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Marketing with Meaning

01.15.2010 | Students, Culture and Society, Business  Business owners wondering how a Tweet can create buzz for their product or how Facebook can bring in new customers can hear helpful tips this month from University of Dayton senior marketing students and one of the area's leading marketing strategists.

"It seems like everyone is on Facebook, LinkedIn or Twitter these days," said University of Dayton marketing professor Irene Dickey. "But many businesses are still trying to figure out how to use these online tools to make meaningful connections with customers."

The University's third-annual, student-led speed marketing seminar with guest speaker Bob Gilbreath, author of The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning, will help small and large businesses build meaningful relationships with their target audiences and identify measures for success in the ever-evolving digital space.

"Speed Marketing 3: A Double Feature" is scheduled for 4:30 to 6:30 p.m. Thursday, Jan. 28, at O'Leary Auditorium in Miriam Hall on the University of Dayton campus.

The event is free, but space is limited. Reservations are required to Irene.dickey@notes.udayton.edu. Directions and on-campus parking will be provided.

Gilbreath, chief marketing strategist at Bridge Worldwide, will open the event. Gilbreath will share insights and recommendations to help businesses earn the trust and attention of today's cynical customer and turn their marketing efforts into meaningful connections. Those who attend can preorder Gilbreath's book for a discounted price of $20 upon registration.

Students in Dickey's Internet and e-marketing class will then provide examples of digital media that should be considered in every marketing program and how the latest media tools can help businesses better understand their customers. The teams will focus on LinkedIn, blogs, Facebook, Twitter and search engine optimization.

"Speed Marketing 3: A Double Feature" is designed for people in marketing, sales, sales management, advertising, promotion and brand building.

The event is sponsored by the University of Dayton School of Business Administration and Bridge Worldwide in Cincinnati.

As chief marketing strategist at Bridge Worldwide, one of North America's largest digital and relationship marketing advertising agencies and part of WPP, Gilbreath leads the strategic planning team, advising clients such as Procter & Gamble, ConAgra Foods, Kroger, Luxottica, Abbott and Red Bull. His writing has been featured in Brandweek, he has spoken at Ad:Tech and Harvard Business School, and taught classes at New York University and Miami University. Advertising Age recognized him as one of the Top 50 marketers of 2004. For more information, visit www.marketingwithmeaning.com.

Dickey is a well-known marketing authority who has written about online marketing tactics, the use of branding online and the evolution and potential uses of Internet Weblogs as part of a marketing strategy. National media also have sought Dickey's insight on marketing issues, including Time, The Associated Press, Entrepreneur, The Dallas Morning News and The Arizona Republic.

For more information, contact Cameron Fullam, assistant director of media relations, at 937-229-3256 or fullam@udayton.edu.