



**For Immediate Release**

## **COMMUNITY ANALYTICS' CEO PRESENTS AT A CORPORATE FINANCIAL GROUP TELECONFERENCE**

**Myra Norton Discusses the Integration of Social Networking Strategy**

BALTIMORE (November 2009) – On November 20, 2010, CFG members attended the Tele-Roundtable event 'Leveraging the Power of Human Networks to Drive Sales'. Myra Norton, CEO of Community Analytics explained how companies can integrate a powerful social-networking strategy within the framework of their current marketing resources, personnel, and processes.

Norton provided a data-driven approach to uncovering the existing relationships of trust and advice seeking among one's audience. Many professionals struggle to find a viable business process for realizing and monetizing authentic engagement. Norton helped to set the stage with tools and approaches to build a measurable business process that fills this void. This session revealed that engaging with customers where they are is a more effective way of building brand loyalty and increasing market share. Norton provided the roadmap for accomplishing this.

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### **About Corporate Financial Group:**

Corporate Financial Group, Inc. is the leading authority on business marketing trends, practices and people in the financial industry. Corporate Financial Group Inc. is the leading authority on business-to-business marketing trends, practices and people in the financial industry. Financial services professionals rely on CFG as their networking channel to industry colleagues, their source for customized, objective information regarding market behaviors, best practices and trends, and their supplier of financial marketing professional development tools.

### **About Community Analytics:**

Community Analytics is a unique organization whose singular aim is to connect organizations to the relationships impacting their bottom line. We understand human networks and the roles they play in the decision making process. We combine science, art and a little bit of magic to harness the power of these networks for the greater good: more revenue for you and more relevance for your customers.

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