

2020 IFEA WEBINAR SERIES



IFEA Webinar on Demand

Social Media: Turn Every Customer In To An Influencer

David Ramirez

User Generated Content Evangelist

TINT

San Antonio, TX



Your customers are your best advocates. They are constantly taking and sharing photos of their authentic experience. You've spent the time place-making, now leverage user generated content to grow your digital and print marketing strategy. People want to buy from real people. Market with your customers, not at them.

David Ramirez is a User-Generated Content Researcher and Evangelist at TINT. With his background in special events and marketing strategy, he helps businesses across industries leverage the power of User Generated Content. He serves on the board of the San Antonio River Walk Association, as a guest marketing instructor at the University of Texas at San Antonio Institute for Economic Development, and is a marketing mentor at the Break Fast and Launch Culinary Accelerator. Mostly, he's a nerd; talk to him about movies or marketing.

Length: 60 Minutes

Webinar on Demand will be sent as an online link along with any supporting document provided.

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