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Messenger marketing conference 2020 new york

Alice Lee is a passionate evangelist for interactive and accessible email design, having developed emails for ESPs such as Epsilon and Responsys/Oracle for brands such as Shutterstock, Litmus and Squarespace. She was honored to speak at the Email Evolution, Litmus Live and UNSPAM conference, and received the 2018 EEC Stefan Pollard Award for Email Marketer of the Year and the 2020 Hero of Reality Award for Most Innovative. Upgrade your accessibility emails If you were launching a new website for your business, you wouldn't be creating an outdated geocities-style site of the 1990s, would you? Of course not! Then why do so many marketers still rely on email templates that were built just as they were 10 years ago? The technology behind how we experience emails is constantly changing, and marketers need to meet customers at their level, creating a modern user experience. It means being inclusive people of all levels of ability to use techniques such as dark mode and interactivity to create a more accessible email experience. This session will go over the main reasons, whats, Whats, and how: • Accessibility • Dark Mode • Interactivity Alison Gootee is a Vancouver, Washington-based delivery consultant at Braze, a comprehensive customer engagement platform that provides a suitable and memorable experience between customers and brands they love. Alison found her calling when, six years ago, securing a position on the compliance team at the great ESP. Her immediate, intense dissatisfaction with spam, combined with her passion for delicious content, fueled her desire to learn more (giant ice patches didn't hurt either). With matching and delivery positions on multiple ESPs, Alison can deftly defeat spam folder placement and help senders secure their place in subscribers' mailboxes. Battle for the Inbox: Underused and efficient delivery methods to crush inbox competition have always been a crowded space. With many brands relying more heavily on email revenue than ever before and others participating in email marketing for the first time, it's no surprise that email volumes are at an all-time high. We faced a perfect email storm: after a normally busy holiday season plus a global pandemic, and here in the US presidential election. It goes without saying that we can expect the battle for the mailbox to be more spiritual than ever. In this session, we will disclose the pain points that most email senders have dealt with during the busy holiday season and in the new year, and as our panel of experts suggests you address these delivery problems. Udeme is an industry veteran mail with nearly 2 decades of leadership leadership in engineering postmasters and policy communication roles. As a postmaster and senior system software engineer at LinkedIn, he favors the best LinkedIn LinkedIn experience with high compliance with best email practices and technical standards in politics, delivery, authentication and many others. In 2019, he jointly implemented new pilot specifications Brand indicators for message identification (BIMI), which allows the use of a brand-controlled reliable logo. A few years earlier, he had co-authored the Global Email Marketing Guide, a matrix of 70 countries. Udeme holds active volunteer roles at M3AAWG and ANA EEC. He also regularly presents and writes about email best practices. Demystify Deliverability Misconceptions In this session, Udeme will demystify some potential end-delivery errors and discuss what it might look like in 2021. He will also discuss what has changed over the years and how it has become harder to get into the inbox. Takeaways: • A better understanding of common phrases/words such as authentication, folder placement, engagement, consent, reputation, etc. • Why following best practices is important • Things that positively contribute to the delivery of the email program Sue has been doing retention and marketing engagement for 10+ years, focusing on e-commerce and subscription services. Sue is currently leading the marketing lifecycle at Calm, #1 sleep and meditation app. As co-host #EmailGeeksSF of the Women of Email charter, she will happily engage in conversations about ESP choices, attribution models and automation. The best idea I've ever had is exceptional email marketing is hard. Without standardization for email rendering environments, wildly different solutions for creating and delivering campaigns, exhaustive quality assurance processes and delivery algorithms shrouded in mysteries, email marketing is not for people with faint heart feelings. And that's why it attracts some of the latest problem solvers throughout digital marketing. As the center of the digital marketing ecosystem, email is the power that works best to advance the highest goals. This means that email professionals are uniquely positioned to move the needle in meaningful and creative ways. This session will be: • Showcase smart wins from different verticals. • Offer inspiration on how to use the channel to fix email and non-email problems. • Explore how you can condition your mind to conceive big ideas and align your problems to a savvy solution. All of our experts are