

# NEWS RELEASE

## FOSTER MARKETING FOCUSES ON SOCIAL MEDIA AT 12<sup>th</sup> ANNUAL FOSTER FEST RETREAT

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**LAFAYETTE, La. (Aug. 25, 2009)** – Foster Marketing held its 12<sup>th</sup> annual Foster Fest marketing retreat and summer meeting during a four-day cruise from New Orleans to Cozumel, Mexico.

Staff members and guests from Foster Marketing's offices in Lafayette and Houston attended the retreat focused on the importance of social media and online marketing for integrated business-to-business communications programs.

The retreat featured two half-day sessions led by Paul Chaney, Internet Marketing Director, and Brian Bille, Internet Marketing Specialist, at Bizzuka, Inc.; and Kristy Bonner, Digital Strategist at Foster Marketing.

Chaney, author of *The Digital Handshake: Seven Proven Strategies to Grow Your Business Using Social Media* and President of the International Blogging and New Media Association, spoke to the group about engaging in social media through outlets such as blogs, Twitter, LinkedIn and other social media sites.

"Foster Marketing recognizes the importance of the role digital media plays and is intent on embracing it in all its variant forms," said Chaney. "I appreciated the opportunity to share the principles and best practices of social media marketing and PR."

Bille emphasized the importance of having a strong online presence through an optimized website, search engine optimization (SEO) and involvement in social media.

Bonner reviewed Foster Marketing's own digital marketing plan and ways the company can use those same strategies to benefit its clients.

"It was an outstanding retreat and very educational and inspiring," said President George Foster. "Digital marketing is changing the way we do business, and this was a great way for our team to learn more and stay ahead of the curve."

Foster Marketing Communications is a 30-year-old business-to-business marketing, advertising and public relations firm. The firm serves clients internationally in the oil and gas industry from offices in Lafayette and Houston. Visit [www.fostermarketing.com](http://www.fostermarketing.com),

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