Social World", register at EventBrite by visiting <http://smcnj2010may.eventbrite.com/>. An early bird rate of \$15.00 is in effect through May 18th, \$20 from May 19th through 24th, and \$25 at the door.

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About Social Media Club: Social Media Club brings together journalists, publishers, communications professionals, artists, amateur media creators, citizen journalists, teachers, students, tool makers, and other interested collaborators. Essentially the people who create and consume media who have an interest in seeing the 'media industry' evolve for everyone's benefit. We are more than just USERS, we are the reason the tools exist - we are the people who communicate our thoughts and ideas near and far. Join us and let's shape the future together!

Become a fan of Social Media Club North Jersey on Facebook.

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. Visit <http://simplemarketingnow.com> for more information.

Category Business, Marketing, Consumer
Tags social media, Marketing, reputation management, social media marketing, customer feedback
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