

## Digital Marketing Strategist



Randall Craig helps organizations rethink their approach to engagement and marketing using digital. As one of Canada's internet pioneers, he has helped 100+ major organizations do this since 1994; he shares this expertise as a Consultant, Speaker, and Best-selling Author.

## Popular keynote topics

### Social Media without wasting your time... or losing your identity

*Strategy, Efficiency, and Risk for attendees and their organizations*

It's all the rage to talk about LinkedIn, Facebook, and the 500+ other social networks that exist. But how do you embed Social Media into your overall strategy? How can you reduce exposure to identity theft? What can you do if no one actually uses your social media initiative... or too many do? And how do you measure results?

Presented as a keynote, workshop, or webcast. Other popular keynotes:

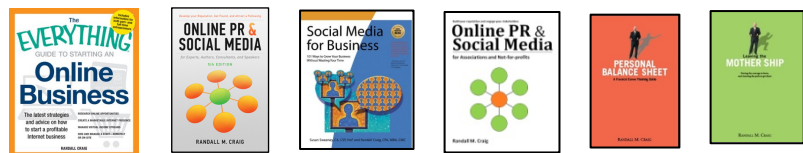
- 1) Competing with Free:** What you and your organization must do to win the war in today's marketplace of ideas. Strategic, thought-provoking, and practical.
- 2) Social Media for Sales:** Beyond the clickety-click and an updated profile, how can social media be used to sell? Specific tips, fun (and funny) facts, and practical knowledge.
- 3) Inbound Marketing and Content Strategy:** Clients come from referrals and relationships, so why the hype about content marketing, inbound marketing, and Thought Leadership? Learn why these concepts must be central to your marketing, communication, and business development strategy – and practical tips on how to get started.
- 4) Becoming a trusted guru:** Developing a public profile through thought leadership.
- 5) Social Media Executive Briefing:** Concepts, Implications, Opportunities, and Risks
- 6) Social Media Master Class:** A one or two-day deep-dive into strategy and tactics.

### Networking Skills for Success

*Give to Get: Helping others help you succeed*

Whether you are selling a product, a service, or yourself, the relationship will always cement the deal. In this presentation, participants will learn practical, hands-on tips for developing and nurturing relationships. This isn't "how to schmooze", but provides specific guidance on how to grow value and influence with others. This session starts the process of networking by providing tools for attendees to meet each other immediately... and gain greater value from the conference itself.

*Please call about other topics that I am regularly asked to speak about.*



## Testimonials

Of all the sessions I attended during the NCBMP conference, your keynote was unequivocally the most outstanding and offered the most takeaways for me.  
*(LG, Meeting Planner)*

A top number one communicator and visionary with excellent skills and technical knowledge.  
*(Bob Coffey, former Vice Chairman, KPMG)*

The best session I have heard on this topic.  
*(Anita Caputo, President, Big Picture Institute)*

Randall was a great addition to our annual supply chain conference.  
*(Barry Levine, Conference Chair, SCL Canada)*

Randall is professional in every sense of the word. He researches his material, presents with authority and style and follows up with participants diligently.  
*(Joseph Palumbo, Exec Director CDC, Schulich School of Business)*

Randall Craig has that rare combination of subject matter expertise and performance excellence. He is authentic on stage, smart, and makes the complicated simple.  
*(Donald Cooper, MBA, CSP, Canadian Speakers Hall of Fame)*

Randall's expertise and experience in all areas of strategic communication, marketing, web and social media is remarkable in its breadth and depth.  
*(Sylvia Link, APR, Peel District School Board)*

## Digital Marketing Strategist

## Real World Expertise

Randall Craig is an internet pioneer who led the web strategies for several major market newspapers, international financial institutions, and consulting firms since 1994. He helps organizations rethink their approach to engagement and marketing, and to land their digital strategy airplane.

Randall has founded several successful start-ups, held a long-time position at a "big-four" consulting firm, and was a senior executive at an American public company. Randall is currently the President and Chief Strategist of the consulting firm 108 ideaspac, and shares his knowledge in the area of Social Media and Digital Marketing with audiences across North America.

