

## Hall Announces May Social Media Breakfast Maine

### *Effective Branding*

May 16, 2013

**Portland, Maine** - [Hall Internet Marketing](#), a Maine internet marketing firm, is excited to announce the next [Social Media Breakfast Maine](#) - SMBME 46: Effective Branding. The event will be held May 31<sup>st</sup>, 7:30-10am at Portland's Masonic Temple on Congress Street. Breakfast will be provided.

As our digital world evolves and grows, so does the sea of faces, names – and logos. Really making your mark has become more important than ever. This month's SMBME will focus on the traditional, back to basics marketing side of things: trademark and branding.

Zeke Callanan will moderate a panel of speakers who will cover everything anyone ever wanted to know about effectively (and legally) branding yourself, a product or your company. Marketing and branding consultant Ryan Thomas Shimala of More & Co. will talk about the branding process – how it works and what it means. Local entrepreneur Tony Lewis will provide some valuable insight into the branding process and what it has meant to him. Trademark attorney Chelsea Callanan will head up the legal side of things by covering trademark 101.

For more information and to register for this month's Social Media Breakfast Maine please visit: [socialmediabreakfastmaine.com/upcoming/](http://socialmediabreakfastmaine.com/upcoming/). The event is sponsored by [Mainely SEO, Hall Internet Marketing, Casco Bay Tech Hub Business Innovation Center, GWI, Others! Fair Trade Coffee and Mainebiz.](#)

### **About Social Media Breakfast Maine**

Social Media Breakfast Maine is a monthly event held in Portland where area businesses and marketing leaders get together to share ideas and stories in and around the social media space. This event started two years ago in a conference room in Portland, the event has grown to 100 - 150 monthly attendees. SMBME has had local and national speakers share the stage to educate each other on how to use social media to promote local companies and find new customers.

For more information, visit: [www.socialmediabreakfastmaine.com](http://www.socialmediabreakfastmaine.com)

### **About Hall Internet Marketing**

Hall Internet Marketing is a 14 year old agency that uses technology to help clients meet their internet marketing goals. From paid search management and SEO, to video and mobile advertising, to user conversion strategy and cost per acquisition optimization – Hall's staff helps some of the largest employers in Maine, well known Fortune 100 companies and innovative technology businesses to drive more sales online.

For more information, visit: <http://www.hallme.com/press/>