

# **Sundeeep Kapur**

**Director, Strategic Marketing at NCR Corporation**

Duluth, GA, US

This Yogi of marketing is dedicated to applying email, social media & mobile to help marketers create cross channel relevance with customers

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## **Biography**

Sundeeep Kapur has been assisting organizations with their converged channel marketing strategies since 1990. From direct marketing to digital to converged, he is a passionate teacher who works with businesses across multiple industries, helping them to enable technology and services to brand, and personalize and speak to consumers more effectively.

Sundeeep is an industry recognized expert who has delivered keynotes, run panels, and delivered "relevant, inspirational, and outstanding" education for organizations like the Direct Marketing Association, Shop.org, National Sports Forum, Online Marketing Institute, ClickZ, Search Engine Strategies, Email Experience Council, Teradata Partners, National Association of Federal Credit Unions, Annual Catalog Conference, Marketing Sherpa, eCom Expo UK, NCR Self Service Universe, and the Panel of Peers.

Sundeeep is also an avid user of social media, having leveraged words, pictures, and video into a conversational digital book. His daily dose of best practices can be found at [www.EmailYogi.com](http://www.EmailYogi.com), where he has more than 1,200 articles on best practices. He authors a column on Social Integration for ClickZ. He has been hosting a monthly phone call on digital marketing best practices since 1999.

He has a BA in Economics, a BS in Computer Science, and an MBA.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Advertising/Marketing, Training and Development, Corporate Training, Public Relations and Communications, Social Media, Direct Marketing, Media - Online

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## **Areas of Expertise**

Content Marketing Strategies, Twitter & Facebook for Demand Gen, Email Marketing Social Tools, Onsite Social Analytics, Mobile Marketing Strategies, Business to Consumer Marketing Strategies

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## **Sample Talks**

## **Supercharging Your Brand on Facebook**

How does Facebook determine what shows up on your users' walls, and how can you leverage that understanding for your brand's growth. Topics covered:

What are the most effective strategies in Facebook ads? How much is a Facebook fan worth and how do you accurately measure this? When should you create multiple pages versus just have one page with multiple tabs? How to segment users by fans, friends of fans, and prospects—then message them differently. Which app combos are most appropriate?

## **Social Integration: Creating Interactive Conversations Across Channels**

The goal of any business is to grow and know your consumer base and then turn them into raving fans. Learn FIVE things you should be doing to help your business engage consumers and the THREE key channels you should leverage now to create personal, relevant & interactive conversations with your consumer.

## **12 Absolutes Towards an Engaged Consumer for Driving Email, Mobile, & Social Success**

Can your email drive 21% conversion on a three-touch transaction? Is your social media helping you drive your engagement metric to 84%? How fast is your digital database growing – email, mobile, & social? Through a case study based approach you will see why Social Integration, Intelligent Preference Centers, and Converged Messaging are the three key drivers of a successful email marketing program.

## **10 Effective Tips to Leverage Email, Mobile, & Social**

Email, mobile, and social form the trifecta of digital marketing. Throw in search and you can be right up front. Join Sundee for 10 practical tips through case studies that you can apply to your own business - all towards an engaged consumer that drives positive ROI.

## **EdgeRank vs PageRank: Increasing Your Visibility on Facebook**

Brands that aren't adopting methods to increase EdgeRank are getting shut out of the News Feed, while those that create engagement benefit from more sharing and e-commerce. It's been said that likes are the new links--that the signals of friends are akin to links between web pages. I will show examples of how social influences search results and vice-versa, and you will have an actionable checklist that you can bring back to your social team, plus ways to measure the impact of these changes.

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## **Event Appearances**

### **Supercharging Your Brand on Facebook**

Web 2.0 Expo New York 2011

### **E-mail Marketing: Boost Your Open Rates**

Publishing Business Conference & Expo

### **10 Effective Tips to Leverage Email, Mobile, & Social**

SocialDevCamp Chicago

### **Developing Your Social Media Game Plan**

Publishing Business Conference & Expo

**Social Integration: Creating Interactive Conversations Across Channels**  
Social Media Marketing Summit

**Turning Spectators into Raging Fans**  
National Association of Collegiate Marketers' 19th Annual Convention

**Keeping Pace with Social Media**  
Online Marketing Summit

**EdgeRank vs PageRank: Increasing Your Visibility on Facebook**  
Socialize Toronto: Monetizing Social Media

**12 Absolutes Towards an Engaged Consumer for Driving Email, Mobile, & Social Success**  
Interactive Strategies Conference

**3 Practical Ways To Measure Social Metrics**  
Online Marketing Summit

**How to drive 51% engagement through Social, Mobile, and Email**  
SFIMA Summit 2012: Into the Social Media Stratosphere

**Creating and Executing a Social Media Strategy**  
Social Media Marketing Summit

**KEYNOTE SPEECH**  
Style & Substance: A Look at Content's Role in Public Relations

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