

**NEWS RELEASE**  
For Immediate Release  
Contact: Heather Hawes  
630.772.1022  
[heatherh@ConstructionMarketingAssociation.org](mailto:heatherh@ConstructionMarketingAssociation.org)

## ***YouTube and Video Best Practices Webcast***

Naperville, IL—September 28, 2011— A webcast on **YouTube and Video Best Practices** is now open for registration on the Construction Marketing Association (CMA) website. The free webcast for members and non-members is scheduled for **Tuesday, October 18, 2011** at 1 pm CST.

Video is the killer app for construction marketing and search optimization. Learn how Caterpillar deploys YouTube and video for customer engagement from Caterpillar veteran Kevin Espinosa. CMA Social Media Manager Brian Reuhl will share basic and advanced features. The webcast will poll participants on key video subjects.

*“Video marketing is one of the most important and fastest growing marketing mediums. YouTube videos support search engine authority, and have the highest click-through rates,”* explains CMA Chairman Neil M. Brown. *“Our panelists will provide specific examples of YouTube and video marketing.”*

To **register** for the free *YouTube and Video Best Practices* Webcast, link to:  
[http://www.constructionmarketingassociation.org/CMI\\_Events.cfm](http://www.constructionmarketingassociation.org/CMI_Events.cfm).

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### **ABOUT CMA**

*The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org). The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

### **ABOUT THE PANELISTS**

**Kevin Espinosa** is Channel Development Manager responsible for [Caterpillar](#)'s public facing web site and social media strategy, along with Caterpillar's CRM center of excellence and strategy, PartStore, Build & Quote, and CatUsed.cat.com. Prior to his current assignment, Espinosa held many positions at Caterpillar including Dealer Service Operations, Project Leader in Software development, CRM Analyst, and Web Service Manager. Kevin is a graduate of Bradley University, and holds a Strategy Professional Certificate from the Massachusetts Institute of Technology.



**Brian Reuhl** manages and implements all social media initiatives for The Construction Marketing Advisors and their distinguished clients. He is in charge of coordinating and implementing all blogs, Facebook pages, Twitter accounts, YouTube channels, and LinkedIn targeting strategies for company pages and personal profiles. In addition, he conducts all social media reporting and analysis. Brian received his BA in Integrated Marketing Communications from Illinois State University in 2010.



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