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Brent is on the Canadian Marketing Association (CMA) Board of Directors, is a co-host of the Marketing Disrupted podcast series, as well as the author of Mastering Search Analytics and co-author of Multichannel Marketing Ecosystems:

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Multi-channel
marketing refers to the
process of creating
brand presence and
conveys cohesive
messaging across
multiple channels for

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interacting and
converting the leads.
Not only does it
increase conversion
and ROI but also
improve customer
engagement to a
significant extent.

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optimization, m-commerce, searchability in a multi-channel world and predictive marketing, Multi-Channel Marketing Ecosystems shows how marketers and brand managers can react positively to changes in consumer behaviour, building customer responses and loyalty via the full spectrum of digital media.

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He is a co-host of the Marketing Disrupted podcast series, as well as the author of Mastering Search Analytics and co-author of Multichannel Marketing Ecosystems: Creating Connected Customer Experiences. He has taught for ISDI & Harvard's Global Executive Master Digital Business on

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thing that remains
constant for managers
is strategic planning. At

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this time of year, many are reviewing their options for growing their business using improvements to their multichannel marketing.

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