

Top Tips on Online Marketing and PR 2.0

iReach Market Research Briefings

Amid the increased social media (blogs, Webinars, podcasts, vlogs), how does a company shift into this new PR world? There is a new term in town: PR 2.0. Coined by SHIFT Communications, PR 2.0 is the new frontier. Simply put, PR 2.0 is how public relations integrates with the technology-heavy world of today's business. Extending this to Online Marketing, organisations need to extend the Marketing mix to new and more complex customer conversations.

As thought-leaders in this field, iReach are hosting a number of industry briefings to introduce you to these industry drivers and share top tips to maximise your 'buzz' or word of mouth online.

Seminar Content:

- How is the digital Consumer changing brand awareness and communications?
- How can organisations communicate in new ways to extend brand awareness online?
- How can firms turn PR 2.0 and social marketing to their advantage?

Key Benefits:

LEARN about new innovations in PR 2.0 and Social Marketing and understand the impact on Consumer Brands.

IMPROVE your understanding of evolving Digital consumer behaviours to know how to react to market changes.

APPRECIATE the changing dynamics of Social Computing and evolving digital convergence in Ireland.

ACQUIRE skills, knowledge and inspiration to run effective PR, marketing campaigns and market research programs.

NETWORK with other executives from across the Irish Marketplace.



Who should attend
PR, Communications, Marketing and Research Professionals, Brand and Product Managers responsible for Consumer and Business brands.

Upcoming Dates
April 7th 2009 at 12:30pm to 1:15pm

Location
Live Online Seminar

Admission is free

Registration:
Please call Ciara Shaffrey on 01-400 3600 or email ciara.shaffrey@ireach.ie