Randall is the author of seven books, including the *Online PR and Social Media series*, *The Everything Guide to Starting an Online Business*, and the best-seller *Personal Balance Sheet*. He is the co-author of *Social Media for Business: 101 ways to grow your business without wasting your time*, and has written hundreds of articles on driving strategy with digital. Randall is faculty at the Schulich School of Business Executive Education Centre, and blogs for the Huffington Post. In addition, he hosts the weekly webTV show *Professionally Speaking TV*, serves on the national board of the Canadian Association of Professional Speakers, and is a member of the Global Speakers Federation. He has a CFA, MBA, CMC, CSP, and a Black Belt in Karate.

## Client List (selected)

### Professional Services

Advocates for Justice  
 Akin Gump  
 AJAG  
 Basadur Applied Creativity  
 Bensimon Partners  
 Davies, Ward & Beck  
 Dykema Gossett  
 Grant Thornton  
 Hardie & Kelly  
 KPMG  
 Stikeman Elliott  
 SB Partners  
 Strategic Counsel  
 Thane Crossley Partners  
 Tuckers PC  
 Warren Shepell Consulting  
 A Global Top 5 Law Firm

### Associations and Non-profits

Acupuncture Canada  
 Canadian Alliance of Physiotherapy Registrars  
 Canadian Chiropractic Association  
 Canadian Society of Association Executives  
 Childhood Cancer Foundation  
 College of Veterinarians of Ontario  
 Cooperative Housing Federation of Canada  
 Kinark Child and Family Services  
 Lean In Canada  
 Mount Pleasant Group  
 NALP  
 Ontario Association of Naturopathic Doctors  
 OACETT  
 Toronto Real Estate Board

### Other

Inception Lifebank, Bargains Group, CanRad, and many others

### Education/Public Sector

Auditor General of Canada  
 Dufferin-Peel Catholic District School Board  
 Durham District School Board  
 Environment Canada  
 Metrolinx  
 Ontario Ministry of Education  
 Peel District School Board  
 Peel Industry-Education Council  
 Toronto District School Board  
 University of Western Ontario  
 University of Toronto  
 Veterans Affairs  
 York University

### Financial Services

Advance Insurance  
 BDC: Business Development Bank of Canada  
 CIBC  
 CMDF  
 DBRS  
 HMW Capital  
 IIROC  
 MDS Capital  
 Manitoba Public Insurance  
 Mellon Bank  
 OMERS  
 SLA of California  
 Sun Life Financial RE group  
 TD Bank Quantitative Analysis  
 Thomas Cook Financial Services

### Media & Publishing

Canadian Publishers' Council  
 Globe and Mail  
 Harlequin Enterprises  
 McGraw Hill  
 Torstar/Toronto Star

## Presentations (selected)

- Association for Corporate Growth
- Admin Professionals Conference
- APEX (2X)
- AMTA National Conference
- American Association for Quality
- American Coal Council
- Asper School of Business
- Boating Ontario
- Canadian Association of Communicators in Education
- Canadian Association of Fairs and Exhibitions
- Canadian Association of Family Enterprises
- Canadian Association of Insolvency/Receivership Profs
- Canadian Association of Professional Speakers (6X)
- Canadian Car Wash Association
- Canadian Insurance Accountants Association
- Canadian Produce Marketing Association
- Canadian Safe Boating Symposium
- Canadian Urban Transportation Association
- CCWESTT Annual Conference
- City of London
- CNNAR Annual Conference
- Construction Safety Association of Ontario
- CPA Canada (5X)
- CSAE HR Summit, Summer Summit
- CSAE National Conference (3X)
- Family Firm Institute
- Felix Global (4X)
- Global Youth Leaders
- HRP National Conference (3X), plus many chapters
- IABC (3X)
- International Customer Service Association
- Legal Marketing Association (2X)
- Manitoba Crown Corporations Council
- Manulife Financial
- Million Dollar Round Table study group
- Minden Gross
- Municipal Information Systems Association
- National Coalition of Black Meeting Planners
- Ontario Association of Naturopathic Doctors (2X)
- Ontario Centre for Engineering and Public Policy
- Ontario Retirement Community Association
- Project Management Institute (2X)
- Recruitment & Retention conference (2X)
- Responsive Group
- Rogers Small Business Forum
- Ryerson University (2X)
- The Law Office Management Association
- Tire and Rubber Association of Canada
- Toronto Dental Academy
- SB Partners 40th anniversary conference
- Schulich Executive Education Centre
- Social Investment Organization
- SPMAO
- Supply Chain Logistics National Conference
- Surety Association of Canada
- TD Asset Management
- Toronto Attractions Council
- Toronto CFA Society (5X)
- Treasury Management Association of Canada
- University of Guelph

