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Digital Marketing 101

Current state of the union

We now live in a digital, social and mobile society, that is constantly being shaped and reshaped by the digital channels that are woven into the fabric of our everyday lives. As such, consumer expectations of your marketing are higher than they’ve ever been. How are you, as a business or a brand, going to set yourself apart and cut through the noise, while also appealing to the modern consumer?

Digital 101

Pearce will discuss the historical marketing mediums/tactics, and their modern digital analogs, and the marketing technology that is powering today’s modern marketing teams and companies. He will also dive into digital channels and tactics and the job roles and pay you can expect in this industry.