

Internet Marketing Authority Helps Busy Marketers Build Effective Digital Marketing Plans

Digital marketing newcomers gathered in Garden City, Long Island, NY to learn key internet marketing, SEO and social media strategies from leading Internet marketing authority Jerry Allocca.



GARDEN CITY, NY, February 17, 2012 — CMOs, marketing managers, public relation specialists, and other business leaders gathered in Garden City, NY to learn the key steps required to build an effective digital marketing plan.

Search engine recognized Internet marketing authority Jerry Allocca shared powerful strategies and advice in his workshop **CONNECTED CULTURE: CREATE YOUR OWN DIGITAL MARKETING BLUEPRINT IN ONLY 1 HOUR**. He says, "People kept asking me 'how do I link all the digital media together to build an integrated digital marketing campaign.' I wanted to offer a workshop that would answer that question."

Allocca's workshop took digital marketing neophytes through every step of a marketing plan focused on their organization's unique needs. Jerry focused on the Four

Key Phases of an effective digital marketing plan: Phase 1 (Research) determines the target audience and outlines achievable goals. Phase 2 (Strategy) involves learning which digital tools best support your goals and how to seamlessly combine websites, email, mobile, search engines and social media to maximize results. Phase 3 (Tactics) shows participants which digital platforms to use and how to use them. Phase 4 (Measuring Success) tracks performance and return on investment. (R.O.I.)

The workshop was organized by the International Association of Business Communicators, Long Island Chapter, IABC-LI and was held on Feb 17th 2012 from 8:30 am to 10:00 am (EST). Ann Middleman, president of IABC-LI, noted, "It's clear there is great interest in leveraging digital marketing, and Jerry's workshop and extensive knowledge helped us to better understand and effectively employ digital marketing techniques."

The event was sponsored by Moritt Hock & Hamroff LLP a leading full-service commercial law firm with offices in Garden City and New York City. The firm offers a variety of legal services in virtually all disciplines of law affecting businesses and the people who own them.

About Jerry Allocca:

Jerry is the author of [CONNECTED CULTURE](#), a digital marketing playbook, and is the founder of CORE Interactive Marketing (www.coreinteractivemarketing.com), an award-winning team of Internet specialists. According to Google, Allocca is a recognized [Internet Marketing Authority](#) and is a frequent industry speaker on topics such as internet marketing, SEO, social media and website strategies. Allocca teaches popular hands-on workshops designed to help professionals and organizations connect with their target audiences online using digital marketing tools.

Media Contact Info

Jerry Allocca
330 Madison Ave, FL#6
New York, NY 10017
888.908.CORE(2673) x111

Jerry@CORE.bz