

Nate Long

Director of Membership at Strategic Marketing Consultant

Tallahassee, Florida Area, FL, US

Digital Marketing Consultant (Social, Mobile, Content, PR) at Nate Long Marketing

Biography

Nate Long is a digital marketing consultant who specializes in social, mobile, content and PR. He's helped more than 100 businesses gain exposure, increase sales and build critical relationships with customers, while saving them from expensive agency and employee overhead costs. Nate previously worked with Vascular Health Sciences, where he served as the Director of PR and Social Media Marketing for four brands. Nate drove sales and grew brand awareness of the bio-tech/health supplement start-up company through dramatic social media growth and more than 1.4 million PR-related impressions. While working for VISIT FLORIDA, Nate managed the company's communication strategy with the Florida tourism industry and acted as a marketing consultant to VISIT FLORIDA's nearly 12,000 industry Partners, web affiliates and strategic alliances. He pioneered the company's consumer-targeted and B2B social media efforts and his inbound public relations efforts secured millions of impressions for VISIT FLORIDA's investing Partners. Nate currently serves as the Director of Membership for the Florida Public Relations Association Capital Chapter, where he was named 2011 Member of the Year. He's known by many as @thePRguy on Twitter, where he's included on more than 300 influencer lists, including the "Top 100 Most Influential Tourism Professionals on Twitter" for 2011 and 2012, alongside Peter Greenberg, Sheila Scarborough and Christopher Elliott. He's often asked to speak at association luncheons, summits, and marketing conferences on topics ranging from social and mobile marketing to Web 3.0. Nate was recently included in Destination Marketing Association International's 30 Under 30 Awards. Nate also owns Florida-based Amplify Entertainment, which received the 2012 and 2013 WeddingWire Bride's Choice award in Tallahassee. The company also received an FPRA Image Award and was a finalist for an EMMA for the innovative Hey DJ! Mobile Request System that Nate created.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Travel and Tourism, Social Media, Public Relations and Communications

Areas of Expertise

Public Relations, Social Media Marketing, Travel & Tourism Marketing, Home Automation Marketing, Digital Marketing, Hotel/Accommodations Marketing

Affiliations

Florida Public Relations Association, Tallahassee Society of Association Executives, American Society of Association Executives, Tallahassee Association of Wedding Professionals

Sample Talks

Social Media Marketing for Tourism

Nate explores the best channels for social media marketing for the travel and tourism industry, and the strategies to use them successfully. Nate highlights case studies from his own clients as well as other businesses and uses his engaging and entertaining speaking style to illustrate why some ideas in social media work and why others fall flat. Nate's experience working with hundreds of travel and tourism businesses lends to fun storytelling combined with practical take-aways for the audience.

Event Appearances

Take Charge! 12 Social Media Trends for 2012

Tallahassee Society of Association Executives Education Day

Marketing a Destination

Sunrise Rotary Club

5 Cures for the Common Swag: How to Integrate Technology & Social Media at a Conference

Florida Waterfronts Program (Florida Dept. of Economic Opportunity)

Social Media with Personal Branding

FSU Personal Branding Seminar

Social Media Marketing During a Crisis

Communications and Technology Summit

Social Media Marketing for Tourism

Pure Water Wilderness Tourism Summit

The Fascinating Evolution of Media

Association of Florida Colleges InfoComm 2011

11 Social Media Trends for 2011

Florida Public Relations Association Luncheon

Why Facebook Marketing is Usually a Terrible Idea (And Why You Should do it Anyway)

Florida Public Relations Association Annual Conference

Champagne Tastes and Caviar Dreams on a Shoestring Budget? Tips and trends in social media marketing for limited time, talent and treasure

National Association of State Treasurers Management Training Symposium

Education

Florida State University

Public Relations Public Relations, Advertising, Marketing, Psychology

Florida State University

Bachelor of Science Degree Public Relations; Psychology

Accomplishments

WeddingWire Bride's Choice Award 2013

The WeddingWire Bride's Choice Award recognizes Nate's business, Amplify Entertainment, as a top wedding vendor in Tallahassee and within the top 5% of all wedding vendors nationwide.

