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The Truth Behind Social Media Revealed by Leading Strategist

Deborah Collier, a leading e-business strategist will be revealing some startling insights about social media during her free webinar *'The Truth Behind Social Media'*, which takes place later this month.

Despite the benefits of social media for marketing, organisations are wasting money and opening themselves up to serious risk, according to Ms Collier who is Chief Strategist at e-business consultancy Echo E-Business.

Ms Collier explains “Businesses are diving in full feet with social media networks without understanding where and how they should be investing their efforts, and what messages to convey”

“Their businesses are at risk of sabotage and their staff are open to predators”, says Collier

Deborah who is an advocate of social media tools, has used social media for marketing and relationship building for the last 10 years and has trained a number of high-profile retailers, travel and professional service companies. She is best known for her discoveries and advice around how social media can support search engine optimisation and branding.

Echo E-Business, an e-business and marketing consultancy, which has developed social media marketing strategies for organisations globally, has developed a cutting-edge suite of industry-focused social media courses, all delivered securely over the Internet using web cams and a shared online workspace. *'Social Media for Hospitality'*, *'Social Media for Real Estate'* and *'Social Media for Publishers, Journalists and Writers'* are just some of the tracks available.

“Its important to remember, that it's not what tool you use, but also why, how and when to use it. With any strategy it's important to ensure that it fits your organisation's products and services, resources and budget. Your messages must be communicated effectively, in the right place, at the right time, at the right cost in an engaging way”, adds Collier

“Online strategies are an absolute necessity, even for the smallest or most traditional of traders and for e-businesses looking for levels of engagement unmatched by traditional media. The problem is that most businesses are still struggling to get to grips with social media applications, and understand their real value” explains Collier.

In response to this dilemma, the team at Echo E-Business are supporting businesses through the increasingly complex social media maze, Collier believes that with the right guidance, training and resources businesses will be able to embrace a wider range of tools confidently.

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Notes to Editor

E-Business Strategist Deborah Collier is the managing director of Echo E-Business, a consultancy specialising in e-business, digital strategy, e-marketing and management.

Echo E-Business' team of technology and marketing professionals are e-business architects helping organisations to build, enhance and market their online presence.

The Free Webinar '*The Truth Behind Social Media*' takes place 25th February. Places are available by registering at www.learnebusiness.com

Deborah specialises in strategy and training for e-commerce, digital branding and Internet marketing. She has 14 years experience supporting, advising, training and developing online strategies for both SME's and Large Corporations such as PriceWaterhouseCoopers, John Lewis, Kenwood and the Landmark London.

She runs an e-business advice column, which has more than 3,000 subscribers, and developed a thought-leadership article on e-business strategies in collaboration with PriceWaterhouseCoopers, John Lewis, Linden Lab, Cancer Research UK and J.P. Morgan.

For more information visit www.echoebusiness.com.

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