

Beat: Business

Latina Bloggers Connect Emerges with a New Identity - #WeAllGrow Latina Network

Merging its online and offline ventures

PARIS - LOS ANGELES, 24.08.2016, 14:03 Time

USPA NEWS - Latina Bloggers Connect, the first and largest network of digital Latina influencers in the U.S., announced on August 18, 2016, it is merging its online and offline ventures under one new brand, #WeAllGrow Latina Network, to continue its mission of empowering digital Latina influencers...

Latina Bloggers Connect, the first and largest network of digital Latina influencers in the U.S., announced on August 18, 2016, it is merging its online and offline ventures under one new brand, #WeAllGrow Latina Network, to continue its mission of empowering digital Latina influencers through brand partnerships, hyperlocal events and its signature annual summit. With a focus on Latina entrepreneurs, the #WeAllGrow Latina Network will leverage the full-service digital marketing expertise of Latinas Bloggers Connect with the community it has built with its niche-driven #WeAllGrow event series.

As the #WeAllGrow Latina Network creates integrated digital campaigns for megabrand, it also cultivates Latina digital talent, providing them with business strategies, marketing consulting, and online and offline training and resources to grow their personal brand against tried-and-true metrics. #WeAllGrow Annual Summit is a prime example ““ not only is it the must-attend professional conference for Latinas in the digital space but it also sells out every year.

An intimate gathering of 450 influencers, the Summit jam packs a powerful lineup of industry leaders and brand experts, experiential networking and professional development tracks into three days. Its success has led to a series of one-day events in cities like New York, Miami and Los Angeles to foster local collaboration and expand in-person access to the Summit's compelling content and professional opportunities.

Source : Latina Bloggers Connect

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-8948/latina-bloggers-connect-emerges-with-a-new-identity-weallgrow-latina-network.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSiV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:

United Press Association, Inc.

3651 Lindell Road, Suite D168

Las Vegas, NV 89103, USA

(702) 943.0321 Local

(702) 943.0233 Facsimile

info@unitedpressassociation.org

info@gna24.com

www.gna24.com