

## **CONSUMERS POWER THE WEB DRIVING COMPANIES TO CHANGE HOW AND WHAT THEY COMMUNICATE**

Widely respected strategist and author Denise Shiffman lays out a blueprint for building social currency in today's consumer-driven marketplace

Los Angeles, CA, March 10, 2008 – Consumer online conversations have radically changed the conventional laws of marketing and business communications. Today, companies are driven to monitor and influence the dialogue rather than control it.

Author of *The Age of Engage: Reinventing Marketing for Today's Connected, Collaborative, and Hyperinteractive Culture*, Shiffman drives home the requirement for engaging and interactive marketing tomorrow in her presentation, Social Currency: Making and Keeping Friends at the Orange County International Association of Business Communicators (IABC) meeting held at South Coast Plaza's Clubhouse Restaurant.

According to Shiffman, "Too many businesses still believe that begging mainstream press for column inches or interrupting consumers with print or TV ads is the optimal form of marketing. Today we have the opportunity to build long-lasting relationships with our audiences with relevant, informative, and entertaining content, along with open, interactive dialogue."

Building authentic, open relationships with customers and enabling them to voice their opinions and show their creative energy publicly is the first step to gaining respect and trust in the age of engage. "However, slapping a blog or podcast onto your Web site won't automatically draw crowds," says Shiffman. "There has to be a strategic plan to define the target audience, measure the return on investment, and evolve the blog, podcast, wiki, or widget."

At today's IABC Orange County meeting, Shiffman will lead a hyper-interactive session with attendees designed to address real issues PR professionals and marketers face changing their company's behaviors in order to gain success in this new era.

Denise Shiffman is founder and principal of the strategic marketing and innovation consultancy Venture Essentials. In her twenty-three-year marketing and management career, she has launched over thirty products responsible for more than \$2 billion in revenue, marketed pioneering computer and Web technologies, and reinvented the corporate brand of a Fortune 500 company.

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