

# Smart Insights Conference Digital Impact 2014

Learn best practices for integrating digital  
technology and marketing to fuel business growth

Cavendish Conference Centre London

Wednesday, September 17th 2014



# About the conference

## Helping businesses manage digital transformation

Digital Channels drive business growth. In 2015 and beyond, businesses will look to integrated web, social and mobile channels as major contributors to growth. Success will go to those who are most agile and are best able to transform their business to an omnichannel business that provides branded customer experiences integrated across channels.

*Smart Insights Digital Impact 2014* focuses on how you and your business can succeed in managing the transformation, optimisation and integration of digital channels.

## Who should attend?

If you're responsible for growing the commercial contribution of digital channels for your business, or your clients, *Digital Impact 2014* will help you review your strategy and investments and learn practical improvements to your digital marketing.

The conference is focused on helping leaders of digital marketing and Ecommerce who shape digital strategy and transformation of businesses including:

- ✓ Directors and Heads of Ecommerce or Digital Business
- ✓ Digital marketing managers
- ✓ Marketing directors and managers
- ✓ Marketing and digital marketing consultants
- ✓ Agency owners and account managers advising clients on digital transformation

## What will I learn?

Smart Insights has developed a reputation for practical, actionable advice based on a planned, data driven approach. Our Digital Impact conference follows these same principles to help you Plan, Manage and Optimise Digital Marketing. You will learn:

- ✓ How leading multichannel brands create effective strategies and manage their

integrated digital marketing processes, teams and campaigns

- ✓ How to optimise and grow sales using the core digital channels, that's search, social media and email marketing
- ✓ Techniques to manage content marketing, the glue binding effective digital marketing and integrating with offline channels
- ✓ How to use analytics to drive marketing investments for the greatest impact
- ✓ Which are the key trends and opportunities to succeed in 2015.

### How will I learn?

We have designed the format of *Digital Impact 2014* to maximise involvement and learning for attendees.

### Morning sessions - hear how leading brands have increased Digital Impact

Each talk and panel session shares the stories “from the trenches” that will help you learn from techniques used and mistakes made.

### Afternoon workshops - learn best practices from your peers

The afternoon sessions are interactive workshops led by Smart Insights Expert commentators who will give a short presentation on best practices for one digital marketing technique and then chair a roundtable discussion on improving impact

## Tickets and Pricing

Digital Impact 2014 is a partner supported event offering great value compared to a one day training course.

- ✓ **Early-bird price before 31st July 2014: £195+VAT.**
- ✓ **Standard price before 17th Sept 2014: £295+VAT.**

Smart Insights members can save more through a 50% reduction for Expert members and a 20% reduction for Basic members, please [contact us via our site help system](#) to get the members' promotion codes.

## Conference details, registration and booking

Further details of location, booking and partners are available on the dedicated site at: [www.smartinsights.com/digital-impact-2014](http://www.smartinsights.com/digital-impact-2014).

**Please register and pay directly on the [Eventbrite ticketing site](#).**

# Digital Impact 2014: Programme

## Agenda

08:30 – 9:00 **Arrival, registration and coffee**

09:00 – 9:15 **Welcome and introduction.** *Dave Chaffey, Author and editor, Smart Insights*  
Dave will introduce how companies can benchmark their adoption of digital business to help create a roadmap and business case for future investment.

09:15 – 9:40 **Global Impact:** *Niall Walsh, Head of Group Ecommerce Marketing, Tesco*  
**From launch to sustainable growth – The Tesco international ecommerce marketing journey.**  
Niall will explain the strategy Tesco adopted to gain fast international coverage for their online grocery business. He will also explain how his team are structured and how they are moving toward a more data-led approach to marketing to drive growth and marketing efficiency.

09:40 – 10:05 **Transformation Impact:** *Chris Ketley, digital transformation and online business development specialist previously at Aviva, HSBC Commercial Banking, Bupa Healthcare and currently at EDF Energy.*  
**Creating a plan for digital transformation.**  
Chris will recommend a transformation process he has implemented in many types of organisation including 5 essential themes forming the planning foundation. He will also give practical advice on delivering change including prioritisation, overcoming organisational barriers, iterative development and agile ways of testing across the lifecycle development process.

