



VP, CONSUMER ENGAGEMENT

Daniel Keding

Daniel Keding is a man of many talents. For all his skill with data and analytics, he's a marketer at heart, consumed with creating perfect customer experiences. Whether he is architecting a national campaign or optimizing a digital workflow to improve conversions, he is constantly focused on how the consumer is interacting with each brand touchpoint. He's spent more than a decade developing award-winning digital marketing campaigns for national and global brands like Cox Communications and TABASCO®. Sporting his signature goatee, glasses and bowtie, Daniel is especially dedicated to helping food and beverage brands deliver more memorable and meaningful experiences for their consumers.

PRESENTATION TOPICS

- E-Commerce Best Practices in a Convenience Economy
- Developing Integrated Marketing Campaigns and Their Target Audiences
- The Shift in Shopping Carts: How E-commerce Growth is Changing the Grocery Aisle
- Brand Storytelling: Why Your Values Can Matter More than the Taste of Your Product
- Alexa, How Can I Sell More Products? How Voice Assistants and IoT are Changing the Landscape for Food Brands
- If This, Then Buy That: How Marketing Automation is Changing the Grocery Aisle
- Micro-Audiences Make for Mega-Consumers: Leveraging Niche Audiences and Micro-Targeting to Increase Customer ROI

FOOD-RELATED AWARDS

2018 // Silver ADDY, TABASCO® Holiday Email Campaign, AAF Acadiana

2017 // Electronic Producer of the Year, AAF Acadiana

2017 // Silver ADDY, HoneyBakedHam Catalog Covers, AAF Acadiana

2016 // Gold ADDY, Cane River Email Marketing Campaign, AAF Acadiana

2015 // Gold ADDY, Cane River Pecan Company Website, AAF Acadiana

2015 // Gold ADDY, Cane River Catalog Design, AAF Acadiana

TOPICS OF EXPERTISE

- Integrated Marketing Campaign Strategy
- Driving Sales on E-commerce
- User Personas and Marketing Demographics
- Data-Driven Decision Making
- Email Marketing Strategy and Best Practices
- Social Media Marketing and Measurement
- Marketing Automation
- User-Centered Website Design and Development
- Website Tracking & Analytics

BBR AT A GLANCE

BBR is a digital marketing agency offering consumer activation programs for food and beverage brands. Guided by data and articulated by unforgettable creative, we craft consumer experiences designed to stoke acquisition, win conversions and promote customer retention.

CONNECT WITH DANIEL

Email // dkedinger@bbrcreative.com

Twitter // www.twitter.com/Keding

Facebook // www.fb.com/daniel.kedinger

LinkedIn // www.linkedin.com/danielkedinger