

HOWARD, MERRELL & PARTNERS

For more information:
Laura Gross
(919) 844-2768
lgross@merrellgroup.com

HOWARD, MERRELL & PARTNERS' JEFFREY L. COHEN TO SPEAK AT DIGITAL MARKETING FORUM IN AUSTIN

RALEIGH, N.C. – Feb. 1, 2011 – Howard, Merrell & Partners' Jeffrey L. Cohen will speak at MarketingProfs Digital Marketing Forum 2011 in Austin, Texas on Feb. 3, 2011. Online marketing has changed the way professionals interact and promote clients. The two-day conference will discuss the challenges and success stories of the digital landscape.

Cohen will participate in the panel entitled, "New To You: Social Media Best Practices to Heat Up Your Marketing," along with Sharon Mostyn, assistant vice president, Ecommerce at 1st Mariner Bank and Alan Belniak, director of social media at PTC. The panel will address the process of developing social media strategies for companies and establishing social media guidelines and tactics to integrate social media into existing marketing programs.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic marketing counsel to clients regarding social media and other online marketing tactics. He is also managing editor of SocialMediaB2B.com, a leading site discussing social media in the business-to-business space, as ranked by *Ad Age* magazine.

For more details about the event, please visit:
<http://www.marketingprofs.com/events/30/conference>.

About Howard, Merrell & Partners

Raleigh, N.C.-based Howard, Merrell & Partners Inc., founded 65 years ago, is a pioneer in understanding and applying the power of emotion to develop effective business and communications strategies. While much has changed since 1945, the agency still works to maintain the same virtues that Founder Jack Howard and his predecessors used to build the agency over the years. Agency services include brand development, creative development and production, consumer insight research, public relations, media asset services, event planning and management, social media, interactive services, Hispanic marketing and strategic account management.

Recent clients include Bank Independent, BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Georgia-Pacific Professional (Dixie[®] and enMotion[®]), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA[®]

brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, THOR•LO, UltraPet and Zilla. Howard, Merrell & Partners work has received the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. For more information, visit <http://www.merrellgroup.com> or the agency's blog at <http://www.merrellgroup.com/blog>.

###