



SCOTT KLOSOSKY

Technology Speaker, Author, Consultant
Founder, Future Point of View

BUILDING A HUMALOGY® BASED CUSTOMER EXPERIENCE

TOPICS / CATEGORIES

Futurist + Trends
+ Strategy



Sales +
Marketing



Global Change +
Thought Leadership

Technology +
Leadership



Cybersecurity
Awareness

How Data and Connection Will Transform Your Outreach

In order to grow revenue and market share, organizations must transition from a focus on transactions to relationships. Marketing today is always a combination of human and technology touchpoints, and learning to integrate those wisely can be a powerful advantage.

Scott explains three pillars of digital marketing: Relationship, Tools, Techniques, and the Digital Revenue Engine. The content may be heavier on any one of these pillars, based on what the audience might find most useful. For example, many people want to learn how to map a relationship journey to define where and when to use digital tools, to create a smoother journey.

As the field of digital marketing becomes more complicated, it is valuable to have models audience members can apply to their unique situations, in order to build tighter customer relationships in ways that are powerful and affordable.

A pioneer of digital marketing techniques, Scott has been on the cutting edge since the early days of the industry. This session combines his knowledge of your industry with digital marketing savvy to show you new methods for driving more business.

LEARNING OBJECTIVES

- ✓ Optimize your customer experience for mobile
- ✓ Build a content strategy centered around the relationship journey to drive customers to you
- ✓ Harness the enormous amount of data potentially available through customers' mobile devices to serve them in unbelievable ways
- ✓ Go beyond email campaigns and social media posts to having specific conversations with each one of your customers
- ✓ Discover how smart devices and the Internet of Things will produce a seismic shift in the way you serve customers

BEST AUDIENCE

C-Suite Executives, Sales Managers, Salespeople, High Potentials, Customer Experience Professionals



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