## Media Profile



THE HUFFINGTON POST

...plus 400+ others over the last eight years

## Digital Marketing Strategist

### Choosing a Social Media Speaker

Quite unfortunately, there is no shortage of people who claim to be experts in Social Media and digital strategy. How do you find a "real" one for your event or webcast? The best way is to ask some questions:

**1) How much do you really know about Social Media?** A tough question, but if the answer is "read all of my books", and here are example consulting clients, then the person is probably an expert. If the clients are just "speaking" clients, then they probably don't have much depth. (Feel free to read all four of my Social Media books: one for professionals, one for associations/not-for-profits, and two for businesses.)

**2) What did you do before Social Media? How long ago was that?** There is no shortage of "instant" social media experts. While they may be great salespeople, they certainly aren't who you want in front of your audience. They don't have the depth, since expertise comes only with time. (I started in this field in 1994, by putting several major market newspapers online, and have worked on 100+ projects since.)

**3) How involved are you personally in Social Media?** A speaker who is an expert in the area should also be using the tools. If not, then whatever they say is probably just theory. Pay particular attention to their blog, but also check them out on LinkedIn, Facebook, YouTube, and Twitter. Google them, and see how often they come up, and where they appear. (I have 450+ thoughtful blog posts, and over 180 video interviews syndicated across the web. Since 2011, our national Social Media benchmarking research has been used by 100's of organizations. And check out my LinkedIn profile, and my Facebook profile, and my Amazon author profile, and Google...)

**4) Are you a professional member of either NSA (for US-based speakers) or CAPS (for Canada-based speakers)?** NSA or CAPS membership means a commitment to professional development, communications excellence, and a commitment to following a code of ethics. But beyond membership, has the speaker been awarded the CSP - Certified Speaking Professional designation? This is the highest earned designation awarded by the National Speakers Association to recognize proven expertise and experience; less than 12% of the world's professional speakers have it. (I have been a member of CAPS for a number of years, and currently serve on the National Board. I also served as the 2010 Toronto Chapter President. And yes, I have a CSP.)

**5) Who are your Social Media presentations targeted to?** Anyone can get up in front of a crowd and describe LinkedIn or Facebook, but most audiences already know the basics. A true expert adds specificity: their presentations are targeted at specific industries or specific functional areas. (My presentations - and my books - do this.)

**6) What research do you do prior to presenting?** This separates those who work professionally as speakers from those who just "speak". A huge amount of time must be spent beforehand to properly customize the presentation, so that your meeting objectives are met. (Once engaged, I will ask that you fill out a detailed audience questionnaire; I would follow up with a series of interviews with representative audience members and senior managers. I will read annual reports, product brochures, industry analysis, and any relevant internal documentation. Finally, the presentation will be completely customized, with relevant, up-to-date examples. And then rehearsed.)

**7) What do others say?** Read through the speaker's testimonials, and ask for the speaker's "one-sheet" - their credentials. Is their client list filled with credible names? Finally, satisfy yourself with the speaker's references, either through online testimonials, or by asking for the reference's contact info.

### Randall Delivers...

#### Beforehand:



A detailed questionnaire about your meeting objectives and audience

2-4 Interviews, to understand your priorities and audience issues.

Customized and updated presentation.

On request, a no-cost pre-teleseminar or video to help drive registration.

(Yes, I do rehearse.)

#### On-site:

Early arrival to meet attendees, listen to other speakers, and weave this intelligence into the presentation. Early arrival also means early sound checks.

A powerful presentation that keeps to your schedule.

Will stay the day, to spend time with attendees and answer their questions personally.

#### Attendees get extra value after the presentation:

Access a custom-built web resource page.

Creation of a one-page "Reference Sheet" to extend the learning.

Additional learning materials are optionally available to reinforce the concepts and translate to action.



