



# Paid, Earned, and Owned: The New Rules of Influence Marketing

June 21st, 2024 | and [Jay Harris](#)

## DESCRIPTION

An attorney, brand strategist and reputation expert walk into a room. What happens next is sure to transform your digital marketing efforts. This esteemed trio will walk you through how to navigate the dance between authenticity and a standout online presence, while steering clear of FTC liability pitfalls. Equip yourself with actionable strategies and tools to boost your brand's credibility and minimize lease signer's remorse for your residents.

## LEARNING OBJECTIVES

Understand how to navigate the legal maze of new FTC guidelines to minimize liability at the corporate and community levels.

Gain comprehensive knowledge of the interplay between paid, earned, and owned media in influence marketing strategies.

Know how to balance authenticity and a compelling online story while adhering to FTC guidelines, ensuring a trustworthy brand image.

## SPEAKERS

Alicea, Carla

Director of Research and Performance at SatisFacts & ApartmentRatings

Cramp, Angie

Director of Brand Engagement at Berger Communities

Harris, Jay

Partner at Hudson Cook LLP