

minimondays 

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Combining the promise of the internet with
the mobility of wireless communications

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BRIAN DEAGAN

Chief Executive Officer



Where it all clicks

<http://www.knotice.com>

About Brian Deagan

Brian Deagan is the Chief Executive Officer and co-founder of Knotice. With the simple objective of helping marketers communicate more effectively with their customers, Knotice is the third technology-based company Mr. Deagan has guided in the past decade.

Since the early 1990's, he has leveraged his pragmatic approach to emerging technologies and his experience in the software industry to develop, market and sell enterprise business solutions to a wide range of industries, while maintaining a heightened focus on marketing automation and creative services application software.

Prior to Knotice, he served as Chief Executive Officer of 600 Monkeys until the company was acquired by Niku Corporation in Redwood City, CA, where he served as the Director of Vertical Markets. His career in information technology started in a consultative capacity working with Fortune 500 clients through Northeast Ohio. Mr. Deagan attended the University of Akron.

About Knotice

Knotice delivers integrated marketing communications across email, web, mobile and emerging digital channels.

Working with clients throughout North America, Knotice guides marketers toward efficient, effective application of relevant, highly-targeted marketing communications over multiple online channels.

Knotice's revolutionary Personal Relevance Marketing is a forward-looking, customer-centric communications philosophy founded on two core principles: today's consumers seek relevancy in the communications they receive, and do not distinguish between media as long as the message provides value.

Knotice's powerful, proprietary software system, Concentri, enables the seamless development, management and delivery of content across these online channels along with robust backend reporting systems. With Concentri, Knotice is a leading provider of truly integrated online communications, allowing the delivery of the right message, to the right person, at the right time.

For an example of Knotice's seamless consumer experience, visit

www.knotice.com/exp/run.htm


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This Month's Topic


Aligning Your Mobile Campaigns With Other Interactive Marketing Efforts



Discussion Points

-  The benefits of directly integrating the mobile marketing channel with other online marketing tactics (web content, email marketing)

-  Strategies and tactics to integrate the mobile channel into cross-channel marketing campaigns:
 - Geography-based mobile marketing done right
 - The benefits of bi-directional SMS mobile marketing
 - Avoid being a mobile spammer – the benefits of sending texts from a platform, not the web

-  Applications of mobile marketing in cross-channel campaigns for the cable and broadband industry and the hospitality industry

Thank You!



Where it all clicks

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