



Financial Institutions seek new solutions to drive Personalized Conversations with Clients

50 Experts to gather in Toronto this June to crack the Digital Marketing Code for Financial Services

TORONTO, ONTARIO, CANADA, April 9, 2014 /EINPresswire.com/ -- Achieving personalized conversations and optimizing the digital customer experience reach the level of make-or-break when financial institutions find competitors engaging their customers through [digital marketing](#) tools.

Digital Marketing is a reality – yet a [solution](#) – enabling organizations to ‘fish where the fishes are’, engaging potential customers in personalized conversations based on their trends. Marketers, from the financial sector in particular, find themselves challenged when driving conversations and ROI through enhanced content, personalization and the customers’ digital experience of their brand.

More than 50 experts will gather this June in Toronto in an effort to respond to the growing demand for interaction between industry peers and to crack the code that leads to the next generation of Digital Marketing solutions – just for [Financial Services](#).

“This is the age of the customer. Across all digital touchpoints, today's customers reliably expect consistent digital experiences personalized to them. With this trend in mind, this year's summit brings together a group of marketers who stand to gain the most from owning these digital experiences and improving customer lifetime value”, explains Jim Howard, CEO of CrownPeak.

“This year, we are excited to showcase the CrownPeak Web Experience Management platform. With a proven record of empowering digital marketers at large financial institutions, CrownPeak WEM delivers secure and personalized digital experiences across complex enterprise environments to mobile, portals, websites, and many other digital touchpoints”, Jim added explaining how they plan to equip marketers to face today’s rapidly evolving challenges in Digital Marketing.

A marketer’s ability to individually understand each customer and be able to respond according to his unique online behavior becomes absolutely essential when it comes to marketing financial products or services – it then comes under an invisible layer of comfort and trust.

“Marketers have to recognize that people are more than pawns in a sales funnel”, explains Zachary Jean Paradis, Director Innovation Strategy at SipientNitro.

“Winning in today’s environment means really understanding their patterns of daily life - the stories that matter to them - and aligning brands to those patterns. We need to change the way we approach marketing and service, blending physical and digital touch points, to not just drive expectations, but to deliver on them”, Zachary elaborates.

If identifying customers in a high-volume Internet traffic was a challenge that keep redefining their interests and priorities, engaging them, converting them into clients and maintaining a healthy online relationship poses a challenge of a further higher degree for today’s digital marketers.

“We transform good channel performers into great channel performers with innovative digital enablement tools that better engage clients and prospects and, as a result, drive more sales”, says

Jeff Dunmall, President & Managing Partner of imason – one of the experts who will be part of the June Financial Digital Marketing think-tank.

"I will be talking about this at the panel discussion and we will be showcasing our newest digital enablement tools at the exhibit", Jeff said hinting towards the solutions he has been able to evolve and will be showcasing at the Annual Digital Marketing for Financial Services Summit.

The 4th Annual Digital Marketing for Financial Services summit will be attended by more than 200 top marketing decision-makers representing financial institutions from across North America, and will feature some of the most reputable solution providers that excel in servicing the financial institutions.

Some of the notable speakers at the summit include:

- Evan Gerber, VP Mobile/Mobile Design & Emerging Interactions - Fidelity Investments (Boston)
- Cynthia Stark, VP Global Digital Strategy - Sunlife Financial
- Lilian Tomovich, SVP, Consumer Marketing – MasterCard (New York)
- Jeff Marshall, VP Marketing & Brand Management - Scotiabank
- Todd Roberts, SVP Payment Strategy & Innovation - CIBC

The Annual Digital Marketing for Financial Services summit is also the only event in North America where marketers will be able to meet and network with the top marketing solution providers for financial sector, including LinkedIn Marketing Solutions, Rich Media, Adobe, SapientNitro, Bizo, Bob's Your Uncle, CIG, CrownPeak, DAC Group, Exponential Advertising Intelligence, imason Inc., Veriday, Socialware and Sitecore.

Further details on the 4th Annual can be found on:

www.FinancialDigitalMarketing.com

Twitter: <https://twitter.com/DMFinancialTO>

LinkedIn: <http://linkd.in/1kXqe2y>

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