



Marine Marketers of America

For Immediate Release

Press Contact:

Michael Sciulla

msciulla@gmail.com

703-825-5055

Marine Marketers of America Hosts Miami Program:

“Practical Digital Marketing Strategies and Techniques for Marine Marketers”

MIAMI – Jan. 28, 2014 – Marine marketers grappling to fully understand SEO (search engine optimization), SEM (search engine marketing), PPC (pay-per-click), CPC (cost-per-click) and Google Adwords, among other newer digital technologies, will learn how to get underway quickly after attending an MSWSE (Mobile/Social/Web/Search/Email) presentation at the Miami International Boat Show on Thursday, Feb. 13 from 3:30-5 p.m.

Presented by Marine Marketers of America (MMA), the seminar “Practical Digital Marketing Strategies and Techniques for Marine Marketers” will feature two of the marine industry’s leading social media experts, Gaspare Marturano and Courtney Chalmers.

Marturano is Managing Director, Digital Marketing and Social Media at Fastlane, a strategic communications and engagement firm located in the New York City area. He is the author of “SocializeWith.Me: Or Someone Else Will” and brings more than 20 years of experience to this event, including serving as a Flotilla Staff Officer in the U.S. Coast Guard Auxiliary.

Chalmers is Director of Marketing at Dominion Marine Media and as a member of the senior management team, created and launched an integrated brand strategy to drive global demand for the *Boat Trader*, *YachtWorld* and *boats.com* products.

“This focus of this program will be on practical strategies and techniques that can be put to use immediately to generate tangible marketing results, especially for those with limited budgets,” said MMA president Wanda Kenton Smith. “While many of us in the industry are already well underway and entrenched in digital marketing initiatives for our companies and/or our clients, this presentation will serve as a great primer and refresher for those just getting underway or looking to learn the latest about digital marketing opportunities.”

Co-sponsored by the National Marine Manufacturers Association (NMMA), the event will take place during the annual general members meeting of MMA at the Miami Beach Convention Center, beginning at 3:30 p.m. on Thursday, Feb. 13 in room B118-119. It is part of MMA’s focus on providing professional marketing development and ongoing marketing education for the industry and is free to members and industry trade guests alike. The event will include a social networking segment and brief association reports. The annual Neptune Awards for excellence in marine marketing will be presented at the All-Industry Breakfast that morning, but winners will also be recognized again at the MMA meeting. Seating is available on a first-come, first-serve basis; no advance registration required.

About Marine Marketers of America

Marine Marketers of America (www.marinemarketersofamerica.org) is a professional development organization working to enhance the success of marketing and communications professionals involved in the recreational marine industry. The association was established in 2007.