10.05 – 10.30 **Search and content impact:** *John Pannell, Senior Online Marketing Manager, BT Global Services.*  
**How BT delivers content that integrates SEO with brand development.**  
John will explain how his team manage optimisation of content across global markets for over 300 global services across 8 product portfolio areas on 51 multilingual country websites. He will explain their approach to reviewing performance using analytics and how the team deliver content that

integrates SEO with brand development across web, social and email marketing.

10.30 – 10.55 **Paid media Impact:** *Amy Bott, Paid Search Manager, Phones 4U*

**Managing the complexities of Paid Search Optimisation.**

Amy will explain the process that Phones 4U use for managing a large-scale, Pay Per Click account in a dynamic market. She will show why effective Pay Per Click marketing involves using attribution and other insights to understand the wider online and offline user journey including the impact of mobile device use.

10.55 – 11.20 **Coffee and Networking**

11.20 – 11.45 **Experience impact:** *Bob Egner, VP of Products, EPiServer.*

**The latest trends in creating digital experiences.**

EPiServer are our headline partner for the event. In his talk Bob will discuss the trends and developments in using technology to create personalised digital experiences across multiple devices. He will use examples to highlight the latest practices.

11.45 – 12.10 **Mobile impact:** *Nick Dutch, Dominos*

**How Domino's are using Mobile to drive competitive advantage.**

Nick will take attendees on a journey of how Domino's has utilised m-commerce and mobile marketing to generate revenue, build brand advocacy and retain their leadership position in an increasingly competitive market place. He will recommend essential mobile features, integration and pitfalls to be avoided.

12.10 – 12.30 **Multichannel Email impact:** *Harriet Mitchell, Digital Marketing Manager, CRM / RS Components.*

**Delivering Email relevance on a global scale through personalisation – a B2B case study.**

RS Components employs over 2,000 staff globally with a marketing department of 300 stakeholders and hundreds of promotional messages to communicate each year. Therefore, the efficient processes of planning, localising and deploying marketing campaigns plays a crucial role in ensuring that regular, relevant communications reach the customer with the right frequency and content mix.

12.35 – 13.35 **Buffet lunch and networking**

13.35 – 14.00 **Conversion Impact:** *Craig Sullivan, consultant and CRO specialist at*



John Lewis, LOVEFiLM, Autoglass, Google, Lego and more.

### **17 ways to F\*\*k-up your AB Testing.**

In this session, Craig taps into his experience of running split tests for 9 years, starting in 2005 with LOVEFiLM. Since then, he's tested over 40 million site visitors and made every stupid mistake in the book. In this refreshing session, Craig will explain all the common mistakes people are making and how you can avoid them. When is your test ready? What happens if you get an inconclusive test? How long will it take? With answers to these questions, practical tips, guidelines and examples – you'll learn how to apply this to your work tomorrow and improve your test success rate."

14.00 – 14.30 **Content Marketing Impact:** A panel discussion on content marketing. The panel will discuss the challenges of managing content marketing including creating a content marketing strategy, evaluating ROI and managing the resources needed for content creation and outreach.

14.30 – 15.20 *Breakout workshops 1:* In these practical breakout sessions you will learn the latest best practices and discuss key challenges of managing digital channels with your peers. Choose from one of three streams.

### **Managing Digital Transformation, Search and content marketing and B2B Marketing.**

15.20 – 15.45 **Coffee break and networking**

15.45 – 16.35 *Breakout workshops 2:* In these practical breakout sessions you will learn the latest best practices and discuss key challenges of managing digital channels with your peers. Choose from one of three streams.

### **Conversion Rate Optimisation and Analytics, Social media marketing and Email marketing including Marketing Automation.**

16.35 – 17.00 **Future Impact:** *Dave Chaffey, Author and editor, Smart Insights.*

### **Digital Marketing Trends 2015.**

In this briefing Dave Chaffey will look ahead reviewing key digital marketing techniques and technologies that businesses should plan to evaluate and trial in the year ahead.

17.00 – 18.00 **Drinks reception and networking**