

## Marketing in the New Millennium: Integrating Social Media Marketing Into Your Marketing Plan

How do successful marketers create “Brand” recognition in our over-communicated marketplace? What ‘actionable strategies’ do you need to develop promotions that ignite powerful responses with your customers?

Powerful communication begins with a strategy that incorporates the goals of the organization. It clearly articulates a value proposition throughout every aspect of connecting with your customer whether it is direct marketing, sales, advertising, public relations, or social marketing.

Web 2.0 and the new wave of marketing have enticed many organizations into abandoning promotional methods that worked in the past. Many organizations have abandoned traditional forms of marketing in favour of the new “Social Media” and have failed to market themselves effectively.

Learn how you can leverage the viral power of the internet and social media integrating social media with your current marketing and public relations to build deeper relationships with your prospects and customers.

### Strategies for Success Combining Traditional and Social Media

### Position Your Concept in the Customer’s Mind Using Traditional and Social Media

### Advertising, Public Relations, Sales, Sales Promotion and Social Media

### Resources - Using Your Time, Money and People Effectively

### Keep Your Competitive Edge Using the Integrated Approach to Marketing