## Digital Marketing Strategist

### Make It Happen Tipsheets

Weekly tips that reinforce Randall's message



#### Twitter Strategy

There is no shortage of discussions about Twitter, which is ironic, as each "Tweet" is at most 140 characters, the length of this sentence. Yet most people wonder how - and even why - this so-called phenomenon is being used. Is there an ROI? Who has the time? (another 140 characters) If you are just getting into Twitter - or have been using it without much success - consider these eight different Micro-blogging strategies: (another 140)

**Time-waster:** You have followed others who provide a steady stream of low-value information, but which you find fascinating. And in turn, you provide your followers the minute details of whatever happens to be on your mind.

**Lurker:** In this strategy, you are a consumer of information. You have followed a number of people (friends, family, colleagues, and a few experts), and they provide you with intelligence relevant to your work and personal life. You rarely Tweet yourself.

**Searcher:** You don't follow many people, but you use the Twitter Search functionality to review trending topics and links to newly available resources. You don't typically post much at all: Twitter search is your new version of Google.

**Strategic sender:** With this strategy, you send updates - usually self-centered - to let your clients, colleagues, and suppliers know about your important professional activities. You may do an update once or twice weekly - not more often, or your Tweets may look like spam. You may be a *Reader* as well.

**Asker:** As an Asker, you are concerned about what your customers, prospects, and the Twittersverse thinks. Instead of telling the world something (eg "Just launched the Gismo-212, find out more here") you ask them for their opinion instead (eg "Anyone using our new Gismo-212? What do you think?") While it sounds like market research, it is really more about the conversation than the data collection.

**Spammer:** Your number one goal as a spammer is to collect followers, and then send links to a product sales page, often several times each day. In the same way that email spam is unappreciated, following this strategy is a quick way to get yourself "unfollowed".

**Trusted Guru:** A Trusted Guru is a person who is completely up-to-date in their area of expertise, and shares this by Tweeting several times daily, with links, short editorial comments, and other value-added content. The Trusted guru rarely Tweets about personal activities.

**False Prophet:** This strategy is one where you will try to establish "authority" by virtue of the quality of your posts, but where there is little real-world expertise. Unfortunately for everyone in the "Twittersverse", real-life Trusted Gurus are often too busy to actually implement a Trusted Guru strategy, clearing the way for False Prophets.

Consider the category you want to be in, and don't waste your time doing things that don't give you a good return on your time investment. (Another 140)

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#### Blog Ideas

A blog is a great way to demonstrate your knowledge and perspective. It helps prospective clients understand how you think, and how you can solve their problems. A blog begins to create a community around your products and services. It is one of the most effective marketing activities that you can do - but it takes commitment.

For most who decide to start a blog, one question eventually pops up: What should I write about? "Me" isn't the correct answer, although it is a frequent one. Instead, consider these alternatives:

- Summarize and link to a current news item.
- Implications/analysis of a current news item.
- Five tips to \_\_\_\_\_.
- Ask your readers: what do you recommend for \_\_\_\_\_?
- Trends (or predictions) in your industry.
- Ask your readers: what's the biggest challenge you're currently facing?
- Write about an external resource on your subject.
- Interview another expert.
- Have a guest blogger write a post.
- Top ten links on a subject.
- Contrarian view: why a certain strategy is wrong.
- "Op Ed": Your opinion on a topical issue.
- Seasonal posts (back to school, holidays, etc).
- Post a video about any of the above topics.
- Compilation of "Best of" posts.

**This week's action plan:** If you haven't started a blog, set a schedule (weekly is good), and then email yourself a post each week for two months. If you can stick to it, then start the blog for real - you already have a backlog. And if you do have a blog, how many different types of posts have you made? This week, try something different.

#### Prospecting on LinkedIn

Most people have a LinkedIn profile. And most people understand the importance that relationships play in building a business or making a sale. But most are mystified when it comes to using LinkedIn pro-actively.

Of course, there are basic strategies that you can do: creating a robust profile filled with keywords, periodically sending out new status updates, or contributing meaningfully within LinkedIn groups.

If you are doing these things, then you are fertilizing the soil, but not planting seeds. Here are six strategies that can help:

- Before you meet anyone in the real world, search for them on LinkedIn.
- Check on who is viewing your profile.
- Ask for a third party introduction.
- Groups: Connect in the real-world with people you meet online.
- Reach out to your 1st degree relationships who you don't know well.
- Add value in your comments, then meet the author in the real world.

What is the common thread between each of these pro-active prospecting strategies? Each one aims to transform an online relationship to a real world one. Whether you are looking to close a deal or improve a relationship, most people will not commit without spending real time together.