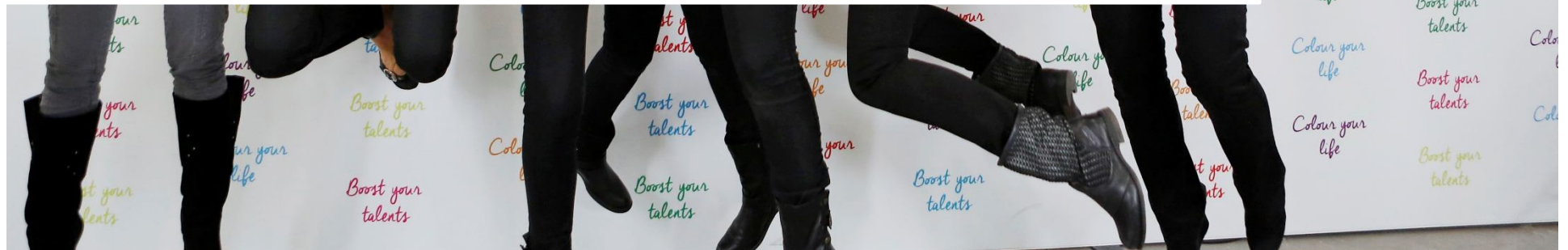




USING SOCIAL MEDIA TO MARKET YOUR BUSINESS



Global Summit of Women 2014, Paris

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*We are much more alike than
different...*



*We have to be the change
we want to see in the world*

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*Digital ? Go for it,
jump on it, embrace it !*



*Social media?
Not such a big deal*



***It is not about being an expert, but
how emotionally you connect with
people***



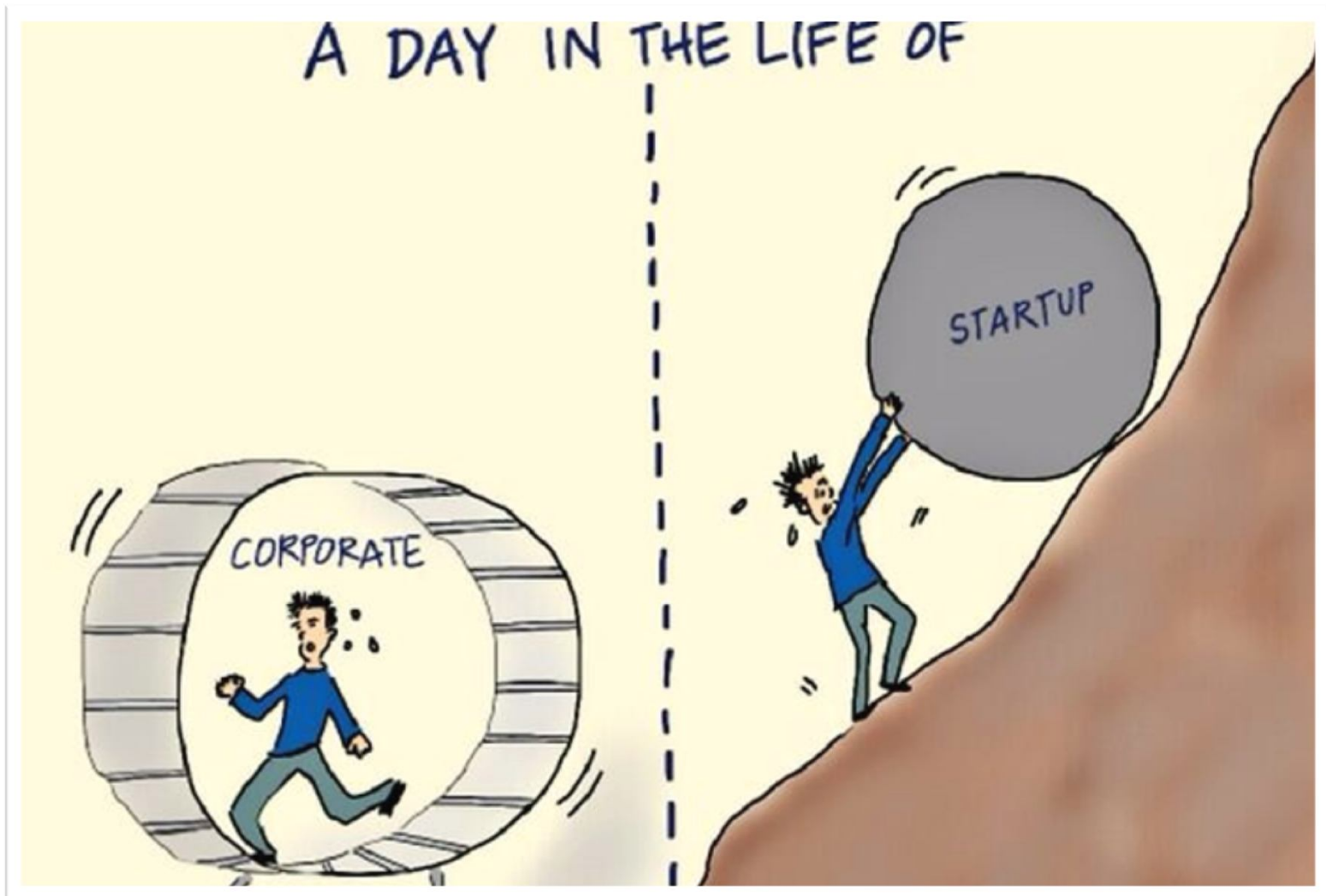
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Social media helps me to learn a lot



