



Track 2: Implementing New Media Solutions....Requirements for Success

Track description: This track will review the essential technology components for implementing and making interactive campaigns work. Marketing IT technology partners and marketing service providers will hear about the essential technical components, “how to” advice on implementation, core competencies and partners required and the underlying business models.

Sessions will share basic technology concepts with “real world examples” of the critical components in the development of the campaign with specific case histories.

Session 2: Building a Multi-Channel Marketing Campaign...From Concept to Implementation

As consumers decide to opt-out of invasive marketing, the volume of the traditional mass brand marketing, which is not designed to engage the individual, is decreasing. Creating conversations on multiple channels is essential to create a 360° view of your consumer. In this session you will hear from industry experts on the steps to execute a multi-channel approach that leverages a 360° view of their customer to create conversation with the individual.

Session 4: Implementing Mobile Codes to Drive Interactive Campaigns

More and more Mobile codes are now appearing in industry, commerce, the media, on packaging, print, posters and on-screen. The importance of understanding their potential and the 'what, why and how' of implementing them for successful campaigns or in business, becomes increasingly critical. In this session you will hear from experts on how mobile codes can be effectively deployed to drive marketing campaigns.

Session 6: Blending the Physical and Virtual Worlds with Augmented Reality

Marketers are obsessed with the next “big” thing and in this case it might just be the interactive experiences generated for consumers through augmented reality. This session will explore how companies like Lego, Tops, Proctor and Gamble, and Lexus designed and implemented campaigns utilizing Augmented Reality.

Session 8: Segmenting and Prioritizing: Data Analytics the Critical Driver

Every marketer wants to effectively target and communicate with the customers most likely to purchase. The typical 80/20 rule applies - the most profitable customers represent twenty percent of your customer base. Finding them, understanding them and enriching their experience is crucial in today's competitive market. Knowing how they differ from the other eighty percent is money in the bank. This session will focus on a "how to" approach on segmentation strategies and data analytics that create effective campaigns that reach your best customers and prospects.

Session 10: Creating a Successful Social Media Campaign

While everyone is talking about social media, marketers are looking for tools and techniques for implementation of an effective social media campaign. This session will discuss "how to" approaches for effectively utilizing social media. Participants will learn how to identify the "right audience" in the sea of social networks; techniques for getting and keeping the conversation going; options for translating the conversation into business results; and the right tools for measuring effectiveness.

Session 12: Integrating Mobile Marketing into Your Multi-Channel Campaign

Text-messaging, or SMS, usage is on the rise while email usage is falling. Meanwhile, many more mobile phones than personal computers are sold around the world. Long story short: marketers who want to reach consumers with targeted campaigns need to put a mobile marketing strategy in place. This session will explore technologies and how SMS can become part of an integrated multi-channel marketing campaign. You will also hear industry best practices.

Session 14: Transpromo...The Right Content; The Right Context

Every document has some white space. Invoices and statements or other transaction documents in particular. This space gives marketers the opportunity to address your customer personally. It opens the potential to strengthen the relationship with your customer and make an even more effective use of the transaction document for marketing purposes. This session will discuss how companies have redesigned documents and leveraged good data analytics to transform transaction documents from a cost of doing business to a source of new revenue streams.

Session 16: Using Signage, Packaging and Direct Mail to Get the "Conversation" Going

Companies are embracing online and social media because in many instances it appears to be cheaper than traditional media. The challenge for marketers is getting a customer or prospect engaged in the dialogue.

This session will discuss how companies are combining traditional media with new media to both get and keep the "conversation" going to drive business. Marketers will discuss customer acquisition, retention, reactivation and loyalty techniques they have used to drive revenue.

Session 18: Harnessing Information Flow for Customer Centric Marketing

In order for CRM to work effectively, individual departments within the organization must communicate and have access to centralized customer information. This session

will focus on how companies are successfully gathering data at each customer touch point while providing access to critical customer and business information across the entire organization. Participants in the session will share their strategies for data integration from a range of sources including direct mail, the web, customer service, sales people and events that resulted in increased productivity and efficiency across all departments, enhanced customer satisfaction and, ultimately, greater profitability.