

BUSINESS BRIEFS

ULSTER COUNTY

'Social media marketing' talk set

There is a completely new world of techniques and tools being employed in today's marketing arena under the heading of "Social Media." And that arena is vast, sophisticated and web-savvy. Some of the tools being implemented today include; Facebook, MySpace, Flickr, Twitter, YouTube, blogs and delicious (a program, not a culinary statement).

The Business Marketing Association of the Hudson Valley (BMA-HV) will present Rachele Reuben, Director of Web Communications from SUNY New Paltz, at their kick-off dinner meeting to discuss Social Media Marketing. Find out how Social Media techniques wrap your brand messages into high profile engaging on line experiences for social media users. You will learn how Social Media's Networks reach enables you to acquire new traffic beyond the Hudson Valley .

Reuben has been with the university since 1998 and is well versed in Web communications having overseen multiple major redesigns of their main site (www.newpaltz.edu). She has presented throughout the Hudson Valley region for various chambers of commerce and business meetings, as well as SUNY CUAD conferences on topics including social media, Web accessibility, information architecture, and Web site redesign best practices and pitfalls.

The sponsor for this event is Day-break Office Solutions, a virtual office for their clients. Their Virtual Assistants handle their customers' service and routine administrative tasks. Some of these services include scheduling appointments, keeping the online calendar up-to-date, handling faxes and emails, invoicing and follow-up, etc. Services are customized to each of their clients so they can pursue revenue producing tasks rather than dealing with back office issues.

The dinner is Sept. 23 at 6 p.m. at Ship Lantern Inn in Milton. For reservations, contact Rebecca D. Jones at RJones@mccm.com or go to www.bma-hv.org