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and to have fun



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No more than 3 subjectts:

IN-STORE DIGITAL RETAIL: THE QUEST FOR OMNICHANNEL

Written by Hiding Anderson, Sr. Manager Research + Insights, Washington, DC & Rachel Zinser, Sr. Associate Research + Insights, Chicago, with Rebecca Prettyman, Associate Research + Insights, Chicago & Lauren Egge, Associate Government Services, Washington, DC

"Of the 71 retailers, only 4 emerged with 'baseline' scores. Effectively, in-store digital experiences today are only weakly integrated with in-store goals and activities."



Over the past decade, retailers of all sizes have been driven by disruptive technologies and the changing consumer to make major investments in digital channels, particularly e-commerce and mobile platforms. But now, more retailers are starting to embed sophisticated interactive tools—from digital displays to interactive exhibits—into the store layout itself.

E-commerce investments used to be focused on simply complementing the traditional retail store footprint. In that world, shoppers would browse online, compare prices through their PC and ultimately end up in the store to purchase. It was a linear journey.

But increasingly, new e-commerce tools are able to directly influence the in-store

exploring in-store self-checkout with smartphones.

To measure the degree to which retailers are successfully building links between their digital and physical stores, SapientNitro independently conducted a four-month audit of specialty retailers. We evaluated the physical locations of 71 retailers across 7 key criteria, gathering over 500 points of data (See Methodology & Approach).

In the end, what we found was surprising. Of the 71 retailers, only 4 emerged with 'baseline' scores. Effectively, in-store digital experiences today are only weakly integrated with in-store goals and activities. The content and functionality (if it exists at all) of these experiences tends to

Need a Job? Invent It

HOMAS L. FRIEDMAN
March 30, 2013 80 Comments

IEN Tony Wagner, the Harvard education specialist, describes his today, he says he's "a translator between two hostile tribes" — the education world and the business world, the people who teach our kids and the people who give them jobs. Wagner's argument in his book "Creating Innovators: The Making of Young People Who Will Change the World" is that our K-12 and college tracks are not consistently "adding the value and teaching the skills that matter most in the marketplace."



This is dangerous at a time when there is increasingly no such thing as a high-wage, middle-skilled job — the thing that sustained the middle class in the last generation. Now there is only a high-wage, high-skilled job. Every middle-class job today is being pulled up, out or down faster than ever. That is, it either requires more skill or can be done by more people around the world or is being buried — made obsolete — faster than ever. Which is why the goal of education today, argues Wagner, should not be to make

