

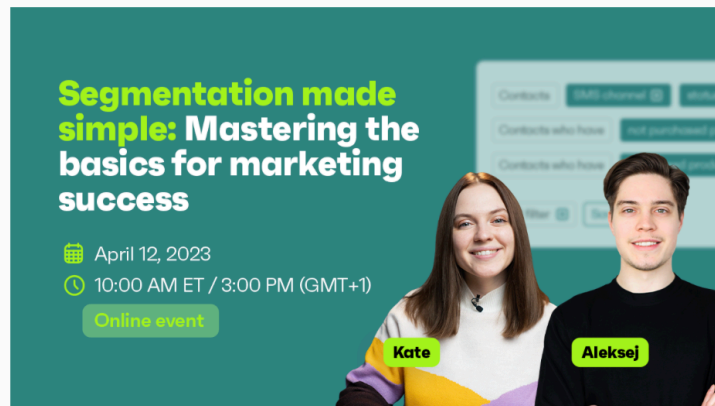
Daniela Peckova Watanabe

04/21/2023

1. What, where, when, and how was this professional development seminar about? 5-6 sentences

This professional development seminar was focused on teaching attendees how to leverage personalization to boost their business performance. The seminar featured a special guest, Aleksej, who was an Omnisend Expert and Founder at Click Thru Agency. The event took place on April 12th, 2023, at 10:00 AM ET / 3:00 PM GMT+1 on Zoom. During the seminar, attendees

 omnisend



Segmentation made simple: Mastering the basics for marketing success

Omnisend Seminar on Segmentation: <https://support.omnisend.com/en/articles/7182266-what-s-new-april-2023>

learned how to use customer segmentation in email marketing to drive better engagement and sales.

In email segmentation, we can identify our VIP clients, and send special discounts to clients in certain geo locations or on special dates, but with new technologies, we are able to segment more and more.

2. What did you learn by attending this seminar in detail? 5-6 sentences

During the workshop, the hosts gave their top tips and insights and answered all of the attendee's questions. By the end of the workshop, the attendees had a solid grasp of segmentation and could immediately put their learnings into practice. I learned I can connect my leads list on the email builder with Facebook and Instagram ads to create a lookalike audience for ads, segment exclusions, and promos for customers at risk or at the end of the lifecycle, to use pre-built segments, and protect my

deliverability by unsubscribing inactive contacts which also saves me money, The hosts also did live polls to learn what the participants were already doing, such as how many segments we currently have. I learn what contact properties would be useful for me based on my collections.

3. How did this professional development seminar enhance your career moving forward? (5-6 sentences)

E-mail marketing is so important to keep in touch with the customer base and create a community. I feel like any new skill in this area is a huge bonus because e-mail marketing is also so cheap compared to paying for ads and the conversion rates are really high. I'm already using this tool for a couple of years but not every feature and taking a seminar like this helps me to increase my sales and move towards my goal which is to create an easily recognizable brand, then sell the brand or go public.

4. What would you tell other students about this seminar and why should they attend? (5-6 Sentences)

I would say to my classmates to go after what they are interested in and dig deeper and learn. I recommend e-mail marketing skills for any business and we need to think out of the box to differentiate ourselves in a competitive market. Students should attend to gain a new skill. The host presented analytic technologies such as a customer lifecycle based on how much they spent they had and how recently they purchased a purchase behavior segmentation. I hope more students became entrepreneurs, and are not be limited by the security that a traditional workforce position offers.