members of the Women of Email Speakers Bureau, which supports conference organizers who aim to bring gender parity to the stage. Jen Capstrau is a strategist, speaker, consultant, writer and #emailgeek. She is president and co-founder of Women of Email, an association with 4,500+ aimed at promoting leadership and cultivating professional growth among in the e-mail space. The best idea I've ever had is exceptional email marketing is hard. No standardization for email rendering environments, wildly different solution solutions creating and delivering a campaign, exhaustive quality assurance processes and delivery algorithms shrouded in mysteries, email marketing is not for people with weak by heart. And that's why it attracts some of the latest problem solvers throughout digital marketing. As the center of the digital marketing ecosystem, email is the power that works best to advance the highest goals. This means that email professionals are uniquely positioned to move the needle in meaningful and creative ways. This session will be: • Showcase smart wins from different verticals. • Offer inspiration on how to use the channel to fix email and non-email problems. • Explore how you can condition your mind to conceive big ideas and align your problems to a savvy solution. All of our experts are members of the Women of Email Speakers Bureau, which supports conference organizers who aim to bring gender parity to the stage. Anush Ramachandran is a B2B marketing professional who is passionate about applying his skill set and decades of experience in storytelling based on data and design and customer-focused strategy. Anusha currently oversees the Customer Experience & Insights at Navistar. She is also a customer experience champion and data change agent for digital transformation initiatives at the company. He has a degree in engineering (B.S.) with a Master of Marketing (MBA) and Marketing Analytics (MS). The best idea I've ever had is exceptional email marketing is hard. Without standardization for email rendering environments, wildly different solutions for creating and delivering campaigns, exhaustive quality assurance processes and delivery algorithms shrouded in mysteries, email marketing is not for people with faint heart feelings. 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Alyssa is passionate about helping email senders of all sizes and types of business achieve greater success in their email marketing, helping them reach their subscribers' inbox and stay out of the spam folder. With a backgraund as a former maths teacher, mathematics, likes to provide education and insight through her podcast, defined accessibility, and contribute to blogs, YouTube videos and conferences. Battle for the Inbox: Underused and efficient delivery methods to crush inbox competition have always been a crowded space. With many brands relying more heavily on email revenue than ever before and others participating in email marketing for the first time, it's no surprise that email volumes are at an all-time high. We faced a perfect email storm: after a normally busy holiday season plus a global pandemic, and here in the US presidential election. It goes without saying that we can expect the battle for the mailbox to be more spiritual than ever. In this session, we will disclose the pain points that most email senders have dealt with during the busy holiday season and in the new year, and as our panel of experts suggests you address these delivery problems. Lauren brings 14 years of experience in email, anti-abuse, delivery and compliance to her role, where she leads strategic relationships and provides ideas to support expanding the Kickbox product category into a performance monitoring space. Throughout her career, Lauren has spent a lot of time helping leading brands get most of their email marketing programs, working with various ESPs and email technologies. Her passion for data and best practices is evident through a data-driven approach to diagnostics and problem solving delivery problems for corporate-level clients. Battle for the Inbox: Underused and efficient delivery methods to crush inbox competition have always been a crowded space. With many brands relying more heavily on email revenue than ever before and others participating in email marketing for the first time, it's no surprise that email volumes are at an all-time high. We faced a perfect email storm: after a normally busy holiday season plus a global pandemic, and here in the US presidential election. It goes without saying that we can expect the battle for the mailbox to be more spiritual than ever. In this session, we will disclose the pain points that most email senders have dealt with during the busy holiday season and in the new year, and as our panel of experts suggests you address these delivery problems. spent more than 15 years, Adrian worked with many prominent brands, including Adobe, TaxAct, CouchSurfing and Hallmark, serving as an email marketing specialist. Throughout his experience, Adrian acknowledged one of the gravedest killers of the success of the email program was to reduce the sender's reputation. In 2018, Adrian founded Email Angels, Nolocade to focus solely on this critical business component. Adrian