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Web Marketing Expert and Educator to Share Social Media Marketing Secrets at Business Panel

Nicki Gauthier, COO of online marketing agency Web Marketing Therapy, to share social media marketing strategies at Montecito Bank B2B business series with other online marketing experts.

SANTA BARBARA, November 2011 - Local Santa Barbara businesses will be gaining a wealth of knowledge on the topic of social media marketing at the latest B2B business panel discussion series for Montecito Bank and Trust on November 16th. [Nicki Gauthier](#) web marketing expert, trainer and COO of Santa Barbara based web marketing firm [Web Marketing Therapy](#), will sit on the panel to share the latest strategies and best practices in social media and online marketing. Gauthier's work at the agency centers on the Web Marketing Therapy philosophy to diagnose, prescribe and guide healthy marketing solutions.

Nicki Gauthier is known as the "Social Media Support System" by colleagues and clients alike for her intensive work leveraging analytics to measure success and optimize web marketing campaigns, as well as set up social media strategy and oversees social media management. As an instructor for the "The Art and Science of Web Analytics" at UCSB Extension and social media trainer for clients and colleagues through Web Marketing Therapy, Gauthier is an expert resource for businesses in and out of the Santa Barbara area and will be an important contributor to the B2B series discussion.

"Before you dive deep into social media, small businesses need to know their audience, establish their brand message, and create a social media strategy. Are you sending your audience to your web site? Does your site efficiently communicate your brand message? If not, work on your site first before you dive into social media. Social Media is about engagement and listening. It is more important to listen and respond," says Nicki Gauthier. She adds, "I am honored to be a part of a smart group of web marketing experts for the B2B event and I look forward to sharing social media tips with local businesses."

The panel discussion, titled [Social Media for Your Growing Business](#), is part of the B2B series: Your Growing Business, by Montecito Bank and Trust. The discussion will be held on November 16th at Fess Parker's Doubletree Resort in Santa Barbara, from 5:00-7:30pm.

Gauthier will be joined on the panel by *lynda.com* cofounder and Executive Chair, Lynda Weinman, founder of *Socialmash Media* and COO of *Brendan's Irish Pub and Restaurant Group*, Shawn Mulchay and keynote speaker Peter Shankman, founder and CEO of *The Geek Factory, Inc* and *Help A Reporter Out (HARO)*.

About Nicki Gauthier:

Nicki Gauthier is a web marketing expert, trainer, speaker and educator. She is the

Chief Operations Officer (COO) of Web Marketing Therapy, a boutique web marketing agency and training company that diagnoses, prescribes, and guides healthy marketing solutions. Gauthier leverages marketing opportunities to build strategy and optimize web marketing. She provides web marketing support, training, advisory, and execution for her clients so they can maximize web opportunities and successes. Nicki teaches "The Art and Science of Web Analytics" at UCSB Extension and guest lectures at conferences and other university classes.

About Web Marketing Therapy

Web Marketing Therapy is a full-service marketing agency dedicated to educating and empowering businesses and individuals to restore their marketing health to achieve maximum wealth from the web. For agency services, online classes, training and a healthy dose of marketing empowerment, inspiration and resources, visit <http://www.webmarketingtherapy.com/>