

Call to Interaction

Digital Marketing Trends that get the Target Audience Involved

Heath Slapikas & Thomas Schaefer

Artificial Intelligence

- What is AI?
- Who Benefits from AI?
- Where to Implement AI?

Conversational Marketing

- What is Conversational Marketing?
- Where to use Conversational Marketing?

User Generated Content

- Personalization of Content
- Utilizing User Contact to Direct Traffic optimization

Localization

- Marketing to traffic location
- Benefits of Localization

Call to Interaction

- Live Video
- Applications
- 360 Photography & Videography
- Virtual Reality
- Voice Search



Thomas Schaefer

Director of Interactive Technology

A native of Berlin, Germany, Thomas Schaefer moved to St. Simons Island in 2011 and joined the 365 team in 2014 as the Director of Interactive Technology. After earning an MS in Computer Science, Thomas now gets to apply his passion for technology to his daily tasks and is responsible for managing projects, website programming, SEO and hardware and software maintenance.



Lauren Tingler

Digital Marketing Strategist

As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.