also serves as director by email for ScholarshipOwl. Battle of the Inbox: Underused & & Delivery methods to crush inbox competition has always been crowded space. With many brands relying more heavily on email revenue than ever before and others participating in email marketing for the first time, it's no surprise that email volumes are at an all-time high. We faced a perfect email storm: after a normally busy holiday season plus a global pandemic, and here in the US presidential election. It goes without saying that we can expect the battle for the mailbox to be more spiritual than ever. In this session, we will disclose the pain points that most email senders have dealt with during the busy holiday season and in the new year, and as our panel of experts suggests you address these delivery problems. Davida is an email and web developer on StorageMart's home marketing team. In her role, she forms a strategy and manages the construction and optimization of cross-canal campaigns. As a graphic designer turned web developer and email marketer, she has strategic real build experience and is a passionate advocate for innovation in client experience and brand strategy. The best idea I've ever had is exceptional email marketing is hard. Without standardization for email rendering environments, wildly different solutions for creating and delivering campaigns, exhaustive quality assurance processes and delivery algorithms shrouded in mysteries, email marketing is not for people with faint heart feelings. And that's why it attracts some of the latest problem solvers throughout digital marketing. As the center of the digital marketing ecosystem, email is the power that works best to advance the highest goals. This means that email professionals are uniquely positioned to move the needle in meaningful and creative ways. This session will be: • Showcase smart wins from different verticals. • Offer inspiration on how to use the channel to fix email and non-email problems. • Explore how you can condition your mind to conceive big ideas and align your problems to a savvy solution. All of our experts are members of the Women of Email Speakers Bureau, which supports conference organizers who aim to bring gender parity to the stage. Jennifer Caravantes has developed her career in digital marketing at Martech and SaaS, starting with pioneering marketing company Post Communications (now Yesmail) in San Francisco. Given more than 20 years of experience, she has moved her career trajectory toward more competitive, comprehensive cloud cross-duct platforms run by various teams around the world. Jennifer has collaborated with some of the best and most recognized brands worldwide, such as American Express, Citi Group, Coca Cola, Disney Sony. Jennifer recently joined Phonexa - a marketing center that allows businesses to access all the tools needed to streamline their campaigns across different marketing channels. named to Forbes 30 Under Eric Huberman is a brand marketing expert, serial entrepreneur and founder of Hawke Media, the fastest growing digital marketing agency in Los Angeles. Eric also co-founded Hawke Ventures, an early venture capital fund that focuses on consumer e-commerce and technology companies. In 2019 and 2020, Hawke Media occupies a fully remote agency whose clients include Red Bull, Verizon and Eddie Bauer. Before Hawke, Eric left his company Swag of the Month. He was recruited to Science Incubator (Dollar Shave Club, DogVacay, MeUndies), where he grew .com Ellie to $1 million in four months. Eric is Inc's Top 25 Marketing Influential, entrepreneur's Top 50 Entrepreneurs look, and recently joined XPRIZE as a key marketing consultant. Unlocking the key to online revenue via SMS and email SMS and email marketing is one of the biggest drivers of revenue for e-commerce businesses. However, many brands today find themselves losing a lot of ROI without making the most of these strategies. Eric can discuss how to tap into the full potential of your marketing strategy using SMS and email - from growing your list to raising your open rates and CTR to nurturing customer interactions. It will share best practices to personalize your SMS and email marketing to move the customer journey from start to finish. As an entrepreneur and founder of Stripo, Dmitry Kudrenko has 10+ years of experience in electronic marketing, accompanied by 20+ years in software development. It uses its business background to create effective marketing strategies that are rapidly implemented. He loves thride principles and accepting them in email marketing and marketing automation. Gamification in email: Recent solutions and examples from Gamification, you entertain customers, revitalize your newsletters, create a WOW effect. Amp allows you to provide real-time content in emails. We will show you how to combine these two technologies and get the most out of them. Our experience (we run multiple campaigns) shows that the implementation of Gamification in email marketing has become easier and cheaper for AMP. In addition, AMP provides new features and new gamification mechanics for email marketers. We will honestly share the results of this experience and share code samples with all participants. Takeaway: • We will