

IC Media Direct Announces Premiere Online Brand Repair Blueprint at LeadsCon New York

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IC Media Direct has long been a participant of the LeadsCon New York, as well as LeadsCon Las Vegas. In line with the conferences' desire to ask industry leaders to present their unique talents, the marketing agency was available to discuss their unique ability to repair reputations of individuals and companies that have had the unfortunate experience of a negative representation of them online. While many other considerations come into vertical media and direct marketing, reputation and public perception is at the very basis of successfully marketing any entity. By describing the realities of how quickly an online reputation can be tarnished and the basics of what it takes to successfully reverse such a situation, the agency's presentation proved to be of great use for the event's attendees.

IC Media Direct experts were joined by a plethora of businesses from every segment of the vertical media universe, including marketing service companies, technology solution providers, ad agencies, and venture companies searching for profitable investments. Speeches, discussions, and learning forums, offered valuable insights into the most effective strategies and latest trends. Speakers and moderators from major companies shared their knowledge, while targeted sessions focusing on lead generation and high-quality marketing strategies resulted in the type of specific guidance to help bridge the gap between advertisers and consumers.

Full service reputation management and public relations agency, IC Media Direct has been providing their groundbreaking expertise for nearly 20 years. One of the first marketing firms to truly understand the potential of the Internet in its early stages, they also noted the extent positive or negative internet reputations can have on an individual or organization. As a result, the New York and Washington D.C.-based agency developed strategies that provide 100% control over online search results, by pushing down undesirable results. Clients from Fortune 500 CEOs to top sporting personalities have relied on IC Media Direct, while major marketing events and conferences such as LeadsCon, Affiliate Summit, and ad:tech welcome the agency each year to share their knowledge and insight.

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