

Financial Services and Online Consumers

Top Tips to drive Brand Values Online

Consumers are increasingly using peer-to-peer technologies and social networking to share information. Financial brands risk being undermined as marketers lose control of the message.

Online experience, broadband, and Social Marketing are transforming consumers' behaviour while the value of financial brands is being eroded.

As thought-leaders in this field, iReach are hosting a number of industry briefings to introduce you to these industry drivers and provide tips to maximise your Brand Values Online.

Seminar Content:

- How are peer-to-peer technologies changing consumers' behaviour?
- How is Social Marketing changing retail financial services?
- How can financial firms communicate in new ways?
- How can firms turn social marketing to their advantage?

Key Benefits:

LEARN about new innovations in Social Networking and gain a tangible view on these in action in Financial Services.

IMPROVE your understanding of evolving Financial Service consumer behaviours to know how to react to market changes.

APPRECIATE the changing dynamics of Social Computing and evolving digital convergence in Ireland.

ACQUIRE skills, knowledge and inspiration to run effective marketing campaigns and market research programs.

NETWORK with other executives from across the Irish Marketplace.



Who should attend
Marketing and Research Professionals, Brand Managers in the Financial Services sector

Upcoming Dates
March 24th 2009 at 12:30pm to 1:15pm

Location
Live Online Seminar

Admission is free

Registration:
Please call Ciara Shaffrey on 01-400 3600 or email ciara.shaffrey@ireach.ie