provide the full framework for the implementation of Gamification in emails. Our experience shows that recipients are ready for this. • It's time for us to use dynamic content more actively in emails because it is now more widely supported by email customers and INTERNET recalls. • Implementing gamification in emails is now simple and cheap through AMP Mullen is currently marketing director of brand and content at SparkPost. She has more than 14 years of email work for brands, agencies, and at Martech. Outside SparkPost, Mullen was Adjunct Adjunct digital marketing at the University of Missouri-St. Louis since 2013. In June 2016, Mullen co-founded Women of Email, an organization with more than 5,000 members on six continents aimed at positive change for women in niche email marketing. Mullen was named on the DMNews 40 Under 40 list in 2018 and DMNews' 2019 Femme Women to Watch list. She contributes to leadership in opinion at conferences and through writing for industry publications including Forbes and MediaPost. The big email moment in the post-cookie and IDFA Landscape Acquisition Ecosystem is in crisis and the advertising industrial complex is coming to an end. The shortcomings of brands when it comes to email and saving will no longer be resolved by throwing money into advertising to keep re-purchasing customers over and over again. Retention is about to take its rightful place in making a meaningful impact on the way the brand market is for its customers. What causes this seismic shift? Both legal and technological privacy changes have dedicate the transition to nonfree, third-party data to track customer behavior and prospects. The recent disapproval of IDFA and cookies going into 2022 means that the cost of an email address is going to a well-known progression. How can email fill the void? As privacy standards change, there are far fewer ways to identify customers and behaviour. At the moment, the only id standing will be the email address. In this session presented by Chelsea McClure, director of engagement marketing at Redbubble and April Mullen, director of brand marketing and content at SparkPost will show you what is changing and how we need to shift our thinking and our budgets to email to overcome the challenges before us. With more than a decade of experience in customer service and business development, Farook Aydin helps digital marketers enhance customer experience and increase revenue across multiple channels, including email marketing. He has worked with hundreds of American and European clients from a variety of industries, such as e-commerce and publishing. If you don't see him at his desk talking to customers, he's most likely on a tropical island snorkeling with sharks. Machines are here to help: How artificial intelligence can speed up your email marketing The rise of artificial intelligence is increasingly being made in our daily lives through Big Data, neural networks and machine learning algorithms, and it won't go away anytime soon. AI is becoming the best friend of a modern email marketer because it can analyze millions of data points in an instant and help us make good decisions. AI-level systems can predict subscriber behavior, understand patterns, personalize communication and increase interaction at scale. AI allows us to reduce the time boring and repetitive tasks to focus on more creative and revenue-generating work. During this session, Farook will discuss the main cases of AI use via email You will learn what to consider before implementing AI functions. He will talk about cases from several industries that can help you better understand solutions for AI. In addition, it will provide effective information about raising your revenue from the email channel and reducing the number of subscribers with real-life examples. After self-learning in coding and digital marketing, with the foundation of formal education in social sciences and business, Kysha Robinson has made a career transition from call centers to the tech industry. Kysha is a lifelong scientist passionate about sharing the knowledge and positive impact technology can have on the world. Keyes' experience covers freelancing, agency work, and enterprise-level email marketing and development. Currently, Kisha combines his passions for technology and training as a senior email marketing lawyer at Udemy, where the mission is to improve life through learning. Parry Malm is headed by Phrasee, which provides brands with the most popular copywriting technology on AI. Parry has been working with brands to optimize marketing results for nearly 20 years. He is an expert in digital marketing and combines this expertise with a track record in computer science, statistics and the commercialization of artificial intelligence. Parry was named Tech Entrepreneur of the Year at the UK Business Awards in 2016 and in 2017 Frase was voted CB Insights' most innovative AI company. Parry was nominated for entrepreneur of the year award at the Lloyds National Business Awards in 2020. Marketing missing millions: The bottom line about AI and language brand language has never been more important, or more powerful than it is today. There have been seismic shifts in how brands communicate with customers. Faced