

Bigmouthmedia summit to map out finance sectors online battleground



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Bigmouthmedia reveals that one of the UK's leading online business experts is set to tell an audience of financial sector executives that the digital media will be a key battleground in their fight to beat the downturn.

Speaking ahead of the [bigmouthmedia](#) finance summit in April, Econsultancy CEO Ashley Friedlein believes that the finance industry faces a fight on two fronts over the coming year. In addition to coping with an uncertain market, he says the beleaguered sector will also be forced to come to terms with the explosive growth of social media.

"While the financial sector faces an unprecedented crisis of consumer confidence, it is also operating in an era where the way that businesses interact with the public is changing at a breakneck speed. The remarkable popularity of social networking applications such as twitter, LinkedIn and Facebook has taken many businesses by surprise, but the medium has already become a key commercial communications channel," said Friedlein, "Coming to terms with these new channels and keeping pace with the rapid developments within them will be one of the critical challenges facing businesses in the months ahead."

Drawing upon Econsultancy's wealth of industry research, Friedlein plans to use the event to demonstrate how businesses can effectively engage the social media. Joining a line up of some of the UK's best known online finance specialists, his presentation will contribute to an agenda designed to take participants through the key marketing strategies recommended to help businesses prosper in the current economic climate.

He will be joined by Senior Head of Financial Services at Google UK Ian Morgan and Tom Pearman, Finance Manager at Microsoft Advertising. Comscore's Paolo Barbesino, Yahoo Finance Category Director Jeremy Fawcett and Will Cooper from New Media Age will also be presenting.

"It may be a tough time for the finance sector, but there are still opportunities for smart, successful companies working towards the recovery," said Chris Cathcart, Senior Finance Strategist at bigmouthmedia.

He continued, "We designed this summit to highlight the positives, and the attendees can look forward to an exciting event focused on successful strategies, informal networking and a chance to speak directly with the people at the forefront of online finance in the UK today."

Note:

The [bigmouthmedia Finance Summit](#) takes place in London on 8th April and is a free event aimed at senior marketing and ecommerce executives. Places are limited, but those wishing to attend can call 0845 130 0055 or email hello@bigmouthmedia.com for an invitation.

About

bigmouthmedia

Founded in 1997, bigmouthmedia is Europe's largest independent digital marketing agency. With a team of over 200 staff across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: PPC and [Search Engine Optimisation](#), Online Media Planning, [Affiliate marketing](#), Social Networking, Brand Monitoring, Online PR and Web Analytics.

Leading the digital marketing strategies of a third of the UK's most trusted brands, bigmouthmedia services over 300 big-brand customers globally including: Adidas, Hilton, British Airways, Tesco, Aer Lingus, BP, Barclays, Castrol, Conrad International, Dorling Kindersley, Early Learning Centre, , Fasthosts, Jumeirah, Canon, Samsung, Starbucks, Top Man, Debenhams, Which?, Lacoste, Euler Hermes and Wall Street Institute.

High-res images available on request

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