



## **Track 1: How Marketers Are Making Interactive Media Campaigns Work**

Track Description: The conference track will focus on tools available today for getting and keeping an interactive conversation going with customers. Definition, discussions and examples of data driven marketing, multi-channel personalized URL campaigns, social media and networks, iPhone applications, bar code tools and augmented reality will be provided. Participants will hear about new tools and how they have been effectively utilized in marketing campaigns.

Sessions will describe the technology and provide specific case histories, how technologies have been used, what worked and what didn't and recommendations for peers in the industry.

**Session 1: Multi-channel Direct Marketing Campaigns...Blending Print and Online**  
Marketers are facing tough challenges, including tighter budgets and shifting business models. Meanwhile, CEOs are demanding that marketers provide better measurement and visibility across the company to justify marketing spend. CMOs are challenged to reshape, restructure and re-skill their organizations. Marketing groups must now fill the pipeline with predisposed prospects, optimize customer value, and be accountable for demand generation and market differentiation through integrated, multi-channel campaign management. In this session you will hear about successful campaigns that have effectively leveraged print and online components.

### **Session 3: Driving Business with Print Media and Mobile Technology**

Mobile bar codes that look similar to grocery item bar codes are selling lots of burritos on college campuses. Though still a fringe technology in the States, the technology of taking a picture via billboards, newspapers or other offline signage and receiving an offer or advertisement shows promise. The knock on print has been the inability to track results for advertisers, offer a dynamic experience and trying to compete with the unlimited real estate that the Web offers in a 5-line business. Mobile potentially moves the balance of power, as readers can access media and advertisers can track results intimately and immediately. Asking people to go from a newspaper to a computer and type in a specific URL just doesn't get it done. This session will focus on how marketers are effectively blending print and mobile media to drive business.

### **Session 5: Augmented Reality...Can it Work for You?**

Visuals are an important part of advertising, so it's not surprising that so many companies have jumped on the augmented reality bandwagon, offering tools that visualize their products in a magical and memorable way. In this session, marketers will share some pretty amazing promotional uses of this new technology that work with common webcams, giving everyone a chance to experience augmented reality — a trend that will be big in 2010.

### **Session 7: Brand Owners...Using the Package to Drive Business**

As important as the product or service you are selling, the package it comes in might be your best sales tool. Creative marketers are making the physical package into an interactive marketing tool. This session will focus on how companies are embedding augmented reality, quick response codes and personalized URLs into packages to make them tools for interactive communication with customers. From coupons generated with quick response codes to visualizing “what's inside the box”, you will hear how the package is helping marketers gain new customers, build relationships and dialogues and enhance loyalty.

### **Session 9: Blending Direct Marketing and Social Media...How is it Done?**

If you're like many mid- to large-sized businesses today, you're probably experimenting with online customer communities. But smart marketers realize that no single channel should be relied on to reach consumers. This session is designed to offer tips for those of you looking for fresh ways to mix your mail, digital and other media to promote an engaging marketing message. In these new social forums, community is content. You will hear how marketers are leveraging contributions from customers and promoting interactive features on their Web sites to revitalize direct mail content.

### **Session 11: It's About Knowing Your Customer – Leveraging Data**

Marketers know the importance of your customer database and are most likely doing data analysis and statistical modeling. But how do you really pay back the investment of building your database? It's critical to gain a greater understanding of advanced data-driven marketing techniques to really unlock the power of your customer data. This session will share scenarios where marketers have transformed customer data into relevant information to deliver a significant return on marketing investment.

### **Session 13: Transaction Documents....A Different Kind of Bill Board**

There's a lot of buzz about a concept called TransPromo. TransPromo communication means placing messaging on must read transactional documents (invoices, statements and notifications). And you should care because it is an effective and economical way to deliver your messages to the right person at the right time, the right way. In this session you will hear from companies that are leveraging the “whitespace” on transaction documents to cross sell, build loyalty, get referrals and drive revenue. It is becoming a “different kind of bill board” for direct marketers.

### **Session 15: Integrated Marketing....Where Does Video Fit?**

Recent online surveys of senior marketing and media executives indicate a desire to embrace online video as an important part of their marketing strategies. Video is a more engaging medium than text on a screen, and as people become more comfortable with web video in their daily lives, this will flow through to the business and consumer arena. This session will focus on the role of video in an integrated marketing campaign and where it fits in both B2B and B2C marketing initiatives.

### **Session 17: Marketing Campaign Dashboards....Leveraging the Information**

At the end of the day, marketers need to know what is working and what isn't. Good marketing software tools can accomplish this by consolidating all of the data about your campaigns, responses, and other customer interactions into a single dashboard. The problem is these analytics can often get over-complicated—so much so, that you end up with meaningless information overload. In this session, marketers will share metrics they have used on a day-to-day basis that keep them on top of their business. They will discuss how they are alerted when anomalies come up, and the ability to drill-down and slice-and-dice when specific events of interest pop up.