

Reggie Brady

President at Direct Marketing Club of New York

New York, NY, US

Nationally recognized expert and in-demand conference presenter specializing in email direct marketing communication techniques & strategies

Description

Regina (Reggie) Brady has 20+ years of experience and accomplishments in the areas of email, privacy, direct marketing, management and database building.

I also provide speaking and training services for companies, events and associations on a local, national and international level. I am a keynote speaker at marketing conferences, conduct private seminars for companies, and conduct webinars.

In my consulting practice I help marketers to:

- acquire and retain more customers profitably
- maximize email's potential
- identify marketing channels and marketing partners to build business
- understand how to integrate email with social and mobile
- educate internal staff through the creation of customized in-house training
- develop and institutionalize privacy policies for permission marketing
- use and embrace best practices

Before establishing my consultancy, I was VP of Strategy and Partnerships for FloNetwork Inc., a leading email service provider that has since been acquired by DoubleClick. I joined this emerging firm to successfully execute an aggressive business development and growth plan. I provided front-line development and deal structuring for domestic and international strategic partnerships, and served as spokesperson to industry, media and investors.

Prior to that, as Vice President of Interactive Services for Acxiom/Direct Media I launched their Internet division. I was given full autonomy to expand the scope of the business into Internet-based direct marketing and web-portal delivery channels. I outlined the business model, go-to-market strategy and service offerings and structured strategic partnerships to expand offering of Internet direct marketing and communication services.

As a respected industry leader, Reggie is frequently a spokesperson for the interactive direct marketing industry. Her observations on privacy and online marketing have appeared in The New York Times, Advertising Age, 1 to 1 Marketing, Ad Week, Brand Week, eRetailing World, Dow Jones Interactive, Circulation Management, Catalog Success, Crain's New York Business, Investors Business Daily, DIRECT, Direct Marketing News, Newsday and many others.

Ms. Brady is a frequent featured speaker at national and international conferences on the topic of email and permission marketing. Currently, Reggie teaches a 4-day course several times a year for NYU called "Email Marketing: Integrating Social Media and Mobile Marketing for Optimal Campaign Results."

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC

Industry Expertise

Advertising/Marketing, Internet, Business Services, Computer Networking, Social Media, Corporate Training, Public Relations and Communications, Media - Online, Direct Marketing, Information Technology and Services

Topics

Developing Your Email Marketing Strategy, Email Marketing to Generate Leads, How Social & Mobile Integrate With Email, Email Deliverability - What You Can Do, Email Segmentation and Triggered Messages, Integrating Email, Social and Mobile, How Email Fits Into an Integrated Marcom Strategy

Affiliations

Sample Talks

Power Play: Email and Social

Email marketing and social marketing have been working together as a team for a few years now. But it's time to step it up and take your email/social programs to the next level. Key topics:

- How to optimize your social network presence to grow your email list
- Using social sign-on for registration and the amazing amount of data you can collect
- How to determine who your influencers are and then what to do with this information
- How to leverage content/offers from your emails in social media

Reaching Out: The three keys to successful email prospecting and lead generation

As digital marketing continues to grow, it's important to use a variety of online channels to your advantage for maximum outreach. But for this workshop, let's focus on email and its usefulness in prospecting. As a caveat, this doesn't work for every marketer, but there are ways to improve your odds for success. Specifically, I'll examine the components that are important to any email acquisition campaign.

E-mail Marketing: Integrating Social Media and Mobile Marketing for Optimal Results

I teach a popular 4-day course at NYU to professionals who want to upgrade their digital marketing skills. We cover everything there is to know about email including: strategy, deliverability, design, promotions, analysis, advanced techniques (such as dynamic personalization and triggered messages), and multichannel integration.

The course is interactive with group exercises designed to solidify what they have learned.

E-mail Marketing: Integrating Social Media and Mobile Marketing for Optimal Campaign Results

Explore the power of e-mail marketing from a strategic, creative, segmentation, and measurement perspective. Discover how to integrate social media, mobile marketing, user-generated content, and video into your e-mail marketing mix. Learn how and why e-mail should be a core component of your overall marketing plan; learn what you need to know to create and manage successful e-mail marketing campaigns, including how to assess and refine your marketing strategy.

Retail Email Best Practices

Despite reports to the contrary, email marketing is alive and well in cross-channel retailing. In this session, hear from a leading email marketing expert on retail email best practices around design, deliverability, acquisition and retention.

Past Talks

Power Play: Email and Social

All About eMail Virtual Conference & Expo

Effective Email Marketing Techniques

DMA 2011 Conference & Exhibition

Fundamental Email Direct Marketing Techniques

DMA 2010 Conference & Exhibition

B-to-B Lead Generation: How to do it Right

DMA Business-to-Business Council Event Series

Retail Email Best Practices

Spring 2011 Retail Marketing Virtual Conference & Expo

Impact Your Bottom Line – The Latest Email Marketing Techniques

The 10th Annual MeritDirect Business Mailer's Co-op and Interactive Marketing Conference

Education

Good Counsel College

Bachelor of Arts English

Temple University

MS Communications

Accomplishments

Top 200 Marketers of the Year - Target Marketing Magazine

Reggie was named as one of the Top 200 Marketers of the Year by Target Marketing Magazine.

President - Direct Marketing Club of New York

Reggie has served as the President of the Direct Marketing Club of New York (DMCNY).

The DMCNY is the organization that has provided the support, education, and a network of opportunities to direct marketers for over 60 years. We are a regional, professional non-profit association for all those interested in direct marketing. The greater New York metro area is the capital of direct marketing for the country and our club is recognized as the networking place for direct marketers.

Recipient - DMCNY Silver Apple Award

Reggie was the recipient of the Silver Apple Award from the Direct Marketing Club of New York. The Silver Apple Award honors the best in the field of direct marketing.

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)