

Stephen Hartzell and Elizabeth Spainhour Speak on Digital Marketing at Guilford Merchants Association

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Stephen Hartzell and Elizabeth Spainhour led a presentation titled, "The Digital Marketer's Legal Playlist: Greatest Hits" at the Guilford Merchants Association in Greensboro on Wednesday, July 8. The fast-paced and entertaining session, which featured its own Spotify playlist, examined the top legal concerns digital marketers face, including fair use of copyrighted images, data privacy, and online reputation management, and shared insight on digital marketing legal implications and best practices.

The Guilford Merchants Association is a cost-effective business resource organization focused on supporting the whole company with unique growth-oriented programs and services. The organization's benefits emphasize training and development, marketing support and networking opportunities.

PEOPLE

Stephen Hartzell

Elizabeth Spainhour