

Impact of Social Marketing on Brand Awareness

iReach Market Research Briefings

Impact of Social Marketing on Brand Awareness

The changing influence of Social Networking, Word of Mouth Marketing and Consumer Generated Media (CGM) make it difficult for companies to retain control of your Brand.

Customers will learn about your brand from individuals outside your influence. Creative individuals will create media that will contribute to the shaping of your brand. Social Marketing is now a key tool for us to use to engage your Brand with today's consumers.

As thought-leaders in this field, iReach Market Research will present Top tips to help you understand the changing consumer landscape in Ireland and approaches to maximise your Brand value.

Seminar Content:

- How is the digital Consumer impacting Brand awareness?
- How can Brands/FMCGs communicate in new ways to extend Brand awareness to maximise online opportunities?
- How can firms turn social technologies to their advantage?

Key Benefits:

LEARN about new innovations in Social Networking and gain a tangible view on these in action 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 marketing campaigns and market research programs.

NETWORK with other executives from across the Irish Marketplace.



Who should attend
Marketing and Research Professionals, Brand and Product Managers responsible for Consumer Brands and FMCGs.

Upcoming Dates
February 3rd 2010
From 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

