

Internet Marketing Authority Jerry Allocca Wins the IABC-LI 2011 Achievement in Digital Communications Award

This award recognizes the extreme importance that internet marketing and social media networking now have in integrated communications programs.

WESTBURY, NY – The first annual Achievement in Digital Communications Award was awarded on June 15 to Jerry Allocca, who is a Google-recognized [Internet marketing authority](#). Jerry is the founder and president of CORE Interactive Marketing, a Westbury-based company that specializes in internet marketing.



IABC-LI (International Association of Business Communicators, Long Island chapter) recognizes practitioners who exhibit leadership, creativity and results in the still-emerging discipline of digital communications. Jerry received this award because he is using his skills, teaching, producing and making an impact. He is not simply following the rules of social engagement in the digital age, he is writing them and helping others benefit from them.

To help organizations “make it” through this economy, Jerry developed and began teaching workshops about search engines and social media to business professionals on Long Island and New York City. His aim was to inspire and motivate organizations, and show them the road to surviving in this economy by leveraging social media’s free tools.

As the popularity of his social media workshops grew, Jerry realized he was filling an important need: to help people take their marketing initiatives into the 21st century. Soon Jerry realized that he could help far more people than just those who attended his computer lab workshops. And so he wrote a book, [CONNECTED CULTURE: The Art of Communicating With the Digital Generation](#), which was released in January. This book shows marketers how to embrace social media, text messaging and internet marketing and how to avoid costly mistakes. He also writes a popular video blog with the same title: [CONNECTED CULTURE Blog](#).

Each year, IABC-LI honors exceptional communications professionals for their skill, enthusiasm and commitment to the field of business communications and for their service to the Long Island community. IABC-LI is dedicated to advancing the professional communications practice, and its awards program recognizes those who have contributed to this mission in a demonstrable way.

This year’s winners were honored at the IABC-LI Annual Awards Luncheon on June 15 at The Viana Hotel & Spa in Westbury. Mark Schumann, ABC, past chair of IABC International, was the keynote speaker. Those interested in learning more may visit the [IABC-LI](#) site.

Media Contact Info

Jerry Allocca
1025 Old Country Road
Suite 400
Westbury, NY 11590
516.719.6235 x111
Jerry@CORE.bz