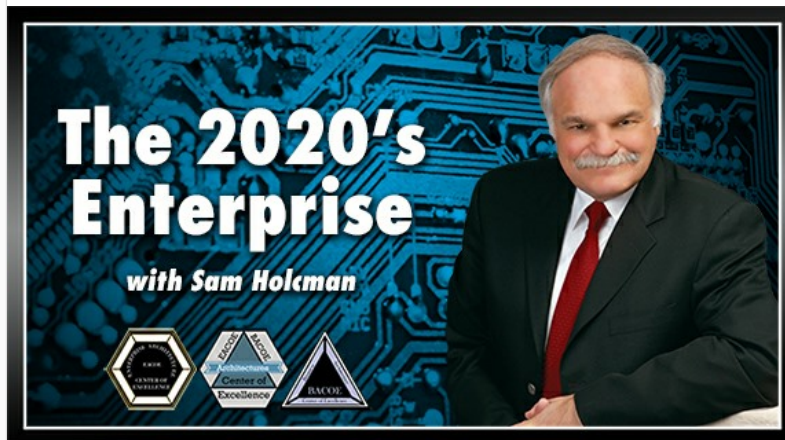


[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) Click to become a Member for Free!



### The 2020's Enterprise with Sam Holman Archives Available

**May 13th 2020: Data Driven Marketing – the Key  
to Digital Transformation**

Technology has changed the way companies deliver their marketing message but has not changed basic marketing principles. Customer data is the most valuable asset a company has. Customers use reviews as a way of deciding which company to do business with. Consumers expect an instant and friction-less experience with the companies they do business with. Data and customer information allow companies to hyper-target their marketing message. Of course, underlying all of this is privacy - a concern that needs to be addressed. In this episode of The 2020's Enterprise, we are privileged to hav

[Read more](#)



### Tune in

Archives Available on  
VoiceAmerica Business  
Channel

[EPISODE ON DEMAND](#)

[VIEW HOST PAGE](#)

### Featured Guest



#### Clark Keller

Clark Keller's interest in marketing and technology began in the late 70's when he became a marketing director for one of the country's first personal computer stores. He saw while there, that technology would become a critical component to allow small companies to effectively compete with large national companies. Clark started Data Driven Marketing in 1994 to help local businesses take advantage of (the then very new!) technology to market and grow their business. He had been working in the fast-paced technology industry from the beginning and saw that many business owners didn't have the knowledge needed to take advantage of technology the way the major corporations were. Hard to believ

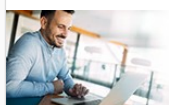
[Read more](#)

### Share This Episode



### Connect with VoiceAmerica

Download our mobile apps



Read what our hosts are writing about.

