

Mark Schaefer

Keynote Speaker, Consultant, Bestselling Author of "Known"

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Business Growth / Strategy / Trends
- Customer Relations
- Journalism / Literary / Author
- Personal Growth
- Professor
- Social Media



About Mark Schaefer

Mark Schaefer is a globally-recognized keynote speaker, educator, business consultant, and author. His blog is hailed as one of the top marketing blogs in the world. Mark has worked in global sales, PR, and marketing positions for more than 30 years and provides consulting services as Executive Director of Schaefer Marketing Solutions.

He has advanced degrees in marketing and organizational development; holds seven patents; and is a faculty member of the graduate studies program at Rutgers University. For three years, Mark studied under the late Peter Drucker (a world-renowned consultant and author, hailed as the founder of modern management).

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.

Mark is the author of six best-selling marketing books: KNOWN, Social Media Explained, Return on Influence, Born to Blog, The Content Code, and The Tao of Twitter – named the best-selling book on Twitter in the world. Return on Influence was named to the elite list of top academic titles of the year by the American Library Association, which declared it an "essential" and "pathfinding" book. The Content Code was named one of the top five marketing books of 2015 by INC. Magazine. Mark's books are used as textbooks at more than 50 universities, have been translated into 12 languages, and can be found in more than 750 libraries worldwide.

He is the co-host of The Marketing Companion, one of the top 10 marketing podcasts on iTunes.

Mark is also a popular and entertaining commentator and has appeared on many national television shows and periodicals including the Wall Street Journal, Wired, The New York Times, CNN, National Public Radio, CNBC, the BBC and the CBS NEWS. He is a regular contributing columnist to The Harvard Business Review.

Select Keynotes

- **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

- **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 redcarpet 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

- **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

- **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

Select Book Titles

- **2019:** Marketing Rebellion: The Most Human Company Wins

- **2018:** Social Media Explained: Untangling the World's Most Misunderstood Business Trend, Revised and Expanded Second Edition
- **2017:** KNOWN: The Handbook for Building and Unleashing Your Personal Brand in the Digital Age

Select Testimonials

"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*