

# MARK SCHAEFER

Globally-recognized keynote speaker, business consultant, and author of five best-selling books on marketing strategies, social media, and personal branding

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Mark Schaefer is a globally-recognized keynote speaker, educator, and business consultant. He is the author of six best-selling marketing books, and his blog is hailed as one of the top marketing blogs in the world.

Mark has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University.

Customized for every audience, Mark's programs specialize in marketing strategies for content marketing, digital marketing, social media, and personal branding.

His clients range from successful start-ups to global brands such as Adidas, Johnson & Johnson, Dell, Pfizer, The U.S. Air Force, and the UK Government.



**MICHELLE JOYCE**

— SPEAKERS —

## The Most Human Company Wins

This program will change the way companies and organizations look at marketing, sales, advertising, and overall customer experience.

Based on his brilliant new book, *Marketing Rebellion: The Most Human Company Wins*, Mark Schaefer takes each audience on a discovery of surprising consumer realities. Weaving research with entertaining stories, Mark shows how an entirely new mindset is needed to meaningfully connect with customers in a rebellion against marketing, advertising, and PR.

Attendees will leave with new inspiration and new information on how they can incorporate strategies such as live experiences, people and culture, and story into their marketing, sales, and customer service processes.

In this session, attendees will learn:

- How marketing, advertising, sales, customer engagement, and customer loyalty have changed forever
- Two thirds of your marketing is occurring without you
- Why this rebellion is re-defining the business landscape
- A more human-centered approach to marketing
- How to build a brilliant business when your customers are in charge

“I knew we were in for some great instruction, but in the course of his visit, Mark transcended the promise of being an effective teacher. An hour dissolved into an instant. But even more remarkably, he generated a ‘majestic synergy’ from the encounter – an elixir of wisdom, passion, laughter, and the power of human connection. You could say he left an enduring mark.”

~ CMO Fortune 500 Company

**For booking information:**

Jennifer Lier

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818-472-9231

# KNOWN: The Future of Marketing is You

Acclaimed author and speaker Mark Schaefer delivers the secrets to standing out in the world, based on his new book *KNOWN*.

Being known is not the same as being famous. It's not about having millions of fans and red-carpet appearances. Being known is about approaching your web presence with an intent that creates the proper authority, reputation, and audience to realize your potential and achieve your goals ... whatever they might be.

In this fast-paced and entertaining program, Schaefer explains why the future of branding is no longer an accumulation of advertising impressions – but may depend on an accumulation of human impressions. How do you scale this human need for connection?

In this session, attendees will learn:

- Why the future of marketing will depend on human impressions instead of advertising impressions
- A research-based approach to build a personal brand and stand out in any industry
- Actionable tips to guide your personal brand today

"Now I understand why so many people love Mark Schaefer. What a fun keynote. And he IS a brainiac."

~CMO, Aerospace Industry

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## Content Code: The Future of Marketing

Facebook reach is in a free fall, brands are pumping out content at a breath-taking pace, and in the next five years, the amount of information on the web will increase by 500 percent. How does your company stand out and compete in a world of such overwhelming information density? How do you cut through the clutter in a social media world gone mad?

In this exciting and fast-paced program, Mark Schaefer outlines the visionary new rules of customer engagement from his award-winning book *The Content Code*.

In this session, attendees will learn:

- The new priority for branding
- A revelation of the true economics of social media marketing
- Six factors every business needs to know to cut through information density
- Why "content" is not the finish line; it is the starting line
- Three reasons why digital natives are connecting with your brand

This unforgettable program is guaranteed to change the way you look at marketing forever. Based on years of research, Mark drives home proven ideas with a funny and entertaining style.

"Whenever you see that Mark Schaefer is speaking, DON'T MISS IT!! He is awesome, wise, savvy, and truly at the top of my list of the best!"

~VP, Hospitality Industry

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# Ten Vital Trends Pointing to the Future of Marketing

The world is changing so fast that keeping up seems overwhelming. Renowned marketing expert Mark Schaefer peels back the curtain on 10 trends that will determine the future of your company's marketing program – with some surprising implications.

In this session, attendees will learn:

- Which trends will most impact businesses in the next five years
- Discover why some technologies like chatbots may not be ready for prime time
- Learn how the regulatory environment may change quickly and impact marketing priorities
- The mindset change required to withstand these challenges

"A true pro. He seamlessly worked stories about our company into his talk for maximum impact and audience connection. Totally exceeded expectations!"

~ CMO International Healthcare Company

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