

College Financial Aid Expert Jodi Okun Talks About the Importance of Social Marketing

/EINPresswire.com/ The Jodi Okun Show Welcomes Nationally-Acclaimed Social Marketing Strategist and Author, Ted Rubin

Seal Beach, CA - College financial aid expert Jodi Okun announced today that she will be welcoming nationally-acclaimed Social Marketing Strategist, Ted Rubin, on the her BLOG Talk Radio Show on Wednesday, February 6, 2013 at 9:00 a.m. PST.

Ted Rubin is a leading Social Marketing Strategist and in March 2009 started using and evangelizing the term [ROR, Return on Relationship™](#). It is a concept he believes is the cornerstone for building an engaged multi-million-member database that are vocal advocates for the brand, like the ones he built for several major brands.

Many people in the social media world know Ted for his enthusiastic, energetic and undeniably personal connection to people. He is the most-followed [CMO on Twitter](#) and has one of the deepest networks of any marketer in the social arena. ROR is the basis of his philosophy: It's All About Relationships!

When asked about this philosophy, Rubin had this to say: "Relationships ARE the new currency — honor them, invest in them, and start measuring your ROR!" During the show, Rubin will be discussing his new book which teaches readers to:

- Maximize their potential by using the right community-focused tools on the Internet;
- Discover why 'That's the way it's always been done' will leave them without any customers;
- Learn the importance of moving from "convince and convert" to "converse and convert";
- Understand what main problems will keep them from seeing dramatic results.

Listeners can tune in to the show by visiting: <http://www.blogtalkradio.com/411voices>.



Ted Rubin

Jodi Okun is the founder of [College Financial Aid Advisors](http://www.collegefinancialaidadvisors.com) where she works closely with students to successfully navigate the financial aid process. Her exclusive confidential and personal service not only helps identify grants, loans and scholarships available to students, but also helps submit the multitude of forms associated with obtaining college financial aid.

She is also the host of #CollegeCash, a live twitter seminar held Thursdays from 10:00 -11:00 p.m. EST. Participants include industry professionals, students, parents and teachers coming together to share information.

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<http://www.collegefinancialaidadvisors.com>

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