

**FOR IMMEDIATE RELEASE**

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**NICK TRIMARCHE TO SPEAK AT ANNUAL  
“EVERYTHING JERSEY BUSINESS: CONFERENCE & EXPO”**

**October 15, 2010 – Orlando, FL** – Nick Trimarche, President and CEO of NET Marketing Consulting Group, will be speaking at the fourth annual “Everything Jersey Business: Conference & Expo” on October 26, 2010, from noon to 5 p.m. at Pines Manor in Edison, New Jersey.

According to the event’s website, the conference and expo is hosted by the New Jersey Chamber of Commerce and *The Star-Ledger* and promises to be “... one of the best business shows ever.” Over 100 exhibitors will be participating, as well as workshops on key topics, which will include a New Media presentation by Nick Trimarche.

Nick Trimarche is president and CEO of NET Marketing Consulting Group, a New Media agency specializing in Social Media Marketing, Search Engine Management, Blog Publishing, and Online P.R. He will be speaking on the importance of New Media in today’s digital world, revealing how businesses both large and small can take the steps to protect their online position and also enhance it through a blend of New Media strategies.

“Business owners must make a strategic, conscious effort to reach their consumers where they search for information, socialize, and share content online—and they must do it creatively and consistently with messaging and content that is relevant to their consumers,” says Trimarche. “We’re looking forward to educating the participants of this conference about how New Media--when enacted effectively--can help businesses increase their online visibility and nurture online relationships with consumers.”

Participants can register online at the New Jersey Chamber’s website. Cost is \$39 for members; \$59 for non-members.

Nick Trimarche maintains NET's offices in both Orlando, Florida and Jersey City, New Jersey.

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**NET Marketing Consulting Group is a New Media marketing consultancy specializing in Non-Advertising™ solutions, including Social Media Marketing, Search Engine Optimization, Blog Management, and Online P.R., as well as interactive design and branding related to New Media and Internet Marketing. For more information and to read the company's blog, visit [www.netmcgroup.com](http://www.netmcgroup.com). And of course, be sure to follow NET on Facebook and Twitter.**

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