

Bryan Eisenberg

New York Times Bestselling Author on Customer Experience, Using Data and Buyer Legends

Please contact a GDA agent for information.

Topics

- Big Data
- Branding / Marketing
- Business
- Business Growth / Strategy / Trends
- Consumer Trends
- Futurists / Trends
- Retail and Consumerism



About Bryan Eisenberg

Bryan Eisenberg is the co-founder of Buyer Legends. He is the co-author of the Wall Street Journal, Business Week, USA Today and New York Times bestselling books *Call to Action*, *Waiting for your Cat to Bark?* and *Always Be Testing*. Bryan is a professional marketing keynote speaker who has been the keynote speaker for corporate events and conferences such as Gultaggen, Shop.org, Direct Marketing Association, DreamForce, E-consultancy, Emerge, and the Canadian Marketing Association. He is also the co-founder and Chairman Emeritus of the Web Analytics Association (now the Digital Analytics Association). Bryan serves as an advisory board member of Search Engine Strategies, the eMetrics Marketing Optimization Summit and several venture capital backed startup companies (e.g., Bazaarvoice, UserTesting.com, Monetate, Nomi, Sightly, BoostMedia, AllClearID, ChatID, OneSpot etc.).

Bryan Eisenberg is an internationally recognized authority and pioneer in online marketing, improving online conversion rates, persuasive content, and persona marketing. Bryan was been recognized by eConsultancy members as one of the top 10 User Experience Gurus, he was selected as one of the inaugural iMedia Top 25 Marketers, and a Marketing Edge Rising Star Award winner in 2010.

Bryan has been a featured expert by The Wall Street Journal and the The New York Times and been quoted in Business 2.0, CXO Europe, Advertising Age, CNN, Forrester Research, Jupiter Research, Miami Herald, Publish, Internet Advertising Report (IAR), Chicago Business Tribune, Inc Magazine, Entrepreneur, Target Marketing, DM News, Microsoft's bCentral, MarketingSherpa, the Toronto Star, Smart Money & Internet Retailer for his thought leadership in the critical area of internet marketing and improving online conversion rates.

In 1998, Bryan co-founded FutureNow Inc. (Bryan & Jeffrey are no longer associated in any way with FutureNow), the company has been helping businesses generate more engagements, leads, subscriptions, and sales with its unique framework he helped develop, Persuasion Architecture®. Bryan's proudest professional accomplishments are the thousands of companies, students and clients, including Google, HP, NBC Universal, GE, WebEx, Overstock and Dell, that have consistently enjoyed dramatic improvement in sales.

Select Keynotes

- **Creating Legendary Brands: a business process to align metrics, customer experience and profits**

In this motivational but practical presentation you will learn about Buyer Legends, a business process that uses storytelling techniques to map the critical paths a prospective buyer might follow on her journey to becoming a buyer. You will learn how this process aligns strategy to brand story to the buyer's actual experience on their customer journey. Discover how these easy-to-tell stories reveal the opportunities and gaps in the customer's experience within the current marketing & sales process. Learn how these legends communicate the brand's story intent and critical touch point responsibilities to your entire team, within every level of an organization, from the boardroom to the stockroom. Business executives, business owner and marketers will delight in how Buyer Legends reconcile the creative process to data analysis; aligning metrics with previously hard-to-measure marketing, sales, and customer service processes. Buyer Legends deliver quick and tangible results. The first result is improved execution, communications, and testing. The second result is a big boost to the bottom line.

- **Performance Secrets of the Amazon**

Amazon.com sold its first book in July of 1995. The company did not start out knowing substantially more than most other businesses, but because it was willing to think ahead, develop big data technologies and push the boundaries of how best to do business on the web, it is now

the largest online retailer, capturing about 30 percent of every e-commerce dollar. Amazon is ten years ahead of the curve and even leads strongly data-centric companies like Walmart. Every business needs to ask itself whether it will adopt big data business strategies. If the answer is 'yes,' then right now is the time to act. The nature of the game is changing so fast that waiting out the next ten years, trying to decide how or whether to change will leave many businesses in the dust. They will not be able to compete; they won't even be able to catch up. In this exciting, perhaps daunting, climate, you are wondering how you can start experimenting with and implementing big data solutions that solve your business problems and fit with your business goals. But, how do you do that? What does using big data to solve business problems and fit business goals' mean? When people look for an example of how big data benefits business, they usually point first to Amazon as the gold standard of how an online retailer uses big data to out-perform many of its competitors. This keynote will make sure you uncover and understand how to use the hidden secrets behind Amazon's success and make it yours.

- **The Future Shopper**

Nobody argues about if search, social, and mobile technologies impacted customers' minds and buying behavior over the last five years. Today companies worry about keeping ahead of their competition; while the truly critical issue is keeping pace with their customers. Technological and social advances are forcing companies to embrace authenticity, improve customer experiences, or suffer the consequences. This session will show you how the convergence of communications, logistics and financial technology continue to evolve, as they always have, in order to reduce the friction in the customers' buying process. You will understand all the ways these technologies will change our professional and personal lives in the near future. If your company isn't prepared to handle this future, it could be after this session!

Select Testimonials

"Bryan has been the keynote speaker at our Norwegian events, Gulltaggen and the SEM-conference, several times. He is always appreciated and well liked as he has both extensive knowledge and is a really talented presenter. We are sure he will be back in the future as the Norwegians continue to ask for his insight in the digital market. Bryan inspires our audiences to think differently!"

— *Anders Willstedt – Managing Director, INMA/IAB Norway*

Bryan is consistently a best-in-class presenter for Shop.org industry events. One recent 2012 Shop.org Annual Summit attendee said it best when they deemed Bryan's big data presentation as "worth the price of the event." Bryan's energetic style, customized messaging, and focus on the tactical tips every conference attendee wants and needs to learn make him one of our favorite people to work with – year after year.

— *Artemis Berry, Senior Director, Content and Community, Shop.org*

"When looking for an anchor presenter for the SEMA Online Marketing Conference we found Bryan to be in high demand, and now we know why. He's not only a dynamic presenter but he really knows his stuff and connects well to his audience. Our attendees, who aren't at all shy about expressing their displeasure with sub-par presentations, gave him top ratings and actively sought out one-on-one meetings with him. We're grateful to have him share his insight and experience this year, and look forward to working with him again in the future."

— *Thomas Myroniak, Vice president Marketing and Member Services, Specialty Equipment Market Association (SEMA)*