

# Rachel Tipograph – Speaking Topics

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## **The Future of Retail is Social Video**

In 2011, it was predicted that 80% of online traffic in 2019 would be video content – and here we are! With online retail making almost anything just a few clicks away, combining e-commerce and video content was inevitable, and now essential. Learn how Rachel has leveraged social media for online retailers to create big gains with consumers globally.

## **The eCommerce Revolution**

Amazon, Google, and Facebook have changed the way we live, work, and shop. They are also winning the battle for our data. Why are they after our last clicks, and how do we take back control of our consumer traffic?

## **Identity in Marketing**

Connecting with a younger demographic has never been more important, yet it's something legacy brands struggle with. Identity has become the greatest generational shift, and challenger brands are attracting younger customers creating a cult-like following. In this presentation, Rachel examines the differences between each generation and highlights ways that brands can target younger consumers, converting them into loyal brand evangelists.

## **Consumer Driven Commerce: What Brands Need to Know**

Brands have long known the importance of understanding their consumers to provide the optimal shopping experience, and shopping data is how consumers supply brands with that information. Having a commerce foundation that is built on this expanded view of the consumer journey is critical to brand success. From ad engagement to retailer checkout to last-mile delivery, consumer-driven commerce is a future in which consumer preference plays a role in determining every step of their online shopping journey, including shoppable media and omnichannel solutions.