Destination Marketing Association International 30 Under 30 Recipient 2012

DMAI's 30 Under 30 searched internationally for the best and brightest minds of the travel and tourism industry under 30-years-old. Nate made the cut and invited to attend DMAI's annual conference and awards ceremony in Seattle.

Florida Public Relations Association Image Award

Nate won an Image Award for his innovative Hey DJ! Mobile Request System that engaged wedding clients and guests with subtle, non-invasive branding that built awareness around Nate's company Amplify Entertainment.

International Effective Mobile Marketing Awards Finalist 2012

Nate's technology, the Hey DJ! Mobile Request System, made it to the finals list for Mobile Marketing Magazine's Effective Mobile Marketing Awards in the Most Effective Mobile Couponing or Barcode Campaign. There were four other finalists in the category, including McDonald's and Blockbuster.

WeddingWire Bride's Choice Award 2012

The WeddingWire Bride's Choice Award recognizes Nate's business, Amplify Entertainment, as a top wedding vendor in Tallahassee and within the top 5% of all wedding vendors nationwide.

Florida Public Relations Association Judges Award

Nate won an Judges Award for his innovative Hey DJ! Mobile Request System that engaged wedding clients and guests with subtle, non-invasive branding that built awareness around Nate's company Amplify Entertainment, and by gaining maximum impact with a minimal budget.

Florida Public Relations Association Capital Chapter Member of the Year 2011

Member of Year awarded for exceptional service to the Florida Public Relations Capital Chapter.

Tallahassee Network of Young Professionals A.C.E. Award 20 Under 40 Finalist

Recognizing Tallahassee's top 20 professionals under the age of 40.

VISIT FLORIDA "Shining Star" Award 2010

Awarded to VISIT FLORIDA's top rising star in May 2010.

Testimonials

Pam Portwood

I was recently in attendance at a Waterfronts Florida Partnership Program Manager's Meeting where Nate provided a presentation on using social media to market events/festivals. The presentation was extremely helpful. The Wakulla County Tourist Development Council recently launched several social media sites to promote/market tourism in Wakulla County. I asked Nate if he would come to Wakulla County and provide a presentation on the best use of social media in tourism marketing. His presentation was very helpful and attendees learned several new ways to use social media to market our beautiful resources.

Laura Byrnes, APR

I first became impressed with Nate through his blog. When I discovered he was attending the same Florida Public Relations Association annual conference I was in 2010, I walked right up to Nate and asked him to come to Ocala six months later to offer his top social media resolutions for 2011 (he wasn't thrown off by my brazen stalking in the least!) Nate's presentation for the FPRA Ocala Chapter was so brilliant, we invited him back the next month for our annual media training seminar to discuss the evolution of media -- which he managed to encapsulate in 60 minutes. Nate is crackerjack smart, personable, funny and extremely knowledgeable, regardless the topic. He is a pleasure to know and work with.

Donna Creamer

Nate is someone who best represents Florida tourism - true compassion of believing in and promoting Florida. Nate worked diligently in his position at VISIT FLORIDA attending meetings especially in rural Florida where he shows passion for the tourism industry. I would highly recommend Nate as a must-have presenter on the art of Social Media. I always enjoy working with Nate - he is so helpful in suggesting ways to promote rural Florida and he's focus is not just on Florida's beaches or theme parks. Thank you, Nate!

Jodi Golden

We asked Nate to speak at our national College Savings Plans Network conference in May, on the topic of social media marketing. Nate did a fantastic job educating our audience on tips and tricks of effectively using social media for marketing 529 college savings plans. His engaging speaking style and depth of knowledge of the social media market made him one of the best panelists we've encountered. I would highly recommend using Nate's services and expertise on anything social media and public relations related.

John Tomlin

I worked with Nate in my role on the Visit Florida Board of Directors. He assisted our committee with database and website needs to improve the value we provided to our partners as well as visitors. He was insightful, energetic and always delivered a great product at the end of the day.

Bill Lupfer

Nate has helped move Florida's tourism industry into a more integrated acceptance and application of technology in marketing our state's destinations. He is eager and accessible to help provide one-on-one assistance when questions regarding either emerging technology or benefit execution require a hands-on response. Nate has served the Sunshine State well, and I wish him the best as he continues to pursue career opportunities, no-doubt pushing the envelope a bit to help move his clients toward a more integrated marketing and service strategy.

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