

Meet Christine B. Whittemore

Christine B. Whittemore is Chief Simplifier of **Simple Marketing Now LLC**, a NJ-based inbound marketing consultancy that simplifies today marketing imperatives for seasoned marketing professionals and CEOs.

Simple Marketing Now helps businesses get found online through blogs, social media and content marketing, converting that content investment to solid, qualified leads.



The Simplifier's Background:

Whether it's developing and implementing an inbound marketing strategy, or refocusing website content to be more SEO friendly, or even working alongside you to consistently publish online blog content, Whittemore is tireless in her commitment to ensure that your business delivers on its goals and that your content connects with customers.

Her immersion in digital marketing, social media marketing, content marketing and inbound marketing comes out of her experience creating valuable marketing in non-high tech businesses – from art museums, non-profit trade associations, financial institutions, to apparel, furniture, tile, carpet and flooring. She has always looked to improve the efficiency and effectiveness of marketing dollars while connecting with customers. That's why she was awarded Solutia's prestigious *Customer Focus Award* in 2000 for successfully doubling the size of the Wear-Dated upholstery fabric business over four years.

Most remarkable about Christine Whittemore's immersion in inbound marketing, digital marketing and content marketing is that there's history behind the experience.

Inbound marketing:

Christine actively practices inbound marketing with her own business as well as for clients. She is a certified HubSpot partner.

Digital Marketing:

- She has successfully redesigned several websites. Her first involved redesigning the Wear-Dated website, transforming it from a static, difficult-to-update site to a social media friendly, intuitive, content-rich and easy-to-administer site that engaged with website visitors and helped Wear-Dated get found online, in her role as Director of In-Store Innovation for Solutia's Wear-Dated carpet fiber.
- She manages Adwords accounts for clients helping them achieve conversions as a result of PPC ad spend.
- She has analyzed hundreds of websites to identify SEO (search engine optimization) improvements. Before undertaking Adwords campaigns, Whittemore will suggest on-page improvements.

Content Marketing:

- Christine has been immersed in content since graduating from Columbia Business School! She began melding content with digital and social tools when she launched her first marketing blog, *Flooring The Consumer* about the customer retail experience, marketing to women and social media marketing in June 2006.
- Listed in *Being Peter Kim's M20: Top Marketer Blogs*, profiled in Susan Abbott's *Idea Studio Blog* on Abbott Research & Consulting, on Toby Bloomberg's *Diva Marketing blog* in the Biz Blog Profile Series, and interviewed on Anna Farmery's *Engaging Brand podcast*.
- She launched *The Carpetology Blog*, about all things carpet [fashion, style, care, buying advice and news] to develop rich and relevant carpet content and drive better qualified traffic to the Wear-Dated website. It speaks directly to carpet consumers.
- She launched *the Simple Marketing Blog* in March 2009 to address social media marketing, integrated social media marketing and best practices. It has been recognized as a *Junta42 Top Content Marketing Blog*.

Writer and Speaker:

Christine Whittemore writes for *Floor Covering Weekly*, a Hearst Publication, about the in-store and online customer experience. She contributes to *MarketingProfs* and *Content Marketing Institute* about social media marketing, inbound marketing and content marketing.

She published a white paper titled "A Firsthand Tale of Adopting Web 2.0 Technology to Build Brand" in *Perform: The Marketing 2.0 Authority* by Montgomery Research.

She authored "*Social media is a legitimate tool for business*" in *Floor Covering News's 2nd annual Guide to Using Social Media in Business*.

Since 2005, Christine has presented on the topic of customer experience and marketing with social media at industry events such as Coverings and Surfaces, and with groups such as the National Tile Contractors Association, FCA Network, Crossville Tile, Natural Beauty Summit America 2012, the International Window Coverings Exchange and Nufloors Canada. She presented on lead generation with social media at the MarketingProfs B2B Forum 2011 and on content curation at Info360 2012.

Other Highlights:

Christine earned her undergraduate degree from Smith College and her MBA from Columbia University.

In May 2011, Christine was recognized as one of twenty-five women propelling the flooring industry by *Floor Covering News*. In 2013, she was highlighted in "*People Driving the Industry*."

Christine serves on the Columbia Business School's Alumni Club of New York Board of Directors, on the Kinnelon Library Board of Trustees as treasurer, and is a member of the Surfaces Education Advisory Council.

For more information about *Simple Marketing Now* and Christine Whittemore, please visit <http://SimpleMarketingNow.com>.

