

DINNER MEETING + 2 CPEs

Wednesday, February 16, 2011

5:00 pm Networking 6:00-8:00 pm Dinner and Speaker

Manchester Country Club

Social Media and Interactive Marketing: Connecting the Dots

Social and interactive media platforms exist for every size business; these platforms can help build brand awareness, loyalty, trust, and new business. This presentation will focus on the benefits of social media and interactive marketing, best practices, how to integrate with current marketing efforts and within current budgets, and showcase results from community financial institutions. Case studies from Facebook and Twitter will be highlighted, LinkedIn's unique business-to-business platform will be discussed, and emerging social sites such as Foursquare and Groupon will also be explored. In addition, program participants will learn about locally-targeted (and affordable) online advertising opportunities on social/online sites through Google, Bing, Yahoo, Facebook and LinkedIn – all of which offer reporting capabilities, highly trackable, and measurable results.

Tara Hershberger has 18 years of media/pr/marketing experience ranging from director of research and development at WMUR-TV, to public relations and marketing director at Elliot Health System, to her current role as media/pr director at Pannos Winzeler Marketing – an advertising and communications firm specializing in financial services marketing, new media opportunities and Web development.



Tara is responsible for the management and oversight of all media (interactive and traditional) at the agency. Using both paid and “earned” media she connects clients with appropriate media to achieve their goals. In the last year she has published two articles in ABA Bank Marketing Magazine focusing on interactive marketing and Facebook. In addition, she is Google Adwords certified.

Tara holds an M.B.A. from Southern New Hampshire University and a B.A. from the University of New Hampshire. Active in several community groups, Tara is currently a board member of the Yankee Chapter Public Relations Society of America, and is also the founding president of the Litchfield Lions Club where she remains active.