



GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE
Scottsdale ▶ June 25-27

NANCY HARHUT



ABOUT THE SPEAKER

Nancy Harhut is passionate about the impact behavioral science can have on marketing. She has creative-directed campaigns for numerous insurance industry clients including Nationwide, Unum, MassMutual, Great-West Life, New York Life, AMA Insurance and UnitedHealthcare.

Harhut's illustrious career has included senior creative roles at Wilde Agency, Hill Holliday, Mullen and Digitas.

A popular speaker, Harhut is known for delivering practical, actionable advice in high-energy, example-jammed sessions. She has addressed audiences ranging from the U.S. Department of Defense to Moscow marketers. She has also been a featured conference speaker at Association of National Advertisers, American Advertising Federation, Direct Marketing Association, Spark, New England Financial Marketing Association, Inbound, FutureM, Marketing Nation and SXSW (South by Southwest Interactive).

Harhut and her teams have won over 175 awards for marketing effectiveness. Her personal honors include A BostInno "50 on Fire," NEDMA Direct Marketer of the Year and Social Top 50 Email Marketing Leader.

Harhut earned her bachelor's degree in journalism at Boston University.

PRESENTATION SUMMARY

10 Human Behavior Hacks That Will Change the Way You Create Email

You can follow every best practice for creating email and still not get the response you want. That's because there's more to success than a targeted list, compelling offer and perfectly executed creative. Today, you need to know the decision-making shortcuts people use when they encounter your email—those automatic behaviors that determine whether they open, read and respond to it.

Science has proven that people often don't operate in a rational, considered way. Much of what we do is done on autopilot, with certain prompts sending us in one direction or another. During this breakout session, you will discover the 10 hacks that will get your target to open, read and respond to your email without even thinking about it. You will also see numerous examples from various verticals, including insurance and finance. And you will walk away ready to create impactful emails for your organization that generate automatic action!