with the growing need to demonstrate sensitivity given the staggering job losses and other disruptions to daily life, businesses are testing their communication... and consumers are checking it right back. And the data agrees. Parry Malm, CEO of Phrasee, shares real customer stories and empirical evidence that highlights language as a critical business topic in the minds of CEOs as we plan for 2021. Mark Robbins is an experienced email engineer working at Salesforce specializing in interactivity and email availability. He has given talks on the topic across Europe and the US and written many print and web articles. Mark is very active in the email community, identifying and sharing new methods and new best practices for the email code. And as a member of the AMP for Email working group, he also helps shape the future of email. The future of email is a dynamic over 293B email message sent daily and at the heart of many workflows and enterprises. Until recently, the content in these messages was static and required users to leave the Inbox to take action. With email providers such as Gmail, Gmail, Outlook, and Yahoo! now supports dynamic email frameworks, the landscape has really changed. Access to dynamic emails has reached critical mass, and brands see a conversion rate nearly double with dynamic email. Join gmail and Salesforce experts to see how brands eliminate the difficulty of launching dynamic emails that can be done in stores. Sam Wardman began his journey in line with the insurance industry before progressing and moving to financial services. She developed and led compliance teams for the UK's two largest financial brokers and now oversees all regulatory activity for Lead Distribution SaaS's fastest growing platform, Phonexa. Sam is consistent and effective; It thrives by staying ahead of the game and developing procedures and processes to solve phonexa customer problems before they happen! Virtual Zumba As a fitness fanatic and experienced trainer, Sam Wardman will lead virtual Zumbu. This fun and engaging activity is designed for you to enjoy right in the comfort of your work office. John Tice is CEO and co-founder of Acid Email, before rolling out an Email QA suite that aims to ensure you deliver email perfection. He is in demand, attracting an industry leader who is so enthusiastic about email; he even dreams of it (seriously). John is also CEO of Cause for Awareness, a nonprofit that provides other nonprofits with digital marketing resources. He resides in Denver, Colorado, with his wife and son. Send Email Perfection: How to truly communicate, charm and connect with every email subscriber is an incredible channel for marketers and can have a huge impact on brand awareness and revenue if done right! To say that mailboxes are overcrowded is an understatement. Are your emails allocated in today's crowded mailboxes? Do you get more out of each email campaign? There are many factors that can affect the performance of your email campaign from placing your inbox to design. In this session, we will immerse our deeply in key areas that will certainly underset the effectiveness of email marketing. Takeaway: • Tips on how to avoid spam filters. • Use Preheader's subject line and text effectively to encourage the caller to open your email. • Understand why considering accessibility within email design is critical to the success of your campaigns. • Understanding dark mode and how best to optimize campaigns in this view. • As auditory technology (Google Home, Amazon Alexa, etc.) are going to change the way you interact with email. Alyssa is the head of Adobe's global campaign value acceleration organization, which leads practices and teams in America, EMEA, Japan and APAC. Her team directs corporate clients to implement more innovative and efficient email strategies to optimize optimization delivery of your Inbox. Alyssa is an industry veteran & leader of opinions, has been working in the field of email marketing since 2000. The evolution of email marketing at Adobe John is a product manager at Google in the Gmail team. His team is building a platform and expansion features that enable rich integration with GSuite, including AMP for email. Prior to Google, John worked for 20+ years as executive director of product management and marketing teams. He served as a mentor for startups at Atlanta Tech Village and Techstars and co-founded LaaSer Critical Communications. John resides outside Toronto, Canada. The future of email is a dynamic over 293B email message sent daily and at the heart of many consumer and enterprise workflows. Until recently, the content in these messages was static and required users to leave the Inbox to take action. With email providers like Gmail, Apple, Outlook and Yahoo! now supporting dynamic email frames, the landscape has really changed. Access to dynamic emails has reached critical mass, and brands see a conversion rate nearly double with dynamic email. Join gmail and Salesforce experts to see how brands eliminate the difficulty of launching dynamic emails that can be done in stores. Kerel is senior vice president of global marketing at LiveIntent. He currently leads the marketing team and works closely with sales, product, engineering and