

Barbra Gago

Inbound Marketing Professional

A bit about myself, and what I believe:

I have a rounded body of experience. I've done web consulting, event planning, and fashion design, but the driving force within me is marketing through new media, and more specifically how the evolution of technology affects the way we communicate.

I have managed budgets and orchestrated strategic marketing plans for clients in the financial, automotive, health care, technology, online, and solar industries.

With a strong passion, and constant curiosity for new media and interactive technology, my expertise is focused on web content strategies, search engine optimization, new media and community development.

The future is now, and while traditional media still has its place, the way we look at communication has changed, and therefore the role of marketing (especially traditional media) has changed. As a marketer, I feel this nagging desire to listen to consumers—through research and interaction—and thus learn what they really want from products and services.

I think that's why my enthusiasm for social media continues to grow. Social media is a "virtual" platform, with endless opportunities for you to have real, meaningful conversations with consumers (evangelists of your brand), it's where you collaborate and respect the openness and transparency that comes with any solid, mutual relationship. It's where you share.

As a brand you just need to listen, be present, present yourself as an expert as proven through valuable content, participate and be passionate about the discussions constantly occurring.

I am a passionate writer. I find the use of specific words to communicate a point powerful, and beautiful. To me, the most important element of any website is content, and like words, I feel there must be intention, thought, and value. It's about innovation, connection, and your ability as a brand to create a unique experience.

Whether you're an online business or not, the fundamental concepts for marketing online are the same. What do you have to offer? What is your value proposition? And then, don't just tell people about it, but prove it to them through innovation, content and sincere social interactions that show you're genuinely interested in them and are listening to what they have to say.

Before Google existed, it was all about references, customer service, and word-of-mouth, and now that Google does exist it's all about reviews, participation, and comments. Again, the fundamental concepts are the same.