

## **Boris Mizhen - Joins Industry Professionals at the Social Media Strategies Summit in Las Vegas**

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Mizhen takes an interest in the advent of products such as the Apple Watch and other wearable tech that is currently in development and close to market phase. NEW YORK, NY - March 13, 2017 /MarketersMedia/ -- Renowned real estate developer and community philanthropist Boris Mizhen was in attendance at the Social Media Strategies Summit in Las Vegas. The event was invaluable in gaining fresh perspectives and new ideas on the latest advances in the digital marketing landscape. Boris Mizhen has long been a believer in leveraging the latest technology to push brand awareness and marketing. He once said that 2015 had been the first year that Internet traffic on mobile phones and tablets outpaced the growth of traffic on desktop and laptop machines, making social media a legitimate marketing option. Mizhen also indicated that video advertisements on platforms like Facebook and Snapchat were making clear headway in the marketing realm and users seemed to respond to these online ads. He emphasized that Facebook, in particular, was valuable for these marketing efforts, as it was the single most popular app among smartphone users.

Mizhen takes an interest in the advent of products such as the Apple Watch and other wearable tech that is currently in development and close to market phase. "Optimizing wearable technology to advertiser's needs is encouraging firms to be creative with how to achieve their targets. The future will definitely bring some of the most experimental new methods as to how companies get people to interact with adverts or messages," says Boris Mizhen. Emphasizing the role of social media in the 21st century markets, he predicts a tremendous rise in trends toward 'app indexing', noting that for mobile users, "an app can do everything that a desktop site can. We are only a few years away from making websites as we know them completely obsolete as current online patterns will soon grow into a powerful force that will dramatically change the way businesses operate." Boris Mizhen foresees a move toward sponsored content, with organizations paying to promote a third-party product or service.

The Social Media Strategies Summit is a perfect fit for Mizhen, as it delves into areas such as analytics, Twitter, mobile marketing, and social enterprise. The SMS workshops covered an array of topics including video marketing tactics for social media, cross-channel branding appealing to users on different online outlets, ways to get the most out of content marketing, and brand reputation management. Speakers included Cisco Editorial Producer Stephanie Ellen Chan; Time, Inc. Director of Creative Strategy Melanie Deziel; Mattel brand marketer Lisa Perez; U-Haul Social Media Manager Ken Schneider; MGM Resorts International VP of Social Media and Content Strategy Beverly Jackson; and Honigman Media CEO Brian Honigman.

Boris Mizhen is a leading New York City-based real estate developer and online marketing expert. His career in real estate was achieved when he demonstrated to be one of the most innovative online marketers in the world. Mizhen owns and manages dozens of successful properties across the North Eastern United States and is continuously looking for new ways to advance the workings of the real estate industry. His passion for buying and improving housing for people of differing economic backgrounds parallels his love for charitable work, including the Jewish Foundation of Greater New Haven and Chabad of the Shoreline, whose festival they have acted as the primary sponsors for a decade.

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