



INDIANAPOLIS

February 2010 Program

Program Title

Next-Generation Lead Gen Strategies for B2B Marketers

Program Description

Presented by Brian Deagan, CEO of Knotice

Thursday February 18, 2010

8:30 AM - 10:30 AM

At our November 2009 Program you learned how to take your marketing to a level of true accountability through Jill Snyder's presentation Marketing by the Numbers. We continue this discussion with a presentation by Brian Deagan, the CEO of Knotice.

Brian will cover strategies that you can use within your marketing efforts to assist with automation of lead generation activities and how to convert those leads through the pipeline for your organization. In this session you will learn...

- How to automate outreach efforts
- Messaging strategies that drive response
- New tools that empower marketing and sales teams to work better together

Join us to welcome Brian to Indianapolis and to learn from the insight he will be sharing with our chapter!

About the speaker

Thought leader behind direct digital marketing and CEO and co-founder of Knotice

Brian Deagan is the CEO and co-founder of Knotice, an Akron, Ohio-based company that provides software and services that maximize the ROI of direct digital marketing through process automation, improved relevance, and increased performance.

An expert in the digital marketing space with over a decade of experience, Deagan saw the inefficiencies plaguing the industry and co-founded Knotice. He pioneered the idea of addressable direct digital marketing.

Direct digital marketing is defined as: digital marketing method that is addressable—meaning you can identify the recipient of the marketing message being distributed. Traditional direct marketing is achieved using a customer's postal address and sending physical paper mail, such as a flyer or brochure. With the evolution of direct marketing to direct digital marketing, addressability comes in a variety of digital forms including an e-mail address, a Web browser cookie, or a mobile phone number.

Published definitions of direct digital marketing:

- The American Marketing Association: <http://www.marketingpower.com/layouts/Dictionary.aspx?dLetter=D>
- Webopedia: http://www.webopedia.com/TERM/D/direct_digital_marketing.html
- Internet Marketing Definitions: <http://www.internetmarketingdefinitions.com/DirectDigitalMarketing>
- Wordie: <http://wordie.org/words/direct%20digital%20marketing?o=asc>
- Quirk's Marketing Research Dictionary (registration required): <http://www.quirks.com/glossary/search.aspx?searchID=29855860>

Deagan's vision for integrating vital direct digital channels into a single software platform spawned Concentri®, Knotice's innovative on-demand marketing software platform that is forcing competing systems to respond by attempting to buy and integrate technologies -- activity that perpetuates the very industry problems Deagan's vision aims to resolve -- and driving the market to react.

Entrepreneur:

- In 1995, Deagan founded *Lynk Media*, a web design company.
- Two years later, in 1997, he co-founded *600 Monkeys* after a software project from *Lynk Media* took off. In 2000, *600 Monkeys* was acquired by Niku Corp. and Deagan went with the company to Silicon Valley, California where he served as the Director of Vertical Markets. The desire to address the fragmented online marketing space led him back to northeast Ohio.
- In 2003, Deagan co-founded his third company, Knotice. The company has seen continued growth since it began. With a keen eye for technology trends, Deagan continues to drive change in the online marketing world with Concentri® and Knotice.

Speaking Experience and Writing:

Deagan is an industry thought leader and seasoned speaker who has presented to diverse groups about efficient and innovative direct digital marketing practices. He has also been featured in several leading marketing publications including *Adotas*, *1to1 Magazine*, *Mobile Marketer*, *The Wise Marketer*, and *DMNews*, to name a few.

Previous Speaking Engagements:

- Invited to be featured guest on DMRadio
- Invited to speak to the Central Virginia Chapter of the American Marketing Association
- Invited to speak to the Pittsburgh Chapter of the Business Marketing Association
- Invited to participate in the "Big Brands, Big Plans" panel at the Online Marketing Summit Whistle Stop Tour.
- Invited to speak about direct digital marketing at Upshot Institute's Marketing "SuperPlatforms" On-demand Summit.
- Invited to participate in a behavioral targeting panel at OMMA Global Hollywood.

- Invited to host a roundtable on effective email marketing at the Shop.org Annual Summit.
- Invited to speak to a Sales and Marketing Executives International (SMEI) chapter.
- Scheduled to speak at several AMA chapters later this year and in 2010.

Published Articles by Brian Deagan (beginning with the most recent):

- “How Hotels can Use Direct Digital Marketing” Lodging Hospitality, November, 2009
http://lhonline.com/consulting/marketing_digital_websites_eConcierge_1117/
- “Improve Email Marketing with Universal Profile Management” DMNews Essential Guide to Email Marketing, October, 2009
http://mydigimag.rrd.com/display_article.php?id=247711
- “Direct Digital Marketing Benefits Companies and Consumers Alike” DestinationCRM, September, 2009
<http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/Direct-Digital-Marketing-Benefits-Companies-and-Consumers-Alike-55717.aspx>
- “Onsite Targeting Key to Boost Bookings” The Rooms Chronicle, August 2009
http://www.roomschronicle.com/articles/index.cfm?fuseaction=dsp_article&article_ID=2492
- “Snapping Up Endangered Sales with On-Site Targeting” Ecommerce Times, July 2009
<http://www.ecommercetimes.com/story/67579.html>
- “The Third Pillar of Direct Digital Marketing” Online Strategies Magazine, July 2009
http://www.onlinestrategiemag.com/os09su_mobile/
- “Quality Data is a Must for Effective Mobile Strategy” Mobile Marketer, June 2009
<http://www.mobilemarketer.com/cms/opinion/columns/3556.html>
- “An Emerging Direct Digital Marketing World” Adotas, June 2009.
<http://www.adotas.com/2009/06/an-emerging-direct-digital-marketing-world/>
- “Hotels: Improve Guest Experiences with Self-Service Mobile Applications” NextGen Self Service, May 2009
<http://www.nextgenselfservice.com/ME2/dirmod.asp?sid=&nm=&type=MultiPublishing&mod=PublishingTitles&mid=2E3DABA5396D4649BABC55BEADF2F8FD&tier=4&id=96F23BB00F2C412BACBDD252E8682D40>
- “Direct Digital Marketing: The New Key to eMarketing Relevance” The Wise Marketer, March 2009
http://www.knotice.com/news/KNOTICE_WiseMarketer_30209.htm
- “Good Email Marketing Doesn’t Have to Break the Bank” DMNews, January 2009
<http://www.dmnews.com/Good-e-mail-marketing-doesnt-have-to-break-the-bank/article/126099/>

Blog:

- <http://lunchpail.knotice.com>
 - “3 Keys to Implementing Advanced Mobile Tactics”
<http://lunchpail.knotice.com/2009/05/20/keys-to-implementing-advanced-mobile-tactics/>



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- “Good Email Marketing Shouldn’t Cost More” <http://lunchpail.knotice.com/2008/08/28/good-email-marketing-shouldnt-cost-more/>
- “Some Keys to Geography-Based Mobile Marketing” <http://lunchpail.knotice.com/2008/09/29/some-keys-to-geography-based-mobile-marketing/>
- “Optimization Made Easy” <http://lunchpail.knotice.com/2008/08/04/optimization-made-easy/>