



Gold Group Enterprises
Lunch and Learn Presentation Topics

Topic:

Mobility Lifestyle Engagement: The Art and Science of In-The-Moment Motivation, Influence and Action

Abstract:

In today's mobile lifestyle people are constantly on the go, busy, and stressed. What is it that motivates or inspires a person to take an immediate action? Reciprocate? Change a habit? And to want to receive content and interact with a brand? The voice and style of mobile engagement sends subtle social clues that either connects to a person's personal brand or drives them further away...what are those social clues?

In this session you will discover:

- Mobility engagement strategies and methods designed to increase trust, credibility, and raise the believability of your brand
 - The big difference between human responsive vs. device responsive design
 - The value and role of little data vs. big data
 - Top 5 behavioral mobile engagement guiding principles
 - Top 5 mistakes in mobile engagement
 - How to blend digital and human interactions into one conversation flow; the role of mobility engagement in the next generation call center
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Topic:

How to Turn Social Feedback and Communities into Customers and Increased Spend

Abstract:

What's the best way to define an engagement approach that marries consumer lifestyle and social behaviors with brand communications? It is through delivering these targeted communications at the right time that each companies can empower behavioral change and action. Moreover, each has created an evidence based data and analytics model enabling them to effectively measure and adjust cost.

In this session you will discover:

- How a new approach to referrals has resulted in an increase in same store sales of 34% and decreased acquisition costs of 15%
- How an engagement model that seamlessly blends digital and human (via call center and in-field) has resulted in a 200% increase in participation and retention in a services business (healthcare)
- How to more effectively use in-the-moment feedback to increase customer satisfaction and spend
- New data models for analyzing consumer actions



- How to blend the new mobile ordering and wallet into an existing card-based loyalty and engagement system
 - How mobility engagement has actually changed the product mix companies offer by matching time of day ordering and fulfillment with consumer lifestyle
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Topic:

Turning Likes into Buys: How to Convert Your Digital Community Into Customers

Abstract:

The current “holy grail” every marketer is after is truly determining ROI on social media efforts. How much can you really tell about sales with “likes” and “chatter levels”? We think it’s time “Likes” started becoming “Buys”... and certainly your CFO does too!

With over 30% of social media site access currently via Smartphone and more purchases being done “on-the-go” via mobile, a new cardless transaction and loyalty paradigm is gaining consumer adoption. Now, you can effectively turn the digital communities you’ve spent time and money building into actual measurable transactions with real customers.

In this session you will discover how to:

- Launch an all digital and card-free loyalty and rewards program with in-the-moment purchases directly from consumers’ phone, tablet, in-store kiosk, or PC
 - Provide a way to publish digital coupons direct to your social community’s supermarket and pharmacy loyalty card at over 5000 locations and have a turnkey reconciliation and settlement between your brand and the retailers
 - Manage a daily deal wallet with immediate transactions and purchases that lets you keep control over your offers without splitting profits
 - Award in-the-moment rewards for actions as well as transactions while providing personalized lifestyle engagement. Awarding interactions is an emerging social-loyalty technique
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Topic:

In-Motion Commerce: Channeling Consumer Purchase Flows via Place & Time Shifting

Abstract:

The new emerging art and science in mobile is “in-motion” commerce. At its core, it is the ability to engage, transact, and reward consumers, within their daily lifestyle, based on their preferences and lifestyle behaviors. This approach integrates preferences, time of day, daily schedule, and other social and behavioral methods into how, where, and when consumers are engaged. This is a very different art and science than simply putting a credit card on a mobile device and making a “contactless” payment.

Plus, with over 30% of social media site access currently via Smartphone and more purchases being done “on-the-go”, a new cardless transaction and loyalty paradigm is gaining consumer adoption. Now,



you can effectively turn the digital communities you've spent time and money building into actual measurable transactions with real customers.

In this presentation you will discover:

- How to monetize your social marketing (with clear measurement and tracking)
- Award in-the-moment rewards for actions as well as transactions while providing personalized lifestyle engagement. Awarding interactions is an emerging social-loyalty technique
- Card-free loyalty and rewards program with in-the-moment purchases directly from consumers' phone, tablet, in-store kiosk, or PC
- Provide a way to publish digital coupons direct to your social community's supermarket and pharmacy loyalty card at over 5000 locations and have a turnkey reconciliation and settlement between your brand and the retailers
- Manage a daily deal wallet with immediate transactions and purchases that lets you keep control over your offers without splitting profits

About the Presenter:

Bob Gold, Founder & CEO, Gold Group Enterprises

Bob is a rare combination of business entrepreneur, strategic visionary, and outstanding communicator. Bob's successful track record in creating and developing growth companies, combined with his specialty focus in sales, marketing, and technology, have enabled him to help companies convert their Intellectual Properties into thriving businesses throughout his career. As CEO of Gold Group Enterprises, Bob has built an emerging growth business focused on remote patient management and lifestyle engagement, transactions, and rewards; extending enterprise CRM, loyalty, and commerce programs for health care enterprises and Fortune 1000 companies engaging today's mobile patient and consumer.

Previous Speaking Experience Sampling:

- Direct Marketing Association: International Mobile Marketing
- ABA National Conference
- ABA Satellite Broadcast
- BMA Conferences
- CEO Forum
- Direct Marketing Association
- International Association of Financial Planners Expo
- Pharma & Biotech Business Intelligence Summit
- Johnson & Johnson Global Marketing Conference
- State Street Chairman Breakfast
- SUN Microsystems Leadership Conference
- IBM Multi-vision Solution Expo (UK/US)
- Italian PTT, Milan Italy
- Rutgers University Leadership Summit
- Rochester Institute of Technology Executive Management Forum





- HIS 11th Annual Internet Marketing Conference
- Mobile Payments Conference
- Loyalty 360 Conference
- Mobile Marketing Association
- Baruch College of Entrepreneurial Studies Visiting Lecturer