FACEBOOK
TWITTER
GOOGLE+
SAVE
EMAIL
SHARE
PRINT
REPRINTS

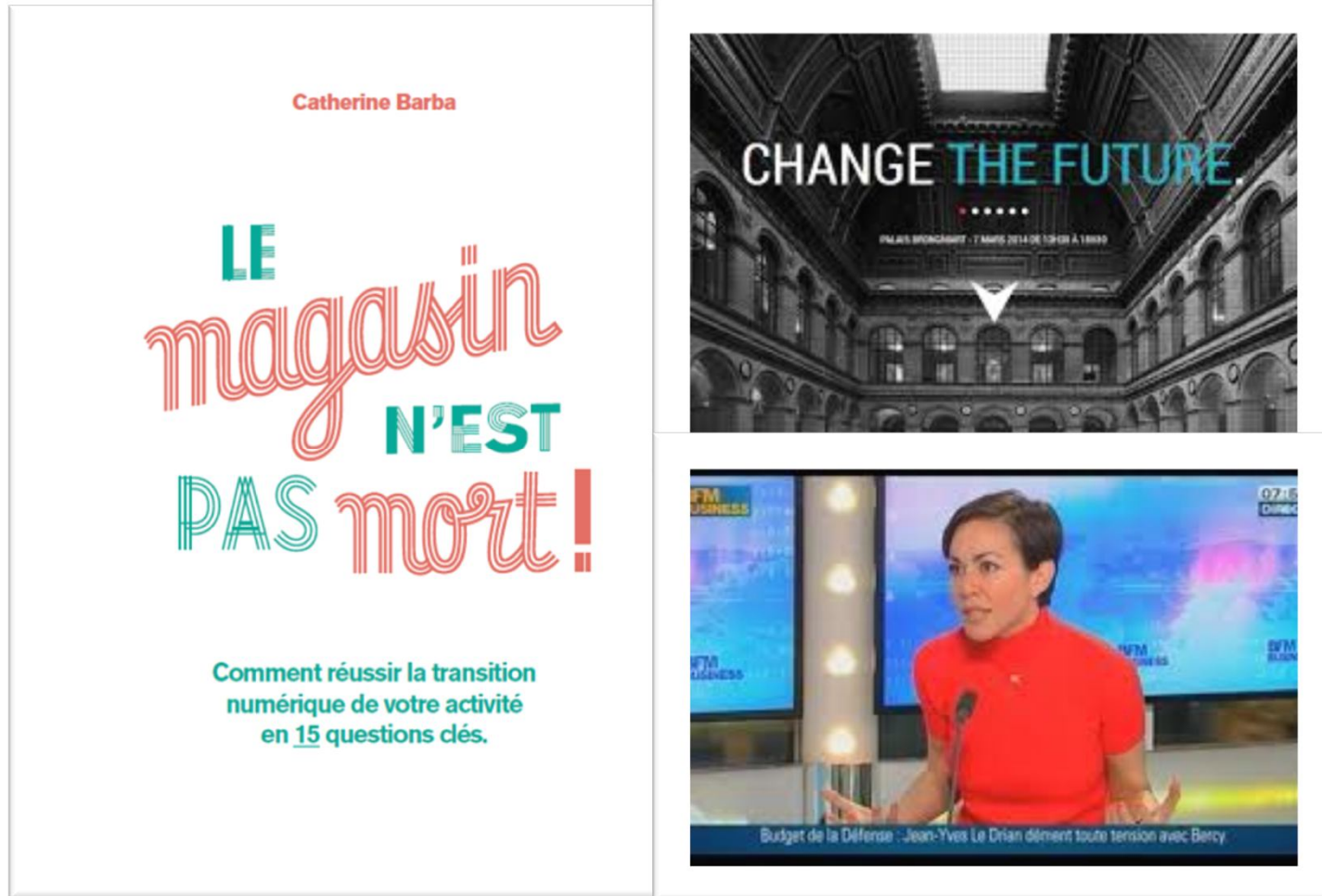
CALVARY
AUGUST 1
WATCH TRAILER

LET'S BROADEN
THE WORLD'S
ENERGY MIX.
LET'S GO.

Find out why we're investing in natural gas

ENTREPRENEURS ARE GREAT

Sometimes I am a little spammy or salesy...



@cathbarba

...sometimes it is just for fun



@cathbarba

I use tools to keep it relevant



Gap?



*And it markets my business
as I do stick to my core values*

**"A Warrior Spirit,
a Servant's Heart
and a Fun-loving
attitude"**

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Don't watch it, start playing now!



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Merci
Thank you!



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