

IBM offers free mobile webinar

IBM is offering a few webinar, titled 'Mobile marketing beyond the purchase: Recognize the value of every mobile interaction' on Tuesday, 27 January at 1pm Eastern Standard Time (8pm South Africa).



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For the past few years, we have witnessed the exponential growth of mobile and its reach. Mobile is reshaping how we live work and interact. Mobile is everything, it is more than a channel and the devices are the context to offer personalised access in real-time.

The emergence of customers who expect you not only to know them as individuals, but who also expect each mobile experience to be as delightful as having a good conversation, is propelling new approaches to customer engagement in ways that are both personal and meaningful.

Speakers

Dan Gesser is IBM WW Sales leader for Mobile Customer Engagement, formerly known as Xtify. He brings over 10 years experience in B2B and B2C digital marketing strategy and product development. Before joining Xtify, Dan was a VP in the Office of the Chief Marketing Officer at Citi, where he specialised in consumer-focused digital marketing strategy and analytics. Before attending business school, he was Product Manager at Overture Technologies, a leading provider of web based decisioning software in the mortgage and educational financial services industry and a consultant at CGI-AMS, focusing on the technology business needs of customers in the public and private sector. He holds a BA from Cornell University and an MBA from the Ross School of Business at the University of Michigan.

Luke Langford joined PointSource in October 2013 as the VP of Sales and Business Development to lead overall business growth and provide strategic direction for client-partner account management. Prior to joining PointSource, Luke led the North American sales team for IBM's Mobile First Platform, where he grew and managed key relationships for IBM clients across North America, spending most of his time consulting on their mobile strategy, initiatives and business priorities.

Topics

- Why mobile is so special to the point where the overall brand experience becomes more relevant than the purchase itself
- How to keep your audience engaged with your brand and to turn into repeat customers and advocates
- Best practices from a recent rollout of a new generation loyalty app by a high end retailer to build its digital brand

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