

# Webinar covers contextual marketing

Brian Solis of Altimeter Group and StrongView's Dave Frankland will share why contextual marketing is more than a buzzword - it's the next big thing for digital marketers. The webinar, being held on Thursday, 2 April 2015 at 6.00pm GMT (note: daylight saving begins in UK on 29 March 2015).



Brian Solis, Dave Frankland, Jessica Groopman

Moderated by Altimeter Senior Researcher Jessica Groopman, this is not just another webinar; it is more like a fireside chat. Albeit one that will provide you with a definition, framework and tactics for embracing contextual marketing.

## Topics

- Market forces making real-time contextual marketing possible
- How to define customer context across multiple dimensions
- How context enables customer centricity
  
- Best practice examples from major brands

## Speakers

Solis, Principal Analyst, Altimeter Group, is a digital analyst, business strategist and futurist who creates new media strategies and frameworks that build bridges between companies and customers and with employees and key stakeholders. Frankland, Chief Strategy Officer, StrongView, leads corporate strategy for the company, developing and evangelising its vision and aligning internal resources for success. Previously, Dave was VP and research director at Forrester, where he co-launched its Customer Intelligence practice. Groopman, Senior Research, Altimeter Group, specialises in digital strategy, Internet of Things, social data integration, content marketing and customer experience, with a focus on how data is shifting business models and behaviours.

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