customer success to create awareness and generate leads for key products and features. Kerel has 20 years of experience in digital media and leading advertising operations, account management, partnerships and product marketing teams. Prior to LiveIntent, Carel Cooper served at Advance Digital as senior director of Ad Platform Strategies and JupiterMedia as director of advertising operations. Kerell is also co-founder and co-host of the Minority Report podcast, highlighting people of color, diverse backgrounds, women and the LGBTQ community as part of advertising and marketing. Kerel holds a bachelor's degree in management sciences and marketing from Kean University and an MBA from Regis University. Yvette Pickard helps overworked, heart-headed business owners, effortlessly and ethically embrace their businesses. She is passionate about helping entrepreneurs demystify marketing and take their organizations from marketing chaos to marketing magic. Virtual deep breathing exercises As an international KRI certified Kundalini instructor, Yvette Picard will conduct a virtual deep breathing exercise. This relaxing activity is designed to help you focus and find a sense of calm in comfort office. Brian Jenkins is sales director at EmailOversight, an industry leader in email verification, hygiene and apps. An 18-year veteran of the email marketing industry, Brian brings and experience cleaning, hygiene and data verification to help some of the largest email marketing companies, email providers, and data providers in the online space. The power of simplicity: How to win over more readers with fewer email marketing is critical in shaping the customer experience. Still, research shows that consumers are putting off emails appearing less informational and more promotional. How can marketers simplify their processes to make sure they stay on top of their minds without adding to consumer fatigue? During the discussion, moderated by EmailStower Brian Jenkins, ActiveCampaign's director of content marketing, Benyamin Elias will discuss why simplicity is key in email marketing and the importance of authenticity and imperfection. Benyamine will share email marketing strategies, including automation and personalization, to stimulate lead generation, increase customer loyalty and produce a more significant investment return. Listen to how less is now being said more, and lessons learned from 2020 to better understand ways to shape your email strategy by looking at 2021. Chelsea McClure is director of engagement marketing at Redbubble, where she is tasked with leading a vision of marketing in her inbox, inbox, website and mobile app. Chelsea is passionate about travelling customers and building memorable interactions that lead to long relationships. She believes in the power of positive relationships and how they can drive business goals. Chelsea earned an MBA from the University of Illinois Urbana-Champagne and holds a communications degree from Texas State University. The big email moment in the post-cookie and IDFA Landscape Acquisition Ecosystem is in crisis and the advertising industrial complex is coming to an end. The shortcomings of brands when it comes to email and saving will no longer be resolved by throwing money into advertising to keep re-purchasing customers over and over again. Retention is about to take its rightful place in making a meaningful impact on the way the brand market is for its customers. What causes this seismic shift? Both legal and technological privacy changes have dedicate the transition to nonfree, third-party data to track customer behavior and prospects. The recent disapproval of IDFA and cookies going into 2022 means that the cost of an email address is going to a well-known progression. How can email fill the void? As privacy standards change, there are far fewer ways to identify customers and behaviour. At the moment, the only id standing will be the email address. This session featured Chelsea McClure, director of engagement marketing at Redbubble and April Mullen, director of brand marketing and content at Redbubble will show you what is changing and how we need to shift our thinking and our budgets to email to overcome the problems before us. Keith is chief executive and president of the president It oversees all key aspects of overall operations in the key divisions of It Staffing, SAP Consulting Services and Industry Solutions. Keith joins Savantis after his successful role as CEO of SocketLabs, the email infrastructure leader where he quickly built his management team, on the board of an enterprise sales organization, and helped set yoy's double-digit revenue growth in his first year with the company. Prior to SocketLabs, Honz spent 23 years at SAP America in numerous leadership positions responsible for increasing revenue in SAP Customer Experience's division and industry teams. Keith held global vice president, regional vice president and other key leadership roles in consulting, press sales, product management, sales, executive management and dealt with hundreds of SAP clients in the private and public sectors during his successful tenure at SAP. Peter has identified the vision, strategy and culture of 829 Studios since its bequething in 2007. Its mission is to help customers transform their data into a strategy and provide a comprehensive approach that combines creativity with technological sophistication. It is constantly looking for new opportunities that customers can use to achieve differentiation, develop competitive advantages, and better communicate with their brand's history. Peter received his MBA executive from Imperial College London and primarily focuses on business consulting, marketing strategy, site architecture, front-end/back-end development, SEO/SEM and interactive media. Strategic online marketing practices Your business can apply post-COVID-19 In the post-coronavirus world, life will be much more different and it is important to be able to adapt to consumer needs. In this session, we adopt a number of strategies that your business can implement to increase the retention of your customers; Everything from connecting with audiences on social media to changing the structure of your message content in your posts/ads. They all play an important role in how your marketing can affect your business. Takeaways: • How to increase customer retention • Content sharing techniques to appeal to mass Kristen Haines is chief executive of MailCon, where she oversees her strategy and operations. She is well known for her passionate and savvy approach to marketing and sales in both the business and business markets to consumers. When Kristen isn't planning mailcon's next big event, you can find her in the gym or read books on business and technology. Welcome Remarks & Event Host Tom Wozniak leads marketing and PR for Optizmo, mentoring the most robust platform for email compliance and suppression of customer management list across the U.S. and around the world. Wozniak has than 20 years of experience in affiliate, email, displays, videos and aspects of digital marketing. Prior to Optizmo, he was vice president of marketing at SpotX, headed marketing at Media Breakaway, and held senior positions with Trueffect and NextAction, among other companies. Francis Chmair currently serves as president at LashBack LLC, based in St. Louis, Missouri. LashBack provides a unique and effective insight for digital marketers in compliance and brand protection. Mr. Chmair oversees strategy, business development, marketing, customer relationships and data in his executive role. It has a deep history of promoting the growth of scalable tech companies from startup to growth stages. Sofia Le, founder of Brand Preppers, is an emergency manager who happens to be really good at email marketing. Thanks to her award-winning campaign and the deployment of field support on state Route 530 Mudslide in 2014, she has not rumored how words can inform, persuade and possibly save someone's life. What disasters can teach you about email marketing While the world continues to struggle with COVID-19, marketers are wondering: How do you sell your products and services during an emergency or crisis? At this session, Sofia Le will discuss with email experts who continue to grow their brands despite the global pandemic. Audience members will go with strategies on how to quickly innovate in times of uncertainty, tactics to establish and maintain trust with customers via email, and why managing your emotions is just as important as managing a message. Benyamin Elias is director of content marketing at ActiveCampaign, where he oversees written content, multimedia content and the community. Benyamine scaled the ActiveCampaign content team from more than 10 marketers, leading to a 1,000+ per cent rise on content channels. Before ActiveCampaign, he consulted on content and SEO for Fortune 500 life sciences and biotechnology companies. He has BA in psychology with honors at Grinnell College. The power of simplicity: How to win over more readers with less: Email marketing is critical in shaping the customer experience. Still, research shows that consumers are putting off emails appearing less informational and more promotional. How can marketers simplify their processes to make sure they stay on top of their minds without adding to consumer fatigue? During the discussion, moderated by EmailStower Brian Jenkins, ActiveCampaign's director of content marketing, Benyamin Elias will discuss why simplicity is key in email marketing and the importance of authenticity and imperfection. Benyamine will share email marketing strategies, including automation and personalization, to attract generation customer loyalty and getting more investment returns. Listen to how less now says more, and lessons learned from 2020 to better shape your email strategy by looking at 2021. Garnier is a senior product manager at Mailgun, where he owns an Email Marketing product, Mailjet. Nicolas joined Mailjet back in 2015 and helped scale it up for 130,000 customers by launching and managing innovative products such as Passport, Mailjet's email builder. It has also launched an open source MJML framework that boasts more than 10 million downloads and is now #1 for responsive emails. Nicolas is also an active member of the email community and is honored to be invited to major events such as Litmus Live. Email Marketing Trends for